

DELTAVILLE



“THE BOATING CAPITAL OF THE CHESAPEAKE”

To All Deltaville Business Owners:

As you may be aware, the business community of the immediate Deltaville area is hopeful of establishing Deltaville as the “Boating Capital of the Chesapeake” as a protected trademark to be utilized exclusively for the benefit of Deltaville and its businesses in promoting economic growth and prosperity. The marine industry, and all of the businesses and services supporting it and thriving because of it, has been recognized as generating a significant financial impact for Middlesex County and the immediate region. The business community of Deltaville is desirous of creating a strategic plan for continued economic development based on a mission statement that is currently being developed to guide the plan. In order to develop the most comprehensive plan possible, the steering committee of the newly formed Deltaville Business Initiative is seeking your immediate and thoughtful feedback concerning the proposed long-term mission of this initiative, as well as your “vision” for where you would like to see Deltaville evolve in the next ten years – economically, physically, environmentally and aesthetically. The committee is also interested in your ideas for improvement for Deltaville that can be accomplished in the short-term, i.e., within the next year.

For Deltaville to continue to grow and thrive, it is important that this is a comprehensive effort that includes feedback and ideas from the entire business community. With a thoughtful approach from our business community through a unified effort, we will be able to assure and guide our future as a thriving and prosperous community.

We encourage you to participate in this effort. Please respond to this questionnaire by March 22, 2013. You can send the completed forms from this email to the Deltaville Business Initiative email address (dvldb@delatavilleva.com);

or you can visit the DBI website and find the forms there and send to the DBI email address;

or if you prefer to complete the forms by hand, you can send the completed forms to: Deltaville Business Initiative

c/o Deltaville Community Association
17147 General Puller Highway
P. O. Box 211
Deltaville, VA 23043

or bring the completed forms to the upcoming DCA meeting on March 21, 2013 at 7:00 PM.

Deltaville Business Initiative Steering Committee

Deltaville, Virginia

Economic Development Plan

2013

The Middlesex County Board of Supervisors approved a resolution on October 2, 2012 supporting the efforts of the Deltaville Community Association (DCA) to have Deltaville named the official “Boating Capital of the Chesapeake.” The DCA is planning and seeks to implement a sustainable economic development plan for Deltaville that includes the designation of Deltaville as the “Boating Capital of the Chesapeake.”

The first step in planning a sustainable economic plan is to establish the precise goals and objectives, in as much detail as possible, of the effort. To that end, those involved or interested in developing an achievable, economic plan for Deltaville are asked to provide immediate feedback in order to develop an overall mission statement and establish long and short-range goals for the project.

This economic development effort, called the Deltaville Business Initiative, is being developed by a small group of volunteers through a steering committee that is currently seeking your input concerning the future of Deltaville and its long-term economic viability. The Deltaville Business Initiative steering committee is interested in your thoughts, feedback, comments and questions concerning this proposed economic development plan for Deltaville. This plan needs your input to help determine how Deltaville should go forward in promoting itself as the “Boating Capital of the Chesapeake”, as well as enhancing the long term economic viability for the area and its businesses. Our local economy revolves around the water and all of its related activities. The Deltaville Business Initiative seeks to find the best and most appropriate ways to capitalize on our relationship with the water.

Please take some time from your busy schedule to review the following draft of proposed goals, short-term and long-term, that eventually will be utilized in the development of the Strategic Plan and the overall Mission (or Vision) of this endeavor. Please offer your opinion, as to practicality and overall viability, regarding the proposed goals by indicating whether you agree or disagree that it should be included as a goal to be achieved. Also, please offer your opinion concerning additional goals and/or visions that should be included in the discussion by responding to the attached questionnaire.

Please respond electronically via email, or by hard copy if necessary, at your earliest convenience so the data can be compiled and used for development of the Strategic Plan and Mission Statement.

