

**MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
OF THE CITY OF EMPORIA
FEBRUARY 29, 2024**

Note to Reader: Although the printed agenda document for this Economic Development Authority meeting is not part of these minutes, the agenda document provides background information on most all the items discussed by the Board at this meeting. The Secretary of the Economic Development Authority maintains the agenda document. One may see a copy of the agenda for this meeting by contacting the Secretary.

The Economic Development Authority of the City of Emporia held a Regular Meeting on Thursday, February 29, 2024, in the Council Chambers of the Municipal Building, 201 South Main Street, Emporia, Virginia, Emporia, Virginia. David Bland, Chairman, presided over the meeting.

ROLL CALL

Upon roll call, the following Economic Development Authority Members indicated their presence:

Mr. David Bland	Mr. David Webb
Ms. Gloria Robinson	Mr. Kenneth Ryals
Mr. Vincent Lowery	

Not Present: Mr. Jason Slagle
Mr. Robert Grizzard

Others present: Mr. William E. Johnson, III, City Manager
Matthew Culbreath, Director of Planning and Zoning
Shenetta Beck, Community and Economic Development Director
Lori R. Jarratt, EDA Secretary

AGENDA APPROVAL

Mr. Bland stated that there was an addition to the agenda to add Item Number **24-02 – Site Plan – Authorize Chairman to Execute Zoning Application.**

Ms. Robinson moved to approve the agenda as amended, seconded by Mr. Ryals, which passed as follows:

Mr. David Bland	aye	Mr. David Webb	aye
Ms. Gloria Robinson	aye	Mr. Kenneth Ryals	aye
Mr. Vincent Lowery	aye		

MINUTES APPROVAL

There were no minutes provided at this meeting.

FINANCIAL REPORT

The financial report for the period of July 1, 2023, through January 31, 2024, was presented.

There were no questions regarding the report.

NEW BUSINESS

24-01 – Training – A Roadmap for Economic Development – Presentation

Mr. Johnson stated that Mr. Bryan David, Program Director-Southern Virginia with the Virginia Institute of Government, was in attendance to provide a background on Economic Development. He also stated that Mr. David has an extensive background in local government and economic development.

Mr. David presented the following information:

A Roadmap for Economic Development

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2.29.24
City of Emporia_Economic Development Authority

Bryan David
Program Director_Southern Virginia
Virginia Institute of Government

The Topics

- Theory - The What, The Where, and The How of Economic Development
- Virginia's Legal Context for Economic Development
- Economic Development Authorities: Purpose, Powers, Functions, and Strategic Role
- Pulling It All Together

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Adapted from L. Powell (2003).

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THEORY - THE WHAT, THE WHERE, AND THE HOW OF ECONOMIC DEVELOPMENT

The What of Economic Development

- No single definition.....like trying to distinguish between definitions for “happy” and “glad”
- Nonetheless, here’s a definition:

Economic development entails the **strategic allocation** of **scarce public sector resources** to **stimulate private sector investment** to foster job creation, help support an efficient level of business activity, aim for equitable income distribution, and recognize fiscal benefits through increased tax revenues.
- What is the difference between **economic activity** and **economic development**?
- What comprises a **community's quality of life**? And what does it have to do with economic development?

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The Where of Economic Development?



REGION

In 7 BC, Augustus divided the city of Rome into 14 administrative **regions** (Latin regiones, sing. regio). These replaced the four regiones—or “quarters”—traditionally attributed to Servius Tullius, the sixth king of Rome. They were further divided into official neighborhoods.

SOURCE: DR. GOOGLE

c. 1300, region, “tract of land of a considerable but indefinite extent,” also “a kingdom, country, nation; *the people of a country*,” from Anglo-French region, Old French region “land, region, province” (12c.) and directly from Latin regionem (nominative regio) “a district, portion of a country, territory, district; a direction, line; boundary line, limit

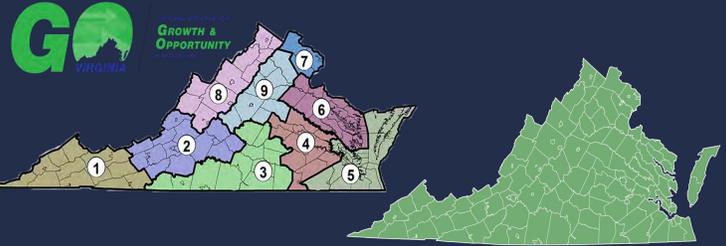


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The Where of Economic Development?

