



Portsmouth's Claims to Fame

Olde Towne - The largest concentration of period architecture between Alexandria and Charleston.



Craddock - America's First Planned Shopping Center (Afton Square).



Cavalier Manor - The most stable neighborhood in Virginia.
- U.S. Census Bureau



Bide-A-Wee Golf Course - Most Improved Course in the Nation.
- Golf Digest (2002)



Norfolk Naval Shipyard - The oldest and largest in the nation where the first naval ship the "CHESAPEAKE" was constructed.



U.S. Naval Medical Center, Portsmouth - The Navy's regional medical center and the nation's oldest and largest continuously operating hospital, military or civilian.



PORTSMOUTH VIRGINIA

Department of Economic Development

200 High Street • Suite 200
Portsmouth, VA • 23704-3622
757-393-8864
800-848-5690
Fax 757-393-8293

www.portsmouthvaed.com
e-mail: portecod@ci.portsmouth.va.us

ADDRESS CORRECTION REQUESTED

Economic Development Staff

Steven L. Lynch - Director
Tara F. Saunders - Deputy Director
Mallory C. Kahler - Development Manager
Thomas L. Reese - Development Manager
Monique S. Bass - Development Manager
Kristine R. Surphin - Research Manager
Lee R. Moore - Executive Assistant
Lizette D. Arches - Admin. Coordinator
Betsy L. Crumme - Admin. Coordinator

Postnet
First Class Mail
U.S. Postage
PAID
Portsmouth, VA
Permit No. 18

2003 First Half Highlights

- New and expanding businesses tracked by Economic Development have generated over \$11 million in capital investment and created over 225 jobs to date.
- Four businesses announced plans to locate in PortCentre Commerce Park. Investment in the park this year totals \$8.2 million with 170 jobs created. More announcements are planned.
- In June, City Planning Officials presented a revitalization strategy to residents of Park View, an historic neighborhood located just west of Downtown. The plan addresses such issues as parking, landscaping, streetscapes, lighting, vacant lots, code enforcement and public safety.
- According to a recent Citizen Survey, 89 percent of Portsmouth residents are satisfied with the quality of life in their neighborhood and 83 percent are satisfied with the overall quality of life in Portsmouth.
- Information regarding Portsmouth's Incentive Zones (Empowerment Zone, Enterprise Zone, Foreign Trade Zone, HubZone and Historic Districts) is available on the economic development website www.portsmouthvaed.com.
- Portsmouth Economic Development maintains an available properties database that is searchable through the website www.portsmouthvaed.com. This database includes commercial buildings and sites, both publicly and privately-owned. If you have a property for sale or lease in the City, please contact Economic Development to have it listed on our website.

InSite into Portsmouth Economic Development

SUMMER/FALL 2003

Homearama 2003 Calls Portsmouth Home

The Tidewater Builders Association has selected Portsmouth's newest neighborhood, the Estates at RiverPointe by the Gee's Group, as their location for the 22nd annual Homearama. The selection of this neighborhood marks the first time TBA has held the event in Portsmouth and the first time it has been held on a deep-water site. It will take place October 18 through November 2. "We are honored to be a part of another first for Portsmouth," said John C. Napolitano, TBA president. "The progress Portsmouth has made in its downtown is remarkable. The city's dedication to historic preservation, combined with its progressive ideas, make it an ideal location for Homearama."

Homearama features fully decorated and landscaped custom homes that are open for tours for two weeks each fall. It is part of the Association's "Buy A New Home Now!" campaign, designed to encourage new housing and homeownership in all price ranges. During each of the last several years, nearly 100,000 visitors from across Hampton Roads have attended the event.

The Estates at RiverPointe is a new, upscale, gated community centrally located off the Western Freeway and the new Pinners Point Connector. The 35-lot community will consist of all brick or stone custom-built homes located along the banks of the Elizabeth River with a private pier and boat slips. The Gee's Group acquired the land from the Portsmouth Port and Industrial Commission in 2002. It is part of a 60-acre mixed-use development by Gee's that includes 58 senior villas and a neighborhood shopping center. Gee's has partnered with the Francisius Company and

Napolitano Homes for the development of the villas. "We are excited about being able to provide the landscape that will help show off the workmanship of Homearama builders," said David Gianacoli, a partner in the Gee's Group. "They have established a reputation for being the best of the best, and that's who we want to complete our development."

