



LEADING WITH RESILIENCE





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“

From our industries to
our people, past to present,
we are a City built for
overcoming adversity.

While 2020 has been tough,
we are tougher together.

”

Alonzo R. Bell, Jr., CCIM
Chair (2020)



REBUILDING, RENEWAL, RESILIENCE

I'd like to begin by thanking each and every one of the first responders, healthcare professionals, teachers, restaurant staff, parents, businesspeople, community leaders, business owners and citizens of Newport News for the contributions you have made in 2020. This year has been eye-opening, and we see that there is much to be done to address long-standing systemic inequities across racial, cultural and socioeconomic lines. This has been a year marked by uncertainty, setbacks, and loss. Each of you has shown remarkable resolve. You have each led with resilience, and you have inspired our City to do the same.

Despite the challenges of 2020, we have come together as a community, **rebuilding** in amazing ways. To rebuild business and employment, the City worked to create the CARES Workforce Assistance Program, offering workforce development training in targeted, high-demand industries. Physically, we are rebuilding the Denbigh-Warwick area, starting by tearing down the old Kmart structure and making way for a community-led transformation that includes new businesses, residences and communal space.

We have also used 2020 as a time for **renewal**. We are quite literally renewing parts of the City, like Menchville Marina and the Marshall-Ridley area, thanks to grants and funding secured by public and private partners. Figuratively, we are finding ways to renew our sense of community while maintaining safe distance. For instance, the Brooks Crossing Innovation Lab (iLab) partnered with Northern Virginia Community College to offer free virtual STEM camps for young people of all

ages and skill levels – giving children a creative way to have a little more human interaction and some educational fun!

Above all, our City has demonstrated **resilience** in a very challenging time. Companies like Ferguson, Liebherr, and many others continue to grow and expand. START Peninsula reinvented itself in order to hold virtual training and pitch competitions that provide validation, funding and resources to local entrepreneurs. The City and EDA worked together to establish three new grants – COVID-19 Small Business Resiliency Grant, Back-to-Business Grant and Grow Your eBusiness Grant – to help our local businesses persevere. And with an eye to the future, the EDA was part of our regional 757 Recovery Forum, which connects local business leaders with local experts and one another, for advice on navigating the pandemic.

From our businesses to our people, past to present, we are a City built for overcoming adversity. While 2020 has been tough, we are tougher together. And rather than stand by as the pandemic takes its course, we are well on our way to a recovery that will propel us into a healthy and prosperous 2021 and beyond.

We are one City, moving forward, building, uniting and creating new opportunities. Together, we're making great things happen.

Sincerely,



Alonzo R. Bell, Jr., CCIM / 2020 Chair / EDA/IDA

COMMUNITY RESILIENCE



RESILIENT IN THE FACE OF AN UNPRECEDENTED CRISIS

Newport News is a City built on a good fight. Home to the world's strongest ships and even stronger people, our City leaned into our resilient roots when the novel coronavirus reached our shores. While the journey has not been easy and the stakes are tremendously high, the people of Newport News have banded together to protect our neighbors and businesses from the unpredictable devastation caused by COVID-19.

757 RECOVERY FORUM SUPPORTS BUSINESS LEADERS

With the novel coronavirus, there is plenty of information but little clarity. The 757 Recovery Forum connects local business leaders with the region's local experts for advice on navigating the pandemic safely and effectively. The forum provides up-to-date COVID-19 analysis and ongoing dialog with those who know the 757 region best.

Experts with 757 Recovery Forum cover a range of topics pertinent to the 757 business community – from how to tap into the federal CARES Act to how to strengthen your company's virtual work capabilities. The forum provides a place for local business people to unite and move forward.

GOVERNOR NORTHAM ANNOUNCES \$70 MILLION FOR SMALL BUSINESSES & NONPROFITS

The Rebuild VA Grant Fund, a new economic recovery fund announced in late July, provided \$70 million in assistance to small businesses and nonprofit organizations impacted by COVID-19. Eligible business and nonprofit categories included food and beverage establishments, non-essential retail, exercise and fitness, entertainment and public amusement, personal care and personal grooming services, and private campground and overnight summer camps.

The Virginia Department of Small Business and Supplier Diversity administered the program, which awarded grants of up to \$10,000 to approximately 7,000 applicants for eligible expenses. Applicants must have been in good standing with the Virginia State Corporation Commission, have a maximum of 25 employees and annual gross revenues of up to \$1.5 million.

From X-Ray Protection to COVID Protection

Responding quickly to a request from the governor's office, **Burlington Medical**, a large Newport News producer of x-ray technician protective equipment, quickly re-purposed staff and production lines to make reusable face masks and face shields and to source sanitizing wipes for first responders.

EDA RAMPS UP SUPPORT FOR SMALL BUSINESSES

The City and Economic Development Authority established a grant program to support local small businesses impacted by the pandemic. The COVID-19 Small Business Resiliency Grant provided one-time financial assistance to eligible for-profit businesses in Newport News, in amounts not to exceed \$5,000. Grant funding was awarded on a first-come, first-served basis.

Following the success of the COVID-19 Small Business Resiliency Grant program, the Newport News Economic Development Authority established two new grants – the Back to Business Grant (up to \$5,000) and the Grow Your eBusiness Grant (up to \$2,500) – to provide ongoing support to eligible for-profit small businesses in Newport News affected by COVID-19.



TECHNOLOGY EMPOWERS EVERYONE TO SEE WHO'S "OPEN FOR BUSINESS"

The City's Development and Information Technology departments launched an interactive, web-based map, "Open For Business" to let citizens know the status of Newport News businesses during the coronavirus pandemic. Residents used the map to search for open businesses, and local businesses were able to reach customers and even gain new ones.

\$1.5 MILLION CARES ACT GRANT AWARDED TO NEWPORT NEWS & HAMPTON BUSINESSES

The U.S. Department of Commerce, through its Economic Development Administration, awarded \$1.5 million in CARES Act Recovery Assistance grant funding for small businesses in Newport News and Hampton. The award was a portion of the \$13.9 million in grants to capitalize revolving loan funds for small businesses across Virginia.