Indicate with an “X” in the appropriate column if you agree or disagree:

Agree	Neutral	Disagree	Short-term goals:
			<ul style="list-style-type: none"> • Form sub committees to work on specific goals.
			<ul style="list-style-type: none"> • Produce, expand and organize factual data that will help all understand that a vibrant Deltaville benefits not just Middlesex, but the entire region. Enlist all businesses in the defined area to become involved in DCA/DBI.

			<ul style="list-style-type: none"> • Create and implement an economic development plan for Deltaville based on feedback from the local community. Engage the Middle Peninsula Planning District Commission, and request William and Mary MBA student assistance with economic problem solving and development.
			Marketing:
			<ul style="list-style-type: none"> • Fund a Marketing campaign that reaches far and wide promoting and labeling Deltaville as “The Boating Capital of the Chesapeake.” Continue work and research with local, state and federal agencies on available funding to market Deltaville. Provide an enhanced “Visit Deltaville” website. Include a section where the public can provide input. Encourage links on all local business websites. Partner with Virginia Tourism Corporation to promote Deltaville.
			Funding:
			<ul style="list-style-type: none"> • Research what Grants are available to us
			<ul style="list-style-type: none"> • Create partnership with Virginia Tourism Corporation. Pursue marketing grant.
			<ul style="list-style-type: none"> • Continue Comprehensive Economic Development Strategy participation and pursue funding for the Deltaville Business Initiative.
			<ul style="list-style-type: none"> • Partner with Deltaville Maritime Museum and the Middlesex County Museum to secure Economic Development Authority funding for marketing.
			Events:
			<ul style="list-style-type: none"> • Create and support more quality events that bring people to Deltaville year round – such as “Deltaville Day”, i.e. Seafood Festival / Oyster Roast etc. Sponsor an Arts event, create a Deltaville Harborfest, have more fishing tournaments, boat shows, etc.
			Infrastructure:
			<ul style="list-style-type: none"> • Identify possible public water access sites.
			<ul style="list-style-type: none"> • Encourage development of sidewalks, a bike path, or shuttle service.
			<ul style="list-style-type: none"> • Provide transient boaters with access to the state dock on Lover's Lane so they can walk to town. In many cruising blogs about Deltaville, the fact that we don't have a town dock is mentioned a lot.
			<ul style="list-style-type: none"> • Advocate for the repair of Timberneck Road near the county dock on Broad Creek.
			<ul style="list-style-type: none"> • Advocate for widening of Rt. 33 to the marinas
			<ul style="list-style-type: none"> • Find funding for landscaping and street lights.
			<ul style="list-style-type: none"> • Begin the process to partner with Virginia Institute of Marine Science to develop a study that will prove the economic viability of reducing the personal property tax on boats to grow our economy.
			<ul style="list-style-type: none"> • Identify businesses that may fill the vacant buildings in DVL. Such as: a call center; J Crewe; healthcare facility; chain hotel; food service. Identify services are needed in the community that are not being provided.

			Long-term goals:
Agree	Neutral	Disagree	To improve Deltaville Economically:
			<ul style="list-style-type: none"> Reduce and cap the personal property tax on boats in Middlesex County. Work to offset the reduced revenue to the county by promoting alternate revenue sources.
			<ul style="list-style-type: none"> Establish a Tourism zone to assist with economic sustainability.
			<ul style="list-style-type: none"> Create a training center in Deltaville – 1) Establish an environmentally-oriented school to promote enhancement of water quality and the protection of aquatic life. 2) Create a marine industry technical training center to develop a legacy of marine industry related sales, repair, service, storage, etc, workforce.
			<ul style="list-style-type: none"> Attract new businesses to Deltaville: 1) Marine related businesses, such as a propeller shop, transportation services (golf carts, scooters, cars), ferry service to other nearby locations, dinner cruise. 2) Service businesses, such as food service, lodging, retail. 3) Professional offices. 4) Retirement/long-term care facility.
Agree	Neutral	Disagree	To improve Deltaville Physically:
			<ul style="list-style-type: none"> Promote the development of a true walkable commercial village center with retail shops, dining, entertainment, arts and offices.
			<ul style="list-style-type: none"> Promote the development of more public water access – fishing pier, beaches, public boat ