

GOVERNOR NORTHAM ANNOUNCES MORE TO REVITALIZE COMMUNITIES ACROSS VIRGINIA

October 20, 2021

GRANTS WILL SUPPORT ENTREPRENEURS AND BOOST LOCAL ECONOMIES

Governor Ralph Northam today announced that local business owners and community organizations will benefit from more than \$4.4 million in grants. These projects will create and support business development, economic recovery, and the redevelopment of industrial and commercial structures. “This is about renovating old buildings, investing in neighborhoods, and launching new businesses,” **said Governor Northam**. “These projects will support local business owners.”

The Virginia Department of Housing and Community Development administers these important programs, as well as some American Rescue Act funds. The Industrial Revitalization Fund leverages local and private resources to redevelop deteriorated structures. This creates more long-term employment and revitalization.

Community Business Launch grants help prepare businesses for success. Entrepreneurs can receive training and help with developing business plans.

The Virginia Statewide Business District Resurgence Grant supports historically economically disadvantaged communities and business districts.

“This funding will expand job growth, nurture entrepreneurial ecosystems, and provide support to communities most affected by the pandemic,”

“Supporting this funding means supporting the Commonwealth’s small businesses and an economic future that works for all Virginians.”

2022 Industrial Revitalization Fund Awardees:

VUMAC Adaptive Reuse: Boutique Hotel | \$600,000

Town of Blackstone

Blackstone Hotel Partners is rehabilitating a former women’s college into a boutique hotel with 109 rooms, a restaurant, microbrewery, gift shop, and more. The project includes infrastructure improvements, including water and sewer lines, stormwater solutions, sidewalks and curbs, electrical service, and a backup generator for the building. The project will create 35 jobs in total.

Hotel Petersburg | \$600,000

City of Petersburg

The city of Petersburg will renovate a 65-room hotel that was originally built in 1915. The owner, Tabb Street Development, will operate the facility as a collection of boutique hotels in the region. The project is expected to create 60 full-time and 40 part-time jobs.

Carver Food Incubator and Community Kitchen | \$470,000

Culpeper County

The former George Washington Carver Regional High School, located on Route 15 in Culpeper, was constructed in 1948 and served as the regional high school. Culpeper County is renovating the property to become a cultural, agricultural, and vocational business incubator with educational and research facilities.

kitchen, which will be used as a food business incubator, providing food truck services, a point source for locally grown products, and a commercial Enterprises Center will manage the kitchen. The project is expected to create 28-38 full-time positions.

2510 Jefferson Avenue | \$250,000

City of Newport News

The city of Newport News will renovate a 1930-building into retail and office space. The Newport News Economic Development Authority acquired the building and created the Critical Community Improvements Plan, which outlines the plan for the 2510 Jefferson Avenue building. The project is expected to

2022 Community Business Launch Awardees:

RDA Dream Launch Entrepreneurship Program | \$90,000

City of Danville

The Downtown Danville Association will organize a nine-week business training series, followed by a business plan pitch competition, focused on the district adjacent to downtown Danville. Downtown Danville Association and its many partner organizations will focus on business types that seek to identify potential entrepreneurs fitting with both the history and future of the area. At completion, the project will train more than 85 entrepreneurs and create jobs.

Uptown Partnership Community Business Launch | \$90,000

City of Martinsville

Uptown Partnership, in partnership with the Advancement Foundation, will host a 12-week business workshop series, followed by a business plan pitch competition. Uptown Partnership recently completed a retail market analysis in 2021 and will use that information to guide its entrepreneurial outreach strategies, with a focus on food and retail catering to the needs of uptown residents. At completion, the project will create or expand three businesses and create at least five jobs.

Town of Bedford Business Launch | \$65,000

Town of Bedford

The town of Bedford, in partnership with the Advancement Foundation, will host a 12-week series of business planning workshops culminating in a business plan pitch competition. Bedford aims to diversify its retail business mix with a focus on small-scale manufacturing businesses being made. At completion, Bedford will create or expand three businesses and create at least five jobs.