The purpose of the CARES Act Recovery Assistance grant is to alleviate sudden and severe economic dislocation caused by COVID-19; to provide permanent resources to support economic resiliency and to further the long-term economic adjustment objectives of the two cities. This \$1.5 million

award will be administered through the Peninsula Industrial Finance Corporation for a special COVID-19 relief revolving loan fund. The Newport News Department of Development serves as the fiscal agent for the corporation and grantee for this award.

"We are pleased to receive this generous award, and look forward to partnering with our colleagues in Hampton to help Peninsula businesses in their recovery efforts," said Florence Kingston, Director of Development for Newport News. "We've assisted Newport News small businesses with over \$2.1 million in COVID-19 relief funds, and this additional CARES award will help us extend our reach and make a greater impact."

“

I am a native of Newport News and I have had the opportunity to have my business located here for most of the years that I have been in business. When the City offered its Resiliency Grant this year, we were able to use it for rent, payroll, and other overhead expenses.

”

Joe Lieberman
President / Peninsula Data Service Center





NEWPORT NEWS COMMUNITY SIGNS DURING COVID-19 PANDEMIC

NEWPORT NEWS TACKLES COVID-RELATED UNEMPLOYMENT HEAD ON

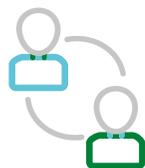
To address unemployment caused by COVID-19 and help residents get back to work, the City of Newport News launched the CARES Workforce Assistance Program (C-WAP). This innovative program offers workforce development training in industries that are in critical need of employees and that pay minimum wages of \$13.50 per hour. The City set out to help over 215 residents obtain industry credentials and employment by the end of 2020.

“This program underscores our City’s belief in our residents and their limitless potential. By investing in those who call Newport News home, we are transforming their circumstances and helping them begin challenging new careers in high-demand industries,” said Mayor McKinley L. Price.

The C-WAP program is facilitated by the Greater Peninsula Workforce Development Consortium and offers residents in-person and remote training in healthcare, information technology, maritime, construction/trades and truck driving. There is no cost for residents, and participants graduate with national credentials by end of December 2020.

The City opened the Denbigh Workforce Center in October to provide additional job training and workforce development. Residents can visit the center for help researching and applying for jobs, resume writing support, information on training and workforce development programs and to use the computer lab.

CARES Workforce Assistance Program (CWAP)



GREATER PENINSULA
WORKFORCE BOARD

Centura
COLLEGE
ALLIED HEALTH & TRADES

Healthcare
Training Solutions, Inc.

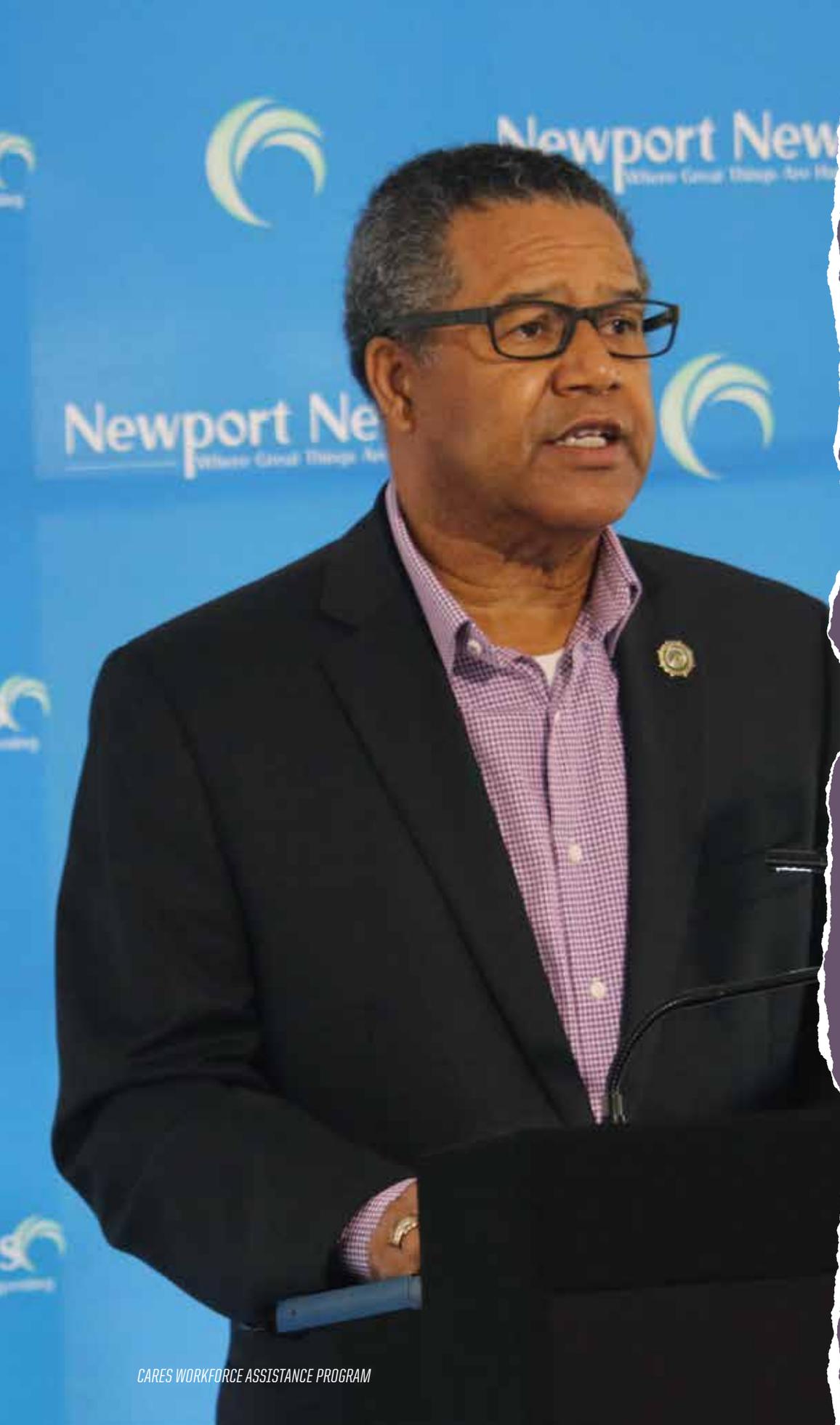
VIRGINIA TECHNICAL
ACADEMY

HAMPTON ROADS
WORKFORCE COUNCIL

VIRGINIA SHIP REPAIR
ASSOCIATION

Shippers
Choice
of Virginia

TECH TALENT
SOUTH



“

By investing in those who call Newport News home, we are transforming their circumstances and helping them begin challenging new careers in high-demand industries.