Formal—sometimes called homogeneous regions, have at least one characteristic in common; typically established by governmental organizations and statutes



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The Where of Economic Development?

Vernacular—regions that are not well-defined; often based on people’s perceptions; “Southside”, “Southwest”, “The Valley”, “Northern Neck”, “Hampton Roads”, “Eastern Shore”, “Central Virginia”, “NOVA” and “ROVA”



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The Where of Economic Development?

Functional—regions that are by definition not homogeneous but share a particular function, often economic



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The How of Economic Development?

Economic Base Theory:

$$E_T = E_B + E_{NB}$$

E_T = Total Local Area/Region/State Employment

E_B = Total Employment in Basic Business

E_{NB} = Total Employment in Non-Basic Businesses

- **Basic businesses** are devoted to producing goods and services ultimately sold to consumers (individuals and firms) outside of the local area/region/state
- **Non-basic businesses** are devoted to producing goods and services ultimately sold to consumers (individuals and firms) inside a local area/region/state



(Krikkelaa – Fed Reserve of St. Louis, 1992)



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VIRGINIA'S LEGAL CONTEXT FOR ECONOMIC DEVELOPMENT

Virginia's Legal Context for Economic Development

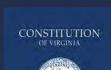
Virginia Constitution (1971)

Uniformity of Taxation Clause (Art. X, §1)

- provides that all similarly situated property and taxpayers should be taxed similarly
- comes into play with performance incentives to offset tax liabilities for business investment to create jobs and capital improvements

Public Purpose Clause (Art. X, §8)

- prohibits the lending of public credit for private purposes



Virginia's Legal Context for Economic Development

- Economic Development Authorities are “political subdivisions” under Virginia Statutes
- Industrial Development and Revenue Bond Act (Code of VA, § 15.2-4900 et seq.)
 - “It is the intent of the legislature...to authorize the creation of industrial development authorities by the localities in the Commonwealth so that...such authorities may be able to promote industry and develop trade



Virginia's Legal Context for Economic Development

- Dillon Rule
 - i. Powers that are expressly granted by the state government
 - ii. Powers necessarily and fairly implied by those powers the state government
 - iii. Powers that are essential and indispensable (everything)
- Dillon Rule derived from two Iowa Supreme Court decisions in the late 19th century



- Home Rule
 - i. Granted by state constitution or state statute
 - ii. Allocates some autonomy to local governments subject to certain conditions
 - iii. Implies that state and local governments have a separate realm of authority

PURPOSE, POWERS, FUNCTIONS, AND STRATEGIC ACTIVITIES

Purpose, Powers, Functions, and Strategic Activities

Economic Development Authorities promote and induce private sector activity to improve the economic well-being of a community by supporting:

- a competitive business environment
- job creation and retention
- tax base expansion, enhancement, and resiliency
- diversification of local and regional economy

Purpose, Powers, Functions, and Strategic Activities

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| • buy and sell property | • issue loans and grants, and serve as bond-issuing entity |
| • to borrow money and accept grants, contributions, or other financial governmental assistance to support development activities | • develop and redevelop land, buildings, and infrastructure to promote or induce economic benefits through sale, lease, or donation to a third-party |
| • may exercise powers outside of the locality, e.g., acquire land for a business park which may require approval of the host locality | • engage professional advisors on matters necessary to carry out the business of the authority |

The Dillon Rule Veto

Purpose, Powers, Functions, and Strategic Activities

- develop, finance, sell/lease, and manage **real estate projects** for commercial, industrial, tourism/cultural, institutional, parks and recreation, residential land uses, and associated infrastructure
- develop, implement, and manage an **incentive policy** for business recruitment and retention (understand local, regional, and state perspectives)
- support **workforce development** programs for K12, community college, and 4-year institutions
- listen**, then communicate, coordinate, and advocate for the interests of the **business community**
- develop, implement, finance, and support **Central Business District** projects and programs
- bond finance/refinancing**, tax exempt
 - private activity manufacturing and processing facilities non-profits (501(c)(3), and IRS-defined "exempt facilities")
 - declining balance bond fee
- tourism and visitor** programs
- develop, implement, finance, and support **Central Business District** projects and programs

