CITY OF POQUOSON
Office of Economic Development
830 Poquoson Avenue, Poquoson, VA 23662
757 868 5314

MEMORANDUM

June 27, 2016

TO: City Council

FROM: Charity Gavaza, Economic Development Coordinator

THROUGH: City Manager

SUBJECT: 2016 Economic Development Update

The City of Poquoson Economic Development Office is pleased to report that despite a slow start in 2015, it appears that the upcoming year holds promise for new business growth. The attached Power Point is provided for City Council's review to highlight new opportunities.

During the presentation, the Economic Development Office will also update City Council on the following:

- Ribbon Cuttings and new business
- VTC Loveworks program
- Update on "Poquoson is the Place" Marketing campaign
- EnjoyVA.com - Mobile Phone Resource App
- Introduce Student Intern Will Ziglar

ECONOMIC DEVELOPMENT CITY OF POQUOSON

2015-2016

New store selling comic books, anime and MAGIC events.

494-B Wythe Creek Rd

upstairs

Owners:

James Rabb

Kyle Kuchinsky

Theresa Bradby

Poquoson Secret Lair

Everyone MUST see the transformation of this beautiful spa from it's former self. Pamper yourself & visit. Wedding preparation groups and birthday parties welcomed.

Owners:

Casie & Jerry Bates

404 Wythe Creek Road

www.labellasalonanddayspa.com

LaBella Salon & Day Spa

Other New Poquoson Businesses

Open – no Ribbon Cutting

- Verizon
- Bull Island BBQ (New Owner-Julianne Wezensky)
- Progressive Industrial (Jerry Bates) & new busn in center
- PN Nail Spa

Coming Soon

- Tag Time– Brad Drummond
- Fountains of Poquoson – several new businesses
- Crab Cake House – Tabatha Mayhew-Sellers
- At least 4 other exciting new businesses are actively speaking with the city about their plans including new businesses to fill in KenTacoHut and Briar Patch spaces.

Virginia Highway Welcome Center LOVE sign

LOVEWORKS-Virginia Tourism Corp.

Regional Loveworks Projects across Virginia

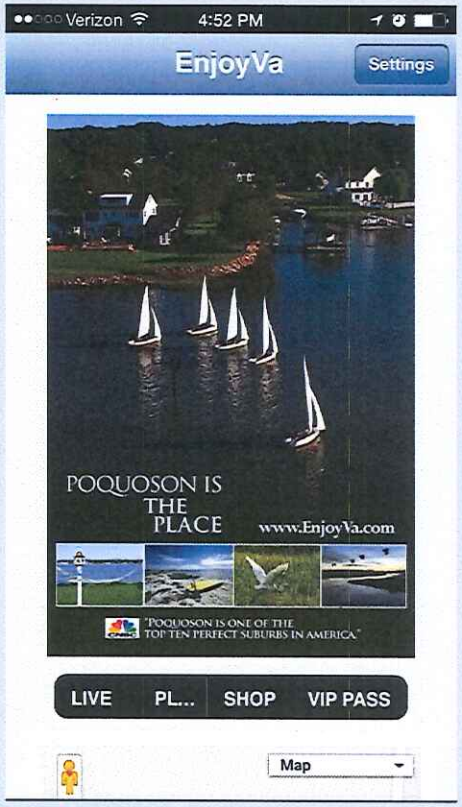
VIRGINIA TOURISM CORPORATION

LOVEWORKS GRANT

- $1,500 reimbursable with approved application
- must be **permanent** in highly-visible, well-trafficked areas (indoor or outdoor) that experiences high visitation and can be easily and SAFELY photographed and shared on social media.
- promote or incorporate local/regional themes, materials or items that are unique selling points for the destination (i.e. seashells for beaches, murals for historic downtowns, canoe paddles for outdoor adventure, etc.)
- applicant assumes all responsibility for maintenance and upkeep of the LOVEwork and agrees to secure any necessary permits or permissions for constructions/creations
- should remain in place for a minimum of a year after its placement.

ENJOYVA APP

APP as it looks on cell phone.



APP is only as good as # people using it and businesses supporting it.

- APP developed by city and is FREE to all Poquoson businesses
- Opportunity to offer coupons/specials on APP
- Encourage EVERYONE to download the APP

ENJOYVA

- EVERYONE in the audience and viewing this on television please take a moment to download the APP from your APP store on your mobile devices

ENJOYVA

- Efforts to promote the APP include information provided at Seafood Festival, newsletters, business cards and ClingOn window stickers at Poquoson businesses.

Jan Rollins, Owner of **Surf's Up** restaurant, supports the APP by placing a promotion and affixing the cling-on to her window to encourage her customers to download and use the APP. **Tu Ritter**, PBA and **Charity Gavaza**, ED, visited all the businesses to promote the APP.

Look for these bright signs all over Poquoson.

Cling-On promotion for every retail business in Poquoson. Promote & Participate – the APP.