”

McKinley L. Price
Mayor / Newport News

NEW RESILIENCE



POWERED BY CREATIVITY

Necessity is the mother of invention, and 2020 necessitated some pretty creative thinking. Luckily, our City is full of dreamers and doers who thrive on challenge. So rather than fall back when the world was shutting down, Newport News leapt ahead, with major progress on facilities and programs dedicated to innovation.

TECH CENTER & JEFFERSON LAB EXPANSION

Jefferson Lab, a world-class national laboratory specializing in particle physics, has called Newport News home for over 30 years. To help increase visibility and engagement, the Department of Energy is considering the Applied Research Center (ARC) as a new extension for Jefferson Lab, offering more space for employees, a visitor center, and a STEM education programming center for local schools and colleges.

The Commonwealth owns the 9-acre property, and the Economic Development Authority (EDA) owns, manages and leases the building. In March 2019,

the Department of Energy informed the City it was interested in acquiring the building and property, and the EDA approved the sale in October.

Adjacent to Jefferson Lab is the Tech Center Research Park, which will ultimately contain approximately 850,000 square feet of office and lab space, spread across 10 buildings, with an estimated 5,500 employees. A ribbon-cutting ceremony was held in August 2019 for Building One @ Tech Center, and a groundbreaking on the second research facility, Building Two, is anticipated by summer 2021.

BROOKS CROSSING OFFERS VIRTUAL ENTREPRENEURSHIP CLASSES FOR ALL AGES

One of the goals of the Brooks Crossing Innovation and Opportunity Center is to empower the next generation of leaders to chase their dreams and develop solutions to the world's most challenging problems. The Center's "Unreasonable Kids" entrepreneurship programs developed by Old Dominion University create a safe, peer-to-peer, coach-led environment to facilitate and inspire world changers, and scholarships exist for residents.

Participants in previous "Unreasonable Kids" programs at the Innovation Lab voted on how to expand, and they chose to offer an Entrepreneurship Course for parents. During this two-part series, parents learned how to take a business from idea to fruition and developed an understanding of the legal requirements of businesses, ranging from copyrights to trademarks.

"Thank you, your team and the leadership of the City of Newport News for the support to help businesses maintain their livelihoods during these most unusual times."

Mickey and John Chohany
Owners
Second Street
an American Bistro

B&C Seafood at Seafood Industrial Park

*205 Jefferson Ave. in the
Seafood Industrial Park.*

B&C Seafood introduced curbside and contactless service to buoy their business and the community's access to quality seafood at reasonable prices. B&C has eight ocean-going fishing vessels and regularly lands fresh sea scallops at their facility while sourcing quality shrimp, whiting, flounder and snow crab legs.

Si Señor

10608 Warwick Boulevard

Si Señor opened its doors in the Hilton Village area of Newport News in February. The restaurant is owned and operated by Jose Fuentes, who has over 20 years of experience in the industry, and his wife, Esperanza. The team's mission is to offer exceptional customer service along with its menu of authentic Mexican dishes.

Expose Performing Arts

467 Denbigh Boulevard

Expose offers a wide of range classes, including ballet, jazz, hip-hop, salsa, acrobatics and tap. The studio features a 4,000-square-foot space, with three separate themed dance rooms, and is the only dance studio in the region with spring floors. Future plans include adding to the studio's competitive dance team and launching a new class for children with special needs.

BROOKS CROSSING CELEBRATES YEAR ONE

In August 2019, the Brooks Crossing Innovation and Opportunity Center opened its doors to the public. Newport News residents visit the center to develop job skills, find a career, take the next step in work or their education or immerse themselves in the newest technologies by using the cutting-edge equipment in the iLab (3D printers, laser cutters, recording studio and more).

Prior to the COVID-19 pandemic, over 300 people a month were visiting the Center for services. After a three-month closure, the Center reopened, offering workforce development support and job training. In addition, the Hampton Roads Community Action Program, Virginia Career Works Peninsula, the Newport News Department of Human Services, the

Newport News Choice Neighborhood Initiative and Goodwill of Coastal and Central Virginia are offering courses and support services at the Opportunity Center.

The Innovation Center, also known as the iLab, is managed by Old Dominion University and has offered virtual programming to engage people of all ages in STEM. The iLab offers virtual executive question and answer sessions, entrepreneurship sessions and camps, and STEM summer camps featuring topics ranging from robotics and cybersecurity to fabrication and design. Virtual and hybrid sessions are also available.

ILAB HOSTS FREE VIRTUAL STEM CAMPS

While the coronavirus caused many summer plans to change, there were still opportunities to learn and have fun. The Brooks Crossing Innovation Lab (iLab) partnered with Northern Virginia Community College to offer free virtual STEM camps, including robotics, coding, cybersecurity, fabrication and more for young people of all ages and skill levels.

The Brooks Crossing iLab is the first of its kind in the country, blending industry and higher education with City support. An instructional hub for science, technology, engineering and math (STEM), the iLab gives people of all ages and abilities the chance to learn by using cutting-edge equipment and technology.

EDA INTRODUCES COWORKING SPACE PROJECT

To enhance the transformation, growth and sustainability of the Marshall-Ridley Choice Neighborhood and broader Southeast Community, the Economic Development Authority (EDA) is currently rehabilitating 2506 Jefferson Avenue to be the future home of a coworking space. The coworking space will be a location where small businesses and entrepreneurs can rent low-cost office space and access business assistance resources.

The EDA selected Point Management Group, a SWaM-certified business out of Suffolk, to serve as the operator/manager

of the space. Point Management Group has a wide range of experience with business development and engagement with small, minority-owned and disadvantaged businesses.

A \$480,000 Industrial Revitalization Fund Grant from the Virginia Department of Housing and Community Development will offset a portion of the cost of the interior rehabilitation needed, and the facility is scheduled to be completed in the first quarter of 2021. A community contest was held to submit and select a new name. The name "The Offices @ Two Five & J" was chosen.