Bristol Community Business Launch | \$60,000

City of Bristol

Believe in Bristol will host a six-week business training series followed by a business plan pitch competition, focused on downtown Bristol. Believe in Bristol wants to attract manufacturers and would like to emphasize the addition of these types of retailers to downtown. At completion, Believe in Bristol will create or expand three businesses and create at least five jobs.

Wood Avenue Revitalization | \$45,000

Town of Big Stone Gap

The town of Big Stone Gap will host a six-week business training series followed by a business plan pitch competition, focused on Wood Avenue. The town will focus on specialty retail and restaurants to fill a critical mass of vacant properties in order to turn around a highly visible area of the town. At completion, the project will create or expand three businesses and create at least five jobs.

Homegrown for Hopewell | \$45,000*City of Hopewell*

Hopewell Downtown Partnership, in partnership with Virginia State University, will host a six-week business workshop series, followed by a business plan competition. The Hopewell Downtown Partnership will focus on businesses that will fill gaps in available services for residents and visitors to Hopewell, such as a restaurant, a small conference center/hotel. At completion, the project will create or expand three businesses and create at least five jobs.

Scottsville Community Business Launch | \$40,000*Town of Scottsville*

The town of Scottsville, in partnership with the Community Investment Collaborative, will host an eight-week business workshop series followed by a business plan competition. The town of Scottsville recently completed an assessment of its retail and housing market, identifying several retail business categories: clothing, merchandise, grocery, and specialty retail. At completion, the project will create or expand three businesses and create at least five jobs.

2022 Virginia Statewide Business District Resurgence Grant Awardees**“Made in Bristol:” Small-Scale Manufacturing for State Street | \$150,000***City of Bristol*

Building on its small-scale manufacturing strategic plan, the city of Bristol will initiate a Made in Bristol membership program open to any and all small businesses. The program will provide access to training, technical assistance and capacity-building grants specific to the needs of small producers. SWaM businesses will be particularly impacted, providing stability and growth among existing businesses, providing direct assistance to at least 20 businesses.

North Main Hill Neighborhood Business District Revitalization Program | \$150,000*Downtown Danville Association | City of Danville*

The Downtown Danville Association will partner with the Danville Regional Foundation and the city of Danville Office of Economic Development to launch a business district revitalization program in historically BIPOC neighborhoods adjacent to downtown, such as North Main Hill. The organization aims to develop an action plan limited to business assistance, marketing, façade improvement programs, and place making rooted in economic inclusion. Upon completion, the program will provide business training and start-ups, execute at least one resident-driven project, and lay the groundwork for infrastructure improvements such as street lighting and landscaping.

Black Entrepreneurial Advancement and Community Opportunity Network (BEACON) Incubator Project | \$150,000*New Hill Development Corporation | City of Charlottesville*

New Hill Development Corporation, in partnerships with the city of Charlottesville, Community Investment Collaborative, Operation Hope, and the Charlottesville Food Hub, will create an incubator, accelerator, commercial kitchen, and co-working space for Black food and beverage entrepreneurs in and around the Starr Hill community of Charlottesville. The project will include identification and outreach, rent a commercial kitchen, provide culinary business training, conduct a pop-up restaurant event and organize a community event. The project will assist at least 24 businesses, create 10 new businesses, create at least 12 jobs, and build organizational capacity for growing the project.

Chamberbrook Arts and Business District Master Plan Activation | \$150,000*Real Chances Inc. | City of Richmond*

Real Chances Inc., in partnership with the Storefront for Community Design and the FORM Coalition, will conduct master planning and early site design for the Chamberbrook Arts and Business District at the northern gateway into the city of Richmond. Real Chances Inc. will work with design and planning consultants to develop a master plan for the district.

organize pop-up retail and place making projects, offer business start-up training/coaching, and administer business start-up grants. Upon completion, the project will create a new commerce platform, assist five businesses, and improve six commercial buildings in the Chamberbrook district.

