



Greater Williamsburg
CHAMBER & TOURISM ALLIANCESM

**Presentation to the
James City County
Comprehensive Plan
Citizen Participation Team Forum**

July 31, 2008



Our Membership

- Approximately 1,000 businesses in Greater Williamsburg
- A large proportion of those businesses are located in James City County, and a large proportion of their employees live there.

Our Goals Include

- Encouraging the growth of existing and new businesses
- Coordinating the efforts of those involved in commerce, industry or the professions
- Promoting the area as a travel destination
- Supporting all activities believed to be beneficial to the area.

Chamber-Alliance Responsibilities

- Represent the interests of the business and tourism community by harnessing the collective power of its members and using the power in constructive ways as issues of interest to business arise.
- Assist the municipalities in achieving their goals when business can be a productive partner.

Our Comprehensive Plan Task Force

- Follow the progress of comprehensive plan discussions and share appropriate information within the Chamber-Alliance
- Identify key business interests, assess their importance to our members, communicate them within the Comprehensive Plan review process



James R. Golden, The College of William and Mary (chair)
Nicholas Barrett, Prime Outlets at Williamsburg
Robin Carson, Kingsmill
Brien R. Craft, Wal-Mart Stores, Inc.-Distribution Center
Paul W. Gerhardt , Kaufman and Canoles Attorneys at Law
Victoria Gussman, The Colonial Williamsburg Foundation
Robert Hershberger, Chamber Alliance
Charles P. Martino, Cooke's Gardens
Gary M. Massie, Jack L. Massie Contractor
Joseph S. Mastaler, Jr., Witt Mares
Brian McNelis, Busch Brewery
Marc Sharp, Bush Construction
Michael A. Matthews, The Structures Group
Richard Schreiber, Chamber Alliance
Robert J. Singley, Sr., RJS & Associates, Inc.
Randy Smith, Prudential McCardle Real Estate
Marshall N. Warner, Chesapeake Bank



We have identified six main issues for further discussion with our membership.

The Task Force settled on the issues following a review of:

- Current 2003 Comprehensive Plan
- Business Climate Task Force Study
- Current Comprehensive Plan Surveys and Documents
- Participation in Citizen Participation Team Forums
- Chamber Alliance Workforce Study
- Analysis by Task Force Members

Survey of Membership About to be Launched



We are about to launch a web-based survey of our entire membership next Monday, August 4.

The survey will assess member views of the relative importance of the issues the Task Force has indentified.

The survey will also ask members to identify other key business issues of importance to them.

We hope to have preliminary results within 10 days of the survey launch so we can have them available in time for the August 19 Citizen Participation meeting, or in any case by the September 8 meeting.



Retain the Uniqueness of our Area

Be Selective in Targeting New Businesses and the Expansion of Existing Businesses

Strengthen Tourism

Address Workforce Needs

Enhance our Transportation Networks

Improve County Master Planning



Issue #1 - Retain the Uniqueness of our area

- James City County's quality of life is our key competitive advantage to attract businesses, residents, and visitors
- Find a balanced economic portfolio -- preserve the uniqueness of our historic area and attract and maintain complementary businesses.
- Manage growth while preserving character
- Support actions to protect and enhance County resources such as recreation, culture, arts and entertainment, appearance, and environmentally positive policies



Issue #2 -Target the Attraction of New Businesses and the Expansion of Existing Businesses

- Foster a balanced economy.
- Target businesses that share values of fair pay, high wages, benefits, year-round employment, diversity of work force, and interest in the well being of its employees
- Especially seek out businesses that generate positive net fiscal impact on the county and that also are environmentally friendly and clean with relatively low impact on natural resources.
- Encourage development and/or use of Class A or B office space
- Advocate marketing and communication efforts to recruit, retain, and expand businesses
- Leverage the research programs at the College of William and Mary to attract knowledge-based businesses



Issue #3 – Strengthen Tourism -- Particularly important in light of the uncertainties surrounding the sale of Anheuser Busch

- Build on existing strengths in tourism to leverage local history, culture, and infrastructure
- Encourage continued growth in the tourism industry through investment in regional promotion, infrastructure, recreational and cultural amenities
- Develop transportation alternatives and road connections to minimize local use of major tourism routes
- Recognize the benefits to local citizens of access to infrastructure surrounding the tourism industry
- Support expansion of workforce training in high-skill areas within the tourism industry



Issue #4 – Address Workforce Needs. Take actions to help alleviate the critical shortage of workers (current and projected) recognizing that the current situation is not adequate to facilitate a balanced business portfolio. Actions may include but are not limited to...

- Increase in the number and diversity of housing opportunities
- Develop zoning and other incentives to attract and retain an appropriate workforce
- Explore staffing policies and strategies by existing businesses to encourage the hiring of retirees, job sharing, flexible work hours, and working from home
- Support expansion of workforce training programs, especially in high schools and at Thomas Nelson Community and the College of William and Mary
- Support development of areas like New Town to help attract and retain young professionals



Issue #5 - Enhance our Transportation Networks

- Encourage local transportation initiatives to create connections and reduce dependence on major local arteries where conflict with other traffic needs exist
- Designate and improve major arteries for longer trips through the region
- Increase and support low cost public transportation from Hampton/Newport News to James City County by WAT



Issue #6 - Improve County Master Planning

- Proactively identify and master plan areas suitable for economic development to help manage business growth and protect the community's character through installation of infrastructure, including storm-water facilities
- Identify and incentivize research and technology zones
- Continue to use a business facilitator to serve as an advocate for the processing and preparation of site plans and building permits for appropriate businesses
- Continue to adjust the James City County plan review process to provide: (a) earlier communication with designers, (b) easier access to review comments, (c) regulatory coordination, (d) reasonable turn-around times
- Implement plans to coordinate the timing and formats of future comprehensive plans across the three area jurisdictions.



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