“

We're looking forward to the opening of The Offices @ Two Five & J, which will provide a much-needed resource to entrepreneurs in the community.

”

Florence G. Kingston
Director of Development
Secretary/Treasurer EDA/IDA



BUSINESS RESILIENCE



ALWAYS THINKING BIG

The pandemic is proof that we live in an increasingly globalized world, which has its strengths and weaknesses. Thanks to resilient leadership and teamwork, Newport News is emerging from 2020 stronger than ever, with many new investments and developments that are bringing global attention, jobs and opportunities to our community.

LIEBHERR CELEBRATES 50TH U.S. ANNIVERSARY WITH ADDITIONAL \$45 MILLION EXPANSION

Liebherr completed a multi-year project in 2020, investing \$45 million in the expansion of its facility in Copeland Industrial Park. The new Liebherr USA headquarters encompasses 251,000 square feet in three new buildings at its Newport News campus.

The family-owned company is one of the world's largest manufacturers of construction machinery and earthmoving equipment. Liebherr celebrated 50 years in Newport News with the completion of the campus headquarters.

ENDVIEW ADVANCES WITH COMMUNITY-LED DEVELOPMENT

Ever since WeldenField Development, LLC was selected as the preferred developer for Endview in June 2019, the EDA and City have worked closely with their team to create a community-led vision for the 285-acre parcel. The EDA hosted a virtual community engagement session in August 2020, and has received positive

feedback about the development concept, which features nature trails, connections to the Endview House and Newport News Park, and the proposed Birthplace of America Trail. Currently, the EDA and WeldenField are creating a development agreement for the implementation of the plan and vision.

NEWPORT NEWS TRANSPORTATION CENTER MOVES AHEAD

On July 21, 2020, the City of Newport News, the Virginia Department of Rail and Public Transportation (DRPT) and the Virginia Department of Transportation (VDOT) broke ground on a new transportation center. The center, located at Bland Boulevard between

Warwick Boulevard and Interstate 64, will offer a streamlined passenger rail experience. Construction began in summer 2020 and the \$47 million project is expected to run approximately two years.

"It is fantastic that the City was able to come up with funding to assist many of the area's smaller businesses in this manner. For some, \$5,000 doesn't seem like much, but for many businesses it is a much-needed boost to their business in a time of great need."

Robert Carmines
Owner
Carmines Robbins Financial
Services LLC



“

Our sincere desire to work with the Southeast community to create new jobs and provide shipyard training was a driving force behind our decision to select Newport News.

”

Jorge Rivera
CEO and Chairman / S23 Holdings LLC

JORGE RIVERA EMBRACES HIS MOTHER AT ANNOUNCEMENT OF \$64.4 MILLION CAMPUS

SOLO INCORPORATED EXPANDS NEWPORT NEWS PRESENCE

Since 1983, SOLO, a worldwide leader in the production of backpack, handheld and one-hand compression sprayers, has been based in Copeland Industrial Park. As the company became more successful, it outgrew its 53,000-square-foot space at 5100 Chestnut Avenue. SOLO's management team (locally and in Germany) maintained a relationship with City

staff, and with their strong desire to remain in Newport News, they chose to purchase a 64,000-square-foot facility with adjacent expansion acreage at 201 Enterprise Drive in Oakland Industrial Park. This expansion will allow SOLO to maximize production and efficiency while continuing to call Newport News home.

FERGUSON COMPLETES HQ3 IN CITY CENTER

In 2020, Ferguson neared completion of construction of a new 260,000-square-foot HQ3 building to better serve its growing US and international client-base. The modern eight-story building is the largest single-user structure in Oyster Point. The EDA has built a public parking garage with 1,400 spaces to help fulfill the vision of a shared parking system, as outlined by the City Center at Oyster Point Master Plan.

The City's Department of Engineering is undertaking additional transportation infrastructure improvement projects to help maintain traffic flows through the greater Oyster Point area.



PROGRESS ON FERGUSON'S 260,000-SQUARE-FOOT HQ3 BUILDING | PHOTO COURTESY OF CHERYL BROWNE, W.M. JORDAN COMPANY

S23 HOLDINGS INVESTS \$64.4 MILLION IN NEWPORT NEWS

S23 Holdings, LLC, a marine repair and construction company, is investing \$64.4 million to build a corporate and industrial campus in Newport News. The new facility, proposed for a portion of 1511 Harbor Lane, will serve as a repair and fabrication facility supporting S23's ship repair operations at 1201 Terminal Avenue.

The \$64.4 million investment is supported by \$2,677,800 in incentives from the Commonwealth's Development Opportunity Fund, Virginia Jobs Investment Partnership, the Economic Development Access Program and the

State Enterprise Zone Program. Further, a \$1.1 million local Enterprise Zone grant will be used for onsite and off-site infrastructure improvements and site planning, to ensure connectivity between the two sites, as well as overall connectivity to the neighborhood.

This project aligns with the goals for the Choice Neighborhood Initiative, creating 322 new jobs, hiring from within the community, offering substantial employee training and expanding opportunities for returning and new employees.

"Jorge Rivera and S23 Holdings are making a significant commitment to Newport News. Imagine the impact of over 300 skilled jobs, with training. This is the kind of opportunity that can change lives and transform a community."

Cynthia D. Rohlf
City Manager
City of Newport News

SUPPORT & RESILIENCE

VIRGINIA TECHNICAL
ACADEMY



HOMEGROWN STRENGTH & MOMENTUM

While Newport News is home to many national and global businesses, it's the local, small businesses that make our City what it is today. They provide the local color and create an economy that keeps local dollars local. And though 2020 provided tremendous challenges, the City continued to drive programs forward to support small businesses and make Newport News even more vibrant.

VIRGINIA TECHNICAL ACADEMY CELEBRATES GRAND OPENING

Virginia Technical Academy, which observed its grand opening in early 2020, provides hands-on training and support for those interested in becoming skilled tradespeople. The Academy offers fully-accredited apprenticeship programs for HVAC technicians, electricians, plumbers, appliance technicians and facilities management technicians. VTA's staff has

been in the appliance repair, HVAC/R and electrical business for a combined 65+ years, in all phases including sales, installation, estimating, training and managing. The company recently entered into the CARES Workforce Assistance Program, a partnership to offer workforce development training to Newport News residents impacted by COVID-19.