Entrepreneurial Support Hub for Businesses on Williamson Road Corridor | \$150,000

Williamson Road Area Business Association | City and County of Roanoke and County of Salem

Williamson Road Area Business Association (WRABA) will develop a new shared workspace/incubator adjacent to WRABA's existing space to support entrepreneurs hoping to open businesses along the Williamson Road corridor. WRABA plans to complete its facility buildout, execute start-up projects, and fulfill the purpose of the hub.

Waynesboro Renaissance | \$116,000

Waynesboro Economic Development | City of Waynesboro

Building on the city's strategy to support small business recovery downtown and create a path to a Waynesboro renaissance, funding will be used for technical assistance, marketing/promotions, and a downtown housing study. This project will assist businesses in historically economically distressed areas along their historic main street, and prepare the area for new investment.

757 Makerspace - Peninsula Expansion | \$100,000

Economic Development Authority of the City of Hampton | City of Hampton

A spin-off of the successful 757 Makerspace in Norfolk, this project creates access to the same resources North of the James and expands access to Langley AFB, Newport News Shipbuilding, VIMS, Hampton University, William & Mary, and all of their suppliers. This project will be executed in partnership with various programs, including BIPOC students and their families. Through the StartWheel online platform, they will promote entrepreneurial activities and provide resources.

B-Cubed Entrepreneurial Ecosystem Expansion | \$100,000

City of Harrisonburg and County of Rockingham

The city of Harrisonburg, as part of a multi-partner effort called B-Cubed (Black- and Brown-owned Business) Growth Program, will support new business retention program to focus on the needs of underserved entrepreneurs who will benefit from more coaching, larger grants to overcome undercapitalization. The B-Cubed Growth Program will assist 30 businesses and provide 30 grants.

Expansion of Bloom Co-Working Space and Incubator | \$100,000

Partnership Development Foundation | City of Portsmouth

The Partnership Development Foundation will support the expansion of the Bloom coworking and incubator space in Portsmouth, which will provide educational programming to grow into successful businesses. Bloom is currently providing subsidized space and services for small-business entrepreneurs and will target Portsmouth small businesses and veterans, minorities, persons with a disability, and women. This incubation and co-working space will generate the revenue of associated businesses and individuals, and increase job creation.

Filling Street Level Vacancies in Arts and Culture District | \$100,000

Venture Richmond | City of Richmond

Venture Richmond will identify and fill vacant or underutilized retail storefronts along the Broad Street section of Richmond's Arts and Culture District in 2020 and recruit existing small, women, and minority (SWaM) and immigrant-owned businesses to fill vacancies in the district. Building and business development grants from the city of Richmond. New start-ups will be eligible for business training and mentoring through the Metropolitan Business League and grants from the city.

We Care Recovery and Small Business Resiliency | \$100,000*Metropolitan Business League | City of Richmond and County of Henrico*

The Metropolitan Business League (MBL) will expand the capacity of its existing "We Care" recovery and resiliency project in order to provide social justice demonstrations. Through this program, MBL provides direct grants, financial counseling, technical assistance, and corporate training serving Black and Brown business owners in low- to moderate-income areas.

Childcare Business Support in the Historic Triangle | \$100,000*Inner Peace Coalition Inc. | City of Williamsburg and County of James City*

Inner Peace Coalition Inc., in partnership with James City County Department of Social Services, will provide business support services to small businesses in the Historic Triangle area, with an emphasis on businesses providing child care services. Inner Peace Coalition Inc. plans to conduct outreach, train business owners. The organization will train at least 150 entrepreneurs and create at least two new businesses.

