

Economic Development

Fast Facts About Winchester



28,310

City Population

Virginia Population: 8,683,619



\$61,102

City Median Household Income

Virginia: \$76,398



66.4 %

Labor Force Participation Rate

Virginia: 65.2 %



2.7%

Unemployment Rate

Virginia: 2.6%

Development Highlights



The **Winchester Towers property** is in development as Lynx Ventures, LLC leads the redevelopment of a mixed-use project with 175 residential units, a structured parking facility, and commercial spaces.

The **Kent and Piccadilly Streets** property is proposed to be developed into 16 for-sale townhomes by the Aikens Group (progress photos at left).

Winchester's Economic Development Authority utilized the **Enterprise Zone Incentive** to initiate an \$11 million expansion of Continental AG, which added 67 new manufacturing jobs; a new apple pressing facility investment valued at over \$1 million and created 4 new jobs; and secured the recent commitment of a \$35 million investment from TFC Poultry and the creation of 111 new jobs while establishing the company's first East Coast facility.

Trex Corporation's moved 200 employees into a new corporate headquarters in the City of Winchester, resulting in a roughly \$15 million investment.



Top and bottom: Various stages of the construction progress on Piccadilly Street.

Vibrissa Beer & Kitchen, a new craft beer production brewery and full-service kitchen/restaurant, opened in the former home of the Winchester Star at 10 N. Kent Street. The large production facility allows the business to meet the demand for both local and expanded distribution regions.

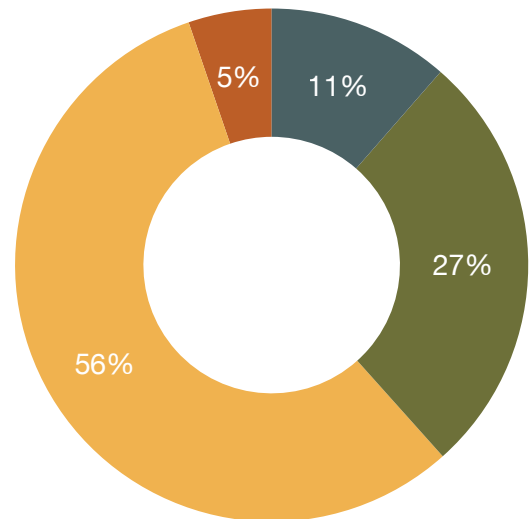
The City's **Main Street Program** continues to market the City's downtown successfully by focusing on downtown revitalization and putting the traditional assets of downtown, such as unique architecture and locally owned businesses, to work as a catalyst for economic growth and community pride.

Economic Development Programs

The City of Winchester's Economic Development department offers an extensive array of incentive programs to support growing businesses that strengthen the local economy and create jobs. Available programs include loans, grants, exemptions, and reimbursements, each created to support specific objectives.

Winchester's Economic Development department awarded a total of \$55,965.12 in incentives to local businesses.

EDA Incentives	
Micro Loans	\$6,400
Downtown Investment Grants (DIG)	\$15,080
Technology Zone	\$31,548
Exterior Improvement Grants	\$2,937
Total expenses	\$55,965



- Technology Zone
- Micro Loans
- Exterior Improvement Grants
- Downtown Investment Grants (DIG)

Career Education Programs

Employer Expo

The Employer Expo allowed over 340 citizens to meet with 81 of the region's employers currently hiring for full-time and part-time positions. Industries represented included health care, food production and distribution, education, finance, senior services, transportation, and government.

The first hour of the Expo is exclusively for area high school seniors.

Job seekers were offered workshops including mock interviews, job application practice, and basic and advanced resume writing. Those who registered for and participated in the workshops were eligible for one of three \$1,000 scholarships for college or job training programs.



Left: Business and Community Development Manager Vanessa Santiago poses with a volunteer at the Employer Expo Center; Employers from the region hosted tables in the gymnasium at Jim Barnett Park during the Expo
Right: Social Services employees hand out information to interested applicants at the Expo

Worlds of Work (WoW!)

In Virginia, students begin considering their career journey in middle school. Each year, businesses, educators, and economic development partners come together to host Worlds of Work, an immersive career exploration experience in which students move through 10 different industry sectors, or "Work Worlds," and participate in brief, hands-on activities.

More than 70 businesses participate each year, providing more than 3,000 eighth-grade students with a glimpse into different business sectors from utilities, banking, and manufacturing to financial consulting, public safety, and agriculture.

Old Town Winchester

Main Street Fast Facts



Over **275 volunteer hours** recorded by committee members and event volunteers



More than **\$2 million in private improvements** inside the Primary & Secondary Districts



12 new Piccadilly Street murals completed (at left)

Program Highlights

Old Town Winchester's first signature festival event, **Fiddles & Fifths**, was a two-day bourbon and bluegrass celebration featuring nationally-acclaimed artists and hometown stars. The event offered free admission and was well-attended; the Winchester Police Department commended the well-behaved crowds and safe celebration. The 2023 festival is scheduled for September 16.

The Main Street Committee hosted a site visit from state and national **Main Street America** representatives as they led a **comprehensive community-wide survey**, stakeholder input sessions,