CITY KICKS OFF TRANSFORMATION OF DENBIGH

To launch the "Transforming Denbigh" initiative, citizens were invited to tag or paint the exterior walls of the former Kmart at Warwick Boulevard and Oriana Road before a demolition ceremony. Mayor McKinley L. Price operated an excavator to take the first "bite" out of the building, and local food trucks added to the festivities. Free activities included a "touch-a-truck" with City vehicles, construction-themed inflatable games, chalk art, giveaways and a DJ.

The building had been vacant since 2014 and was purchased by the Newport News Economic Development Authority in 2019. There are no definitive plans for the 22-acre site at this point, but the recently adopted Denbigh-Warwick Area Plan suggests a potential redevelopment option that includes a town green for festivals, concerts, and farmers markets, surrounded by shops, homes and businesses.

"David and I would like to thank you, the City of Newport News, and everyone involved in the receiving of this grant. We appreciate and love the way our City is involved and wants to help out the Small Businesses Community."

Mark Hornsby
Co-owner
Hornsby Tire & Service Center

EARN.
PPLY.
HRIV





“

VTA graduates will be ready to fill labor shortages for high-demand, high-paying skilled trades jobs such as HVAC, electrical, plumbing, facilities maintenance and appliance repair.

”

David Gillespie
President and Founder
Virginia Technical Academy



ANTOINE BETHEA BASKETBALL COURT RIBBON CUTTING CEREMONY | PHOTO COURTESY OF THE BULLETIN POST

NFL'S BETHEA DONATES BASKETBALL COURT TO THE CITY

Super Bowl champion and three-time Pro Bowler Antoine Bethea has donated a community basketball court to the City that he credits for making him who he is. "From the grit, the grind, the good, the bad, I embody Newport News. I embody what the people stand for. I feel if it wasn't for Newport News I wouldn't be the person who I am today," said Bethea.

Bethea, a Denbigh High School alumnus, grew up in Newport News, and admits that basketball was his first love.

He wants the Antoine Bethea Basketball Court to be a place where kids play and the community he loves can gather.

Funded by the Bethea Family Foundation, the court is built directly behind the Denbigh Community Center and has bleachers, lights and perimeter fencing. He hopes to build similar courts in other areas around his hometown.

START PENINSULA 2020 GOES FROM ONE EVENT TO MANY

2020 marked the ninth annual Start Peninsula. More early stage businesses than ever were invited to participate in virtual micropitch competitions held on July 14, September 22 and October 13, each with four winners and one alternate winner. All of the micropitch winners were invited to the Start Peninsula main event on November 4 at the Williamsburg Regional Library.

Start Peninsula is backed by six regional Economic Development Authorities, as well as dozens of business leaders and mentors eager to support our local entrepreneurial ecosystem. At the main event, the top three winners received free access to local resources and \$5,000 to fuel their business growth. The top three winners from each micropitch event received \$500 towards building their businesses.



START PENINSULA AWARD WINNER ALEXIS PERKINS FOR HER PITCH 'CHAIR ONE FITNESS'



EVOLVING RESILIENCE

TRANSFORMING, EVOLVING & PERSEVERING

In a year where the natural thing to do would be to stand still, Newport News continued to transform the community in so many ways. With an eye to the future, the City made significant progress on redevelopment projects that will create more opportunity, prosperity and community for all.

CITY & EDA REMEDIATE FORMER CHASE PACKAGING SITE

The former Chase Packaging site at 1300 Marshall Avenue is enrolled in the state's Voluntary Remediation Program (VRP), which is administered by the Department of Environmental Quality (DEQ). Under this program, City and Economic Development Authority staff collaborate with DEQ officials to complete the environmental remediation of the Chase site and prepare it for future redevelopment.

Currently, the EDA is removing the approximately 200,000-square-foot concrete slab remaining from the previously demolished building. Storage tanks from previous industrial uses of the site, along with their contents, have already been assessed, removed and recycled, and accomplishing the slab demolition will be a major step toward completing the remediation work at the site.

NEWPORT NEWS RECEIVES \$1 MILLION TO REVITALIZE NEIGHBORHOOD

The Newport News Redevelopment and Housing Authority received \$1 million in Vibrant Community Initiative (VCI) funding from the Commonwealth for the Marshall-Ridley Revitalization, a project that supports the holistic redevelopment of Carrier Point Apartments in the City's Southeast Community.

The Marshall-Ridley Revitalization project will develop 82 mixed-income rental housing units and available storefront space. The effort will work to reduce poverty by delivering education, job training opportunities and intensive case management, coupled with new affordable housing and commercial space.

In May 2019, the City of Newport News and the Newport News Redevelopment and Housing Authority received a \$30 million grant from the U.S. Department of Housing and Urban Development's (HUD) Choice Neighborhoods Initiative (CNI) program. Funding is transforming the Marshall-Ridley area through new housing options, community services, parks and expanded business opportunities. The City and Housing Authority also received a \$500,000 CNI Planning Grant in 2016 to develop a community-driven transformation plan for the Marshall-Ridley neighborhood, which includes Ridley Place public housing and an expanded area around the complex.