Small Scale Developer Education and Activation | \$95,000*Hopewell Downtown Partnership | City of Hopewell*

Hopewell Downtown Partnership (HDP) will train a cohort of small, woman, and minority developers to tackle projects in Hopewell, update Hopewell investment guide. Hopewell Downtown Partnership plans to organize a series of small-scale real estate development trainings, including advanced topics. Participants are ready to begin right away. Hopewell Downtown Partnership will train 120 small-scale developers, including at least 30 of whom will be small-scale developers.

Lawrenceville Merchants Assistance Program | \$88,000*IDA of Brunswick | County of Brunswick*

The IDA of Brunswick will provide SWaM retail merchants with technical assistance and mentoring, joint marketing opportunities and the development of new merchants and makers, with an emphasis on Lawrenceville. This project will leverage existing entrepreneurial initiatives to provide additional support to merchants.

Southeast Commercial District Business Assistance | \$86,000*Newport News Economic Development Authority | City of Newport News*

The Newport News Economic Development Authority (NNEDA) will support existing small business growth and entrepreneurship in the southeast disadvantaged area of Newport News. In partnership with the Women's Empowerment Development, NNEDA plans to offer hands-on technical assistance as well as distributed commercial locations within the broader Southeast Community.

Strategic Plan for Inclusion of Fifth Street Corridor in Downtown Lynchburg Association Service Area | \$64,000*Downtown Lynchburg Association | City of Lynchburg*

Downtown Lynchburg Association (DLA) will conduct a strategic action plan to expand DLA's service district to include Fifth Street, a historical district. DLA plans to follow up its strategic planning with place making projects such as murals, interpretive signs, and beautification along with enhanced support for business owners.

Southeast Community Commercial District Strategic Action Plan | \$50,000*City of Newport News*

Womens Empowerment Development Inc., (WED), in partnership with the city of Newport News Economic Development Authority (NNEDA), will revitalize the historic Jefferson Avenue and Chestnut Avenue commercial districts. WED will conduct an assessment of potential gaps and opportunities within a framework for community-driven, comprehensive revitalization and vitality, entrepreneurship readiness, and start-up SWaM business support services.

B-Force Accelerator | \$50,000

Black Brand | City of Portsmouth

Black Brand will expand capacity of the existing microenterprise assistance, B-Force Accelerator program. This expansion will provide technical assistance to business owners to increase their ability to access capital, scale up, increase revenue, decrease expenses, and develop a professional network.

Gainsboro Neighborhood Business Assistance Program | \$50,000

City of Roanoke

The city of Roanoke will complete a needs assessment for merchants in the Gainesboro commercial district. The results of the assessment will inform a revitalization plan for this historically underserved neighborhood commercial district adjacent to downtown Roanoke.

Welcome Back to Business | \$50,000

South Hill Chamber of Commerce | Town of South Hill

The South Hill Chamber of Commerce will develop a public space for outdoor dining and events, façade improvement program, business tech campaign to draw customers to the central business district. This program seeks to expand the availability of business support services to historically underserved businesses. The South Hill Chamber of Commerce will serve 30 businesses, improve 10 downtown businesses, and provide assistance to ten historically disadvantaged businesses.

Commercial Real Estate Rehabilitation Incentive Enhancements | \$50,000

Town of South Hill

The town of South Hill seeks to further capitalize existing façade improvement funds for building owners and offer reimbursable grants for business building improvement projects and will include outreach and engagement to ensure the inclusion of traditionally underserved business owners to create a more resilient business district.

Start Smart Education for Early Stage Low and Moderate Income Entrepreneurs | \$10,000

BizWorks | County of Chesterfield

BizWorks Enterprise Center will organize and host a series of small-scale business startup classes and mentoring focused on low- and moderate-income entrepreneurs in Chesterfield County. BizWorks Enterprise Center plans to conduct extensive outreach to nearby residents. Biz Works will offer business training and mentoring. The center will train 30 students, retain and strengthen 10 businesses, create at least five jobs, and generate \$50,000 in loans.