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The Dillon Rule Veto

Purpose, Powers, Functions, and Strategic Activities

- COLLABORATE WITH THE LOCAL GOVERNING BODY AND ALLIED STAKEHOLDERS TO DEVELOP AN ECONOMIC DEVELOPMENT STRATEGY, IMPLEMENTATION PLAN, AND PERFORMANCE MEASURES**
- local business development revolving loan fund
- research and establish target markets and business recruitment and retention (BRE) strategy
- initiate development of economic development-related infrastructure
- develop, implement, and manage specialty zones and districts
- identify and develop public and private sector partners
- identify and pursue federal, state, and philanthropic grants aligned strategic plan
- periodically convene local economic development stakeholders to review existing initiatives and plan and implement new initiatives
- identify and assess, and improve community and regional economic and workforce development assets
- Identify and develop regional relationships for business recruitment and retention, business site development, joint-marketing, and pursue federal, state, and philanthropic grants aligned strategic plan

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Purpose, Powers, Functions, and Strategic Activities

Specialty Zones

- technology
- tourism zone
- local defense production and support services zone
- enterprise zone
- economic revitalization zone
- green development zone
- arts and culture districts
- abandon school revitalization zone

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Purpose, Powers, Functions, and Strategic Activities

Public and Private Sector Partners

- regional economic development organizations
- chambers of commerce
- K12 divisions, community colleges, 4-year institutions
- adjacent local governments/economic development authorities
- community-focused organizations
- faith community
- public and private utility operators
- telecommunication firms
- railroad companies
- local, regional, and long-haul trucking firms
- public transit operators
- infrastructure developers
- commercial realtors
- Virginia Economic Development Partnership
- Department of Housing and Community Development
- Port of Virginia
- Department of Environmental Quality
- Southeast Crescent Regional Commission
- US Economic Development Administration

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PULLING IT ALL TOGETHER

Pulling It All Together

- Economic Development** is the public sector's role in developing a strong and resilient community
- Theory - The What, The Where, and The How of Economic Development
 - What** = strategic allocation of scarce public sector resources to stimulate private sector investment
 - Where** = established in a formal region yet operates in vernacular and functional regions
 - How** = $E_T = E_B + E_{NB}$
- Virginia's Legal Context for Economic Development
 - The Virginia Industrial Development and Revenue Bond Act gives broad and unparalleled authority to advance a community's quality of life and prosperity
 - Dillon Rule Veto

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Pulling It All Together

- Economic Development Authorities: Purpose, Powers, Functions, and Strategic Role
- Purpose = promote and induce private sector activity to improve the economic well-being
- Powers = make things happen by buying, selling, financing, and developing
- Functions = listen, collaborate, develop, implement and manage
- Strategic Activities = collaborate with the local governing body and allied stakeholders to develop an economic development strategy, implementation plan, and performance measures

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Pulling It All Together

MAKE NO SMALL PLANS, THEY HAVE NO MAGIC
TO STIR ONE'S THOUGHTS, IMAGINATION, AND ASPIRATIONS
OF WHAT CAN BE.

Adapted from D. Burnham

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Thank You

Bryan David, AICP
Program Director
Southern Virginia_GO Virginia Region 3

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Mr. Johnson and Mr. Bland thanked Mr. David for taking the time to give the presentation to the Economic Development Authority.

24-02 – Site Plan – Authorize Chairman to Execute Zoning Application

Mr. Culbreath addressed the EDA stating that he has been working with a Civil Engineer with regards to a site-plan submittal for the “Bently Project.” He stated that the submission of a site-plan review requires a Zoning Compliance Application.

He advised that with the EDA being the current property owners of 201 Market Drive, Emporia, VA, he is requesting the authority authorize the chairman to execute the Zoning Compliance Application for the site plan review.

Ms. Robinson made a motion to authorize the EDA chair to execute the Zoning Compliance Application for a site plan review of 201 Market Drive, Emporia, VA; seconded by Mr. Lowery which passed as follows:

Mr. David Bland	aye	Mr. David Webb	aye
Ms. Gloria Robinson	aye	Mr. Kenneth Ryals	aye
Mr. Vincent Lowery	aye		

PUBLIC COMMENT

With there being no comments to come before the Economic Development Authority, Mr. Bland closed the public comment portion of the meeting.

ADJOURNMENT

With no further business to come before the Authority, Chairman Bland adjourned the meeting.

David Bland, Chair

Date

Lori R. Jarratt, EDA Secretary

Date