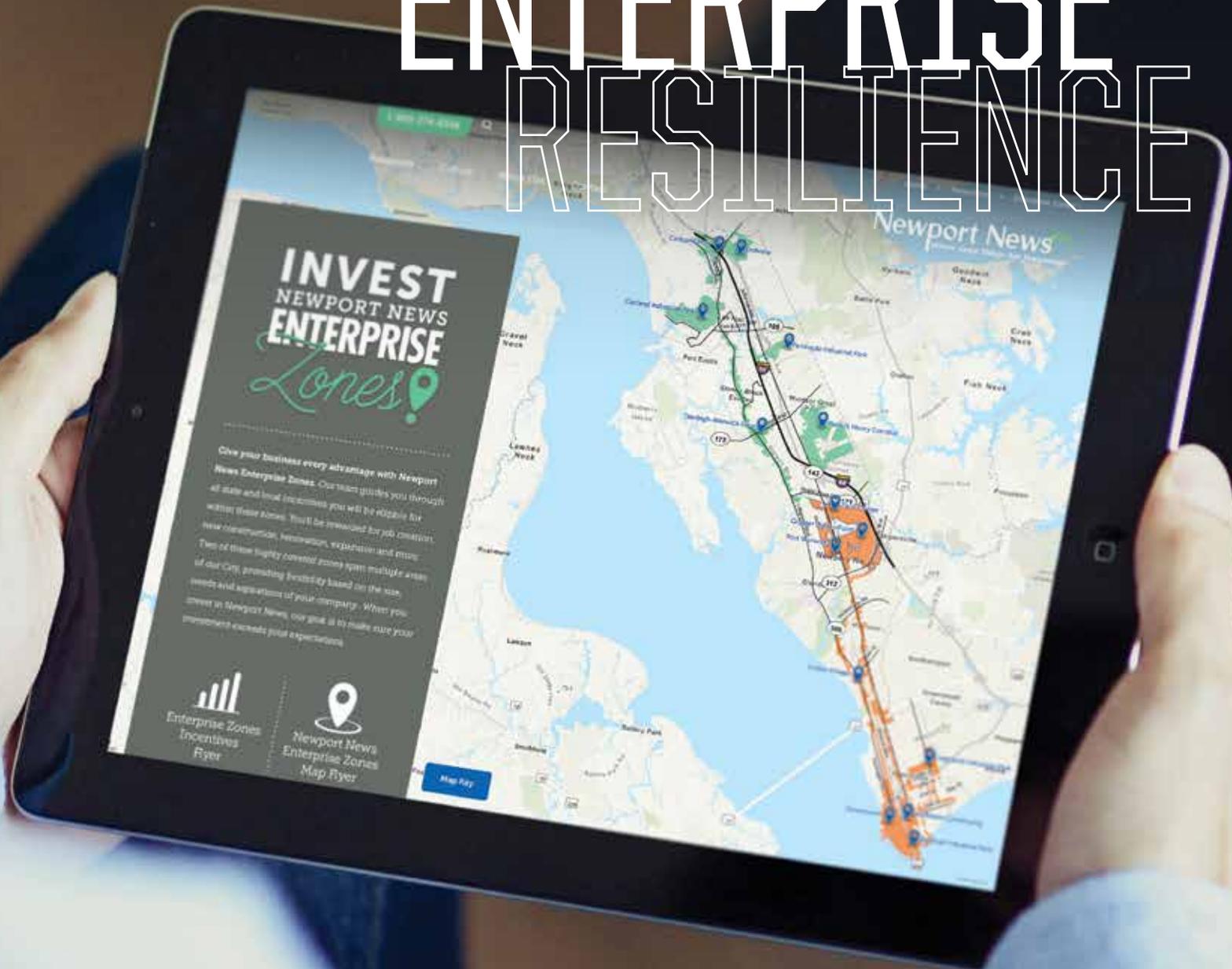
From Hotel to Home for First Responders

In April, Holiday Inn Newport News at City Center was contacted by emergency management representatives about providing services to first responders. The hotel put together a COVID response plan to serve individuals who have been exposed to or contracted COVID. The plan was submitted to the Virginia Hotel Lodging and Travel Association and shared locally and nationally.

"Our decision to create a COVID response plan was based on humanity. It is the right thing to do and our Executive Team made the decision with the support of our corporate leadership."

Liz Parker
General Manager
Holiday Inn

ENTERPRISE RESILIENCE



TARGETED INVESTMENT & GROWTH

Progress and prosperity in Newport News come from strong partnerships between public organizations, private investors, and all levels of government. And while 2020 was challenging, the leaders of Newport News continued to work tirelessly to advance investment and development projects in the City.

NEWPORT NEWS SUPPORTS GROWTH IN VIRGINIA ENTERPRISE ZONES

The City of Newport News has two state-designated Virginia Enterprise Zones. The zones span nearly every commercial and industrial area of the City and offer a variety of state and local grants, as well as local tax incentives, to qualifying businesses and investors. The Enterprise Zone Program

is one of the most effective methods of using incentives to stimulate economic development through job creation and private investment. Last year, 19 businesses qualified for state incentives by investing over \$40 million and hiring over 1,100 people in Newport News' Enterprise Zones.

CREATING OPPORTUNITY WITH INTERACTIVE TOOLS

Launched in 2019, the Opportunity Zone page of the EDA website continues to be a popular destination and research tool for those interested in making long-term investments in projects around Newport News. While investors

enjoy the tax-deferred status of Opportunity Zone ventures, the City benefits from the injection of funding to support the growth of businesses, housing and our workforce.

"I thank you so much for all of your hard work & efforts, It meant so much for me and my business. Much Appreciated!"

Jody Talton
Owner
Jody Talton Hair

Opportunity Zone Web Page Data

3,566

Page views

216

Downloads of informational flyers

4th

Most visited page

4:05

Average time user spent on page

REVITALIZATION & RESILIENCE



A COMMUNITY BUILT TO WEATHER THE STORM

While much of the world shut down, progress continued near the Newport News waterfront. From new businesses to the evolution of longstanding industries, a variety of projects continue leading the way to a stronger, more prosperous and more connected City.

PROVOST CONSTRUCTION LEADS REVITALIZATION OF RESTAURANT ROW

Development of the Downtown 23rd Street Corridor, also referred to as Restaurant Row, continues in alignment with the vision laid out by the “Downtown Reimagined” plan. Local developer, Provost Construction, has turned an approximately 9,000-square-foot warehouse building at 206 23rd Street into its corporate headquarters. Local microbrewery, Coastal Fermentory, recently completed its interior buildout in the same warehouse building and opened in December 2020.

The adjoining multi-story warehouse buildings at 208, 212 and 216 23rd Street are being converted by Provost into a mixed-use, 32-unit

apartment building, with first-floor restaurant and retail space available for lease. Provost has been exploring several restaurant concepts and has recently signed the first tenant lease for a portion of the first floor restaurant/retail space. Full buildout of the first mixed-use building at 208 23rd Street is anticipated to be completed by spring 2021.

City staff have been coordinating design and early-phase planning and budgeting of public improvements to the 23rd Street Corridor, which will complement private sector efforts in the area.