Will Ziglar
Student Intern
Economic Development

RISING SENIOR AT HAMPDEN SYDNEY

MAJOR: ECONOMICS
MINOR: PUBLIC SERVICE

LOCAL POQUOSON FAMILY
GRADUATE POQUOSON HS

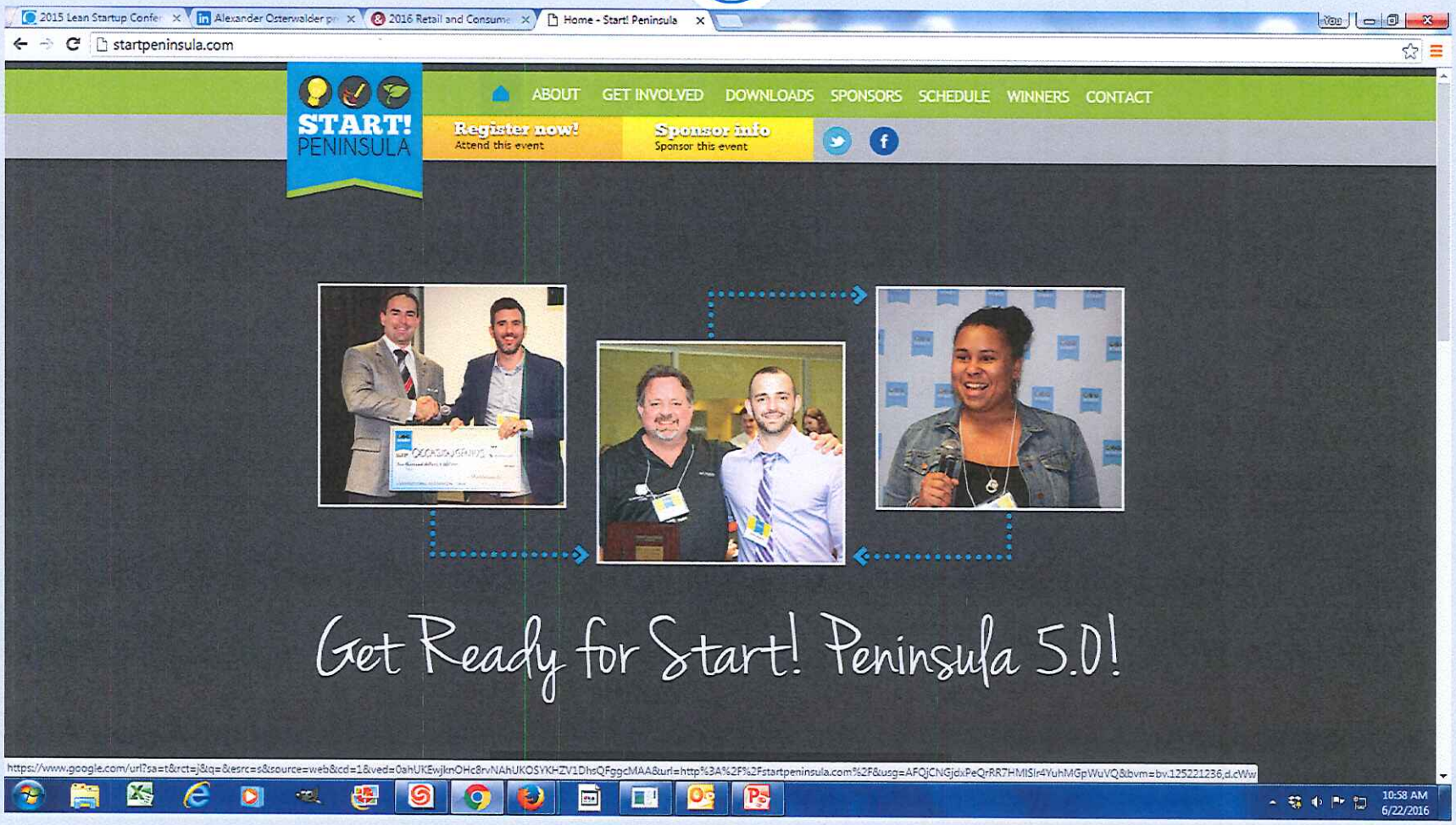
Xtra (WXGM) Radio – 99.1FM

- Radio Promotion with 99.1 Xtra
  - 36 - 30 second ads for City of Poquoson
  - 36 - 30 second ads with each Poquoson retail/storefront business that supplied a promotion for the APP receiving one
  - Late June through Mid July

Poquoson Entrepreneurs Wanted - HELP!

There are a number of opportunities for entrepreneurs to make their business dreams a reality or take their home-based business to the next level. Poquoson ED is seeking to locate individuals and small companies set to grow in Poquoson. We are asking City Council and all citizens of Poquoson to please let us know if you are aware of any individuals/business start ups and provide information to the ED office for follow-up.

START Peninsula



Mayor and City Council

Thank you for your continued support.

Looking forward to 2016-2017!