Eight of TBA's members will build nine homes for display during Homearama. Homes sit on lots ranging from 1/3 acre to 3 acres and sell for \$450,000 to \$1.2 million.

- Area Builders of Tidewater Inc. - Lot # 18
- Cohen Homes LLC - Lot # 23
- J.F. Jackson III, General Contractor - Lot #8
- Joey Corp. - Lot # 21
- RCR Development, LLC - Lot #15
- Charles A. Schmitt Contractor, Inc. - Lot # 6
- Schoch Building Corp., J.F. - Lots # 7 & #24
- WATAB Construction Corp. - Lot # 25

"This is the first Homearama that has had access to deep water," said Sam Cohen of Joey Corporation, the 2003 Homearama chairman. "None of the shows that we've done in the past have had a natural view quite like this." To capitalize on its access to water, TBA has selected "Strolling Along the River" as the slogan for this year's event. It will appear in all of the promotional material associated with Homearama.

Additionally, the city is working closely with Joey Corporation to develop the Positively Portsmouth House for the home on lot 21. The theme will be centered around the nobles from the city. The concept will be to promote the ties Portsmouth has to well recognized or famous individuals. Ideas, to name just a few, include decorating rooms with Perry Ellis' home furnishings, V.C. Andrews' books, and portraits by Ralph Cowan and possible guest appearances by Tommy Newsom and Bill Schneider.



Lot #21 - The Positively Portsmouth House

PORTSMOUTH VIRGINIA





Victory Crossing Shopping Center proves "If you build it, they will come...and shop!"

Portsmouth's Victory Crossing Shopping Center located at the highly visible and well-traveled interchange of Victory Boulevard and I-264 has proven the adage "If you build it, they will come" is true. Construction on part of this new strip shopping center was finished in mid to late 2002 and stores began opening their doors to customers shortly thereafter. The city's retail sales records confirm the favorable reports from store managers. According to the Commissioner of Revenue's office, the retail sales for the center totaled nearly \$29 million for the latter half of 2002.



National chains Lowe's Home Improvement and A.J. Wright anchor the new shopping center. Grocer Farm Fresh will be opening in the fall in a portion of the vacant space. Other national chains in the center include Athlete's Foot, Dairy Queen, Dollar Tree, Exxon, Hollywood Video, H&R Block, Movie Gallery, Pizza Hut, Ruby Tuesday, and Wendy's.

The success of this new center is rippling down the street and around the corners. Across Victory Boulevard a new strip center called Victory Plaza has opened. Marketed by Harvey Lindsay Commercial Real Estate the center incorporates, New Millennium, a new fitness center in a renovated auto parts store, a new freestanding AutoZone, and a set of small shops with national firms Radio Shack and Foot Locker. Down the street Global Real Estate Investment has purchased Westgate Plaza at 2854 Airline Boulevard. The new owner of this largely vacant property has plans for renovating and re-tenanting this strip center.

Adjacent to Victory Crossing Shopping Center is the 35-acre Victory Crossing Business Park. The Industrial Development Authority (IDA) of the City of Portsmouth has developed a two-phase process to solicit a Master Developer to develop the office/retail Park. Phase one was initiated on February 21, 2003 with the publication of a Request for Qualifications (RFQ) to identify a list of qualified developers and/or development teams to design, construct, and arrange

financing to develop the Victory Crossing Business Park. A Pre-Submission Conference was held on March 13, 2003 to give prospective developers an opportunity to ask questions and receive clarification from City representatives of any requirements of the RFQ. Thirteen developers attended the conference. Interested developers continued by submitting their responses before the April 9, 2003 deadline. Following the review of each developer's response, a short list of respondents was determined to include in the Request for Proposal (RFP) phase. Developers included in the RFP phase received the Request for Proposals on April 30, 2003. The proposal deadline was June 17, 2003. The selection committee is currently reviewing each response.



Portsmouth's newest business park has convenient interstate access and is located within an Empowerment Zone, Enterprise Zone and HUBZone.

NTELOS Pavilion at Harbor Center: Supply, Demand and Revenue

Sheryl Crow kicked off the 2003 concert season at the NTELOS Pavilion at Harbor Center in April. So far this season, Harbor Center has also hosted Bob Dylan, Three Mo' Tensors, Jack Johnson and Ben Harper, Grammy Winner Norah Jones, Aretha Franklin and the Beach Boys to name a few.

According to Mayor James W. Holley III, after just one full season, the venue's positive performance can be measured by supply, demand and revenue.