A BRAND NEW LOOK WITH THE HELP OF THE FAÇADE IMPROVEMENT GRANT

The Façade Improvement Grant (FIG) program is designed to assist property owners renovate or rehabilitate their commercial properties in an effort to promote retail activity, create an attractive environment and enhance neighborhood character. In 2020, the FIG program awarded 23 FIG's totaling \$317,733 in committed grants, and leveraging over \$1 million in total private investment. Since the program's inception less than 10 years ago, 176 FIG grants have been awarded.



BEFORE PHOTO OF COASTAL FERMENTORY BUILDING

From Bourbon to Hand Sanitizer

When COVID-19 hit, Newport News-based **Ironclad Distillery** closed its tasting room to the public and stopped making bourbon. But the Ironclad team saw an immediate need for hand sanitizer for essential businesses and first responders, so they pivoted production to distill ethanol for bulk quantities.

“I personally choke up retelling the warm emails, thank yous, and messages we’ve received for doing our small part. I can’t tell you how wonderful people have been who have come in desperate need of sanitizer and, never even having heard of our business, added a bottle of bourbon to their order to give us support. It’s overwhelming.”

Kara King
Co-Owner
& Creative Director
Ironclad Distillery



SEAFOOD INDUSTRIAL PARK SECURES VPA GRANT

During 2020, the Virginia Port Authority (VPA) awarded \$506,508 to renovate and expand the heavy industrial barge mooring in the Outer Harbor of the Seafood Industrial Park (SIP). Thanks to over \$1.7 million in grant funds from the VPA since 2016, the City has been able to continue infrastructure improvement projects to increase capacity, commerce and conditions at SIP.

Past projects include 2017's West Bulkhead replacement, 2018's improvements to piers and dolphin moorings at the SIP's Outer Harbor, 2019's East Bulkhead Boatyard improvement project and 2020's East Bulkhead Seafood project.

MENCHVILLE MARINA BENEFITS FROM REVITALIZATION GRANT

In early 2020, the City of Newport News was approved for a \$250,000 grant from the Port Host Communities Revitalization Fund (PHCRF) to support improvements at Menchville Marina. PHCRF is a program managed by the Virginia Department of Housing and Community Development to support the strategic redevelopment of port-related properties.

This grant will support improvements at Menchville Marina, including better site lighting, dock upgrades, shoreline stabilization and permanent public restroom facilities. These improvements will complement investments made by James River Holdings, lessee of Menchville Marina, which

has renovated the drive and parking area, as well as the two buildings on the property. Collectively, these projects make the marina more beautiful and useful, and they support future plans for a trailhead connection to Riverview Farm Park at Menchville Marina.

Menchville Marina is a critical component of the Virginia oyster fishery. It serves as a central location on the Peninsula for seafood offloading and distribution for watermen working the lower James River and its tributaries. Newport News has submitted a subsequent application to PHCRF for additional funding to continue improvements at Menchville Marina.

AMERICAN GRAPHIC DESIGN AWARD WINNER

2019 Newport News EDA Annual Report



“

We're investing in port host communities just like we're investing to restore oyster reefs in the Chesapeake Bay. I grew up on the water, and it's important to me to invest in the communities that depend on the water.

”

Ralph S. Northam / Governor / Virginia



Alonzo R. Bell, Jr., CCIM

*Chair (2020)
Member of the Board since 2017*

Mr. Bell is the Senior Vice President of Harvey Lindsay Commercial Real Estate, and has over 30 years of experience in commercial real estate brokerage.



Jennifer Smith-Brown

*Vice Chair (2020)
Member of the Board since 2015*

Mrs. Smith-Brown is Managing Partner of J. Smith Enterprises, a family-owned Owner/Operator firm responsible for the franchise operations of several McDonald's restaurants.



Mary C. Aldrich

Member of the Board since 2017

Ms. Aldrich is Chief Operating Officer of PBMares, LLP, a leading accounting and business consulting firm serving U.S. and international clients, with offices in the Mid-Atlantic.



Jonathan P. Skinner

Member of the Board since 2017

Mr. Skinner is President of Harrison and Lear, Inc., a diversified real estate company operating in Hampton Roads for over 60 years.



Howard H. Hoega III

Member of the Board since 2019

Mr. Hoega is President and CEO of the Mariners' Museum and Park located in Newport News.



Cassandra P. Greene

Member of the Board since 2013

Mrs. Greene is a retired senior finance and communications executive, formerly of Sara Lee Corporation and the U.S. Small Business Administration, and serves on several non-profit boards on the Peninsula.



Jeffrey C. Verhoef

Member of the Board since 2017

Mr. Verhoef serves in a leadership role with PIVOT Physical Therapy, Inc., an out-patient physical therapy practice.

BOARD OF DIRECTORS

Alonzo R. Bell, Jr., CCIM *Chair (2020)*

Jennifer Smith-Brown *Vice Chair (2020)*

Mary C. Aldrich

Cassandra P. Greene

Howard H. Hoega III

Jonathan P. Skinner

Jeffrey C. Verhoef

Cynthia D. Rohlff

City Manager (ex officio)

Florence G. Kingston

Secretary/Treasurer (ex officio)

Cherry Lee Croushore

Assistant Secretary

Jameson R. LeClair

Recording Secretary

Raymond H. Suttle, Jr., Esquire

Legal Counsel

Conway H. Sheild, III, Esquire

Legal Counsel



Cynthia D. Rohlff

City Manager



Florence G. Kingston

Director of Development

Secretary/Treasurer EDA/IDA



STAFF SUPPORT TO EDA/IDA

Cynthia D. Rohlf
City Manager

Florence G. Kingston
Director of Development
(Also EDA/IDA Secretary/Treasurer)

Carol U. Meredith
Assistant Director

Sam J. Workman, Jr.
Assistant Director

Cherry Lee Croushore
Economic Development Manager
(Legal & Compliance Coordination,
also EDA/IDA Assistant Secretary)

Jameson R. LeClair
Administrative Coordinator
(Also EDA/IDA Recording Secretary)

Robin N. Boyd
Senior Marketing Coordinator

Mallory C. Butler
Senior Economic Analyst

Sangtok S. Connor
Accountant II

Travis C. Fisher
Real Estate Coordinator

Priscilla A. Green
Senior Project Coordinator

Matt Johnson
Economic Development Manager
(Project & CIP Coordination)

Shakir D. Johnson
Business Retention Coordinator

Doreen P. Kopacz
Port Development Administrator

Zoe M. Lumpkin, CPA
Chief of Fiscal Operations

Elizabeth McCoury
Redevelopment Manager

Jared W. Midkiff
Marketing and Development
Coordinator

Derek E. Perry
Economic Development Manager
(Fiscal & Economic Coordination)

Joy E. Robison
Administrative Services Manager

Marc A. Rodgers
Senior Project Coordinator

Kalila P. Walker
Senior Project Coordinator

Macon M. Whitson
Senior Project Coordinator

Andrew S. Wilks
Property Manager

Tricia F. Wilson
Business Development Specialist

STANDING COMMITTEES

Design Review

Jonathan Skinner *(Chair)*

Mary Aldrich

Alonzo R. Bell, Jr.

Carl Breiner
Ferguson Enterprises, Inc.

Thomas P. Herbert, P.E.
Newport News Shipbuilding

Rob Mann
Draper Aden Associates

Teresa Nettles
Thalhimer Commercial Real Estate

Bryan Trainum
SmartSky Networks

Sylvia Weinstein
Oyster Painter

Beth Willis
Carmines Robbins & Company

Executive

Jennifer Smith-Brown *(Chair)*

Mary Aldrich

Alonzo R. Bell, Jr.

Jeff Verhoef

Marketing

Cassandra P. Greene *(Chair)*

Howard Hoegel

Jennifer Smith-Brown

Don Blankenship
Retired

Faye Gargiulo
Retired

Gary Hunter
Hampton University

Dan Powell
Tradition Brewing Company

Revolving Loan Fund

Jeff Verhoef *(Chair)*

Cassandra P. Greene

Jonathan Skinner

Susan Harris
TowneBank

George Knight
Commonwealth Environmental Services

John Lunsford
Retired

Sharon Owens
World Class Solutions, Inc.

South Newport News

Mary Aldrich *(Chair)*

Cassandra P. Greene

Howard Hoegel

Carl Burt
Abbitt Realty Company

Richard Coleman
Retired

Troy Smith, Jr.
Smith Brothers Enterprises

Special Purpose Appointments

Cassandra P. Greene
Workforce Investment Board

Howard Hoegel
Conference Center Marketing (Chair)

Jonathan Skinner
Sister Cities of Newport News

Jeff Verhoef
Community Development Block Grant Committee

MISSION

The core mission of the Economic Development Authority of the City of Newport News, Virginia, and the Industrial Development Authority of the City of Newport News, Virginia, is to grow and diversify the tax and employment base of the City.



FINANCIAL SUMMARY

OVERVIEW OF THE FINANCIAL STATEMENTS

The Authorities are component units of the City. Component units are other governmental units over which the City (the City Council, acting as a group) can exercise influence and/or may be obligated to provide financial support. The Authorities' operations are accounted for as business-type activities in a proprietary fund, which is used to account for the ongoing activities that are financed and operated similar to those often found in the private sector.



SUMMARY OF FINANCIAL STATEMENTS

Authorities' Net Position - For the years ended June 30, 2020, 2019 and 2018 (in millions)				
	2020	2019	2018	
Current and other assets	\$ 65.77	\$ 65.17	\$ 64.39	
Capital assets, net	153.66	158.58	163.49	
Total assets	219.43	223.75	227.88	
Deferred refunding	3.66	4.27	4.92	
Total deferred outflows of resources	3.66	4.27	4.92	
Current and other liabilities	\$ 11.06	\$ 11.48	\$ 12.12	
Long-term liabilities	66.38	76.12	88.46	
Total liabilities	77.44	87.60	100.58	
Deferred inflows of resources	\$.04	\$ -	\$ -	
Net investment in capital assets	\$ 81.18	\$ 77.15	\$ 82.35	
Restricted	15.57	14.36	12.91	
Unrestricted	48.86	48.91	36.96	
Total Net Position	\$ 145.61	\$ 140.42	\$ 132.22	

HOW TO CONTACT THE AUTHORITIES' FINANCIAL MANAGEMENT

Questions about the Authorities' financial information may be directed to the Chief of Fiscal Operation at 757-926-8428. Financial statements are located on the Authorities' website newportnewsva.com.

Dominion Physical Therapy

729 Thimble Shoals Boulevard,
Suite 4C

In June, Dominion Physical Therapy celebrated its 30th anniversary in Newport News, having expanded its success over the years with offices in Virginia Beach, Norfolk, Portsmouth and Hampton. To support local students, Dominion has provided 12 Doctorate of Physical Therapy scholarships to both Hampton University and Old Dominion University. They also support a number of local non-profits.

West Village Barkery

10363-B Warwick Boulevard
in Hilton Village

Owned and operated by Diane Aimi, an Army veteran, and her daughter Christine Parish, West Village Barkery (WVB) specializes in all-natural dog treats. The family are currently creating and testing diet-specific treats for dogs with ailments such as pancreatitis, diabetes, and gastritis, and plan to one day expand to a larger building and offer grooming, boarding, and doggy day-care.

City On My Chest

12300 Jefferson Ave
in Patrick Henry Mall

City On My Chest is a custom apparel business that is owned and operated by Newport News native Tommy Reamon Jr. Located in Patrick Henry Mall, the business recently celebrated the grand opening of its first store in November. The store provides a range of custom fashion wear.

SMALL BUSINESS GRANTS - BY THE NUMBERS

Rebuild VA Grant Fund

\$70 Million

in assistance to small businesses and nonprofit organizations

\$10,000

Maximum grant value

7,000

applicants received

CARES Act Recovery Assistance Grant

\$1.5 Million

funding for small businesses in Newport News and Hampton

The COVID-19 Small Business Resiliency Grant

\$5,000

Maximum grant value

139

Applications approved

\$630,000

Total amount approved

Back to Business Grant

\$5,000

Maximum grant value

229

Applications approved

\$1.1 Million

Total amount approved

Grow Your eBusiness Grant

\$2,500

Maximum grant value

77

Applications approved

\$185,000

Total amount approved



COASTAL FERMENTORY FIRST POUR EVENT



FERGUSON HQ3 BUILDING | PHOTO COURTESY OF CHERYL BROWNE, W.M. JORDAN COMPANY

Newport News 
Where Great Things Are Happening

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