As for supply, the City of Portsmouth set out to build a first-class venue to offer strong entertainment choices and it delivered. The NTELOS Pavilion has become a waterfront icon.

Emails, letters to the editor and comments about the charm of the waterfront setting, the intimacy of the pavilion, the easy access for pedestrians, the parking and customer service having all been very positive.



In just a season and a half over 170,000 guests have attended 61 events representing a mix of well-known artists and up-and-coming talent in every genre of music. Revenues generated by Harbor Center have been significant. General city-wide revenue trends for sales, admissions and occupancy taxes are very positive since the opening of several projects, including the Renaissance Portsmouth Hotel and Waterfront Conference Center, Harbor Center and Victory Crossing.

The estimated direct revenue from Harbor Center has been more than \$850,000 for the first season and a half.

The city built a first-class facility and raised the quality bar establishing Portsmouth as

an entertainment destination.

The concert season runs through October. For more information about upcoming events at the NTELOS Pavilion at Harbor Center, visit www.harborcenter.com or call (757) 391-3260.

Business Appreciation 2003: Let's Make a Deal in Portsmouth

The City of Portsmouth's Annual Business Appreciation Event was held May 28, 2003 at Bide-A-Wee Golf Course. The theme for this year's event was "Let's Make A Deal" in Portsmouth, and we made some big deals with door prizes provided by various business owners throughout the city. The event was a great success. Approximately 170 Portsmouth business owners and local and state support persons were in attendance. The celebration kicked off at 2:00 p.m. with a pre-event 9-hole golf tournament. Forty-four participants in teams of four competed for first, second and third place prizes. Following the tournament, Mayor Holley opened the program with a warm welcome. The list of speakers included the City Manager, Mr. C. W. "Luke" McCoy, Bill Griggs, owner of WaysideCleaners.com and recipient of the 2003 Hampton Roads Small Business of the Year Award and Henry Cobb, Project Manager, Workforce Services, Virginia Department of Business Assistance. Attendees expressed their appreciation for being invited to the event and how impressed they were with the networking opportunities and Bide-A-Wee's facilities.



Golfers await their turn during the Business Appreciation Tournament at Bide-A-Wee Golf Course.

PortCentre Commerce Park gains four businesses

In March 2003, two Portsmouth businesses announced plans to build new facilities in PortCentre Commerce Park. Wright's Engineering/M&S Marine is primarily involved in ship repair, engineering support and manufacturing for the naval and commercial shipbuilding industry. Excellent Commercial Cleaning (ECC), a security, custodial and grounds maintenance firm will locate its headquarters adjacent to Wright's Engineering. Both firms are government contractors and indicated that the park's HUBZone designation was a key factor in the relocation.



In June 2003, two national engineering firms announced plans to move their operations to the PortCentre 1 building. Portsmouth's location in the center of Hampton Roads was a key factor in Woolpert LLP's decision to relocate. CDI Marine relocated in July from another downtown building.

These four announcements represent a combined \$8.2 million in capital investment and 170 new jobs. Approximately 3.5 acres remain available for development at PortCentre Commerce Park.

Business Briefs

Portsmouth firm named top small business

A family-owned dry cleaning firm with the reputation for being a "miracle worker" was recently named Hampton Roads Small Business of the Year by the Chamber of Commerce. Waysidecleaners.com, located on Portsmouth Boulevard has been in business since 1956.

"It was an honor to be able to represent Portsmouth," said Bill Griggs, President of Waysidecleaners.com. Consistency and good old-fashioned customer service are the goals Griggs has for his firm.

Innovation has allowed the company to stay ahead of the competition. In 1988, Waysidecleaners.com became the first computerized dry cleaner in Virginia. The dry cleaning business was also the first in the state with a website in 1996.

MYMIC LLC awarded \$50 million government contract

Portsmouth-based MYMIC LLC has been selected by the General Services Administration (GSA) in Kansas City to provide information technology services to federal government agencies in the areas of distance learning, Ecommerce, ASPs, Call Centers and Video Conferencing. The modeling, simulation and video communications firm partnered with Veridian of Hampton and DSR in Virginia Beach for this five-year award, which could result in up to \$50 million in contract awards from various government agencies.

MYMIC LLC was founded in 2000 and opened corporate offices in July 2001 in downtown Portsmouth. MYMIC LLC is a HUBZone Certified and Disabled Veteran Owned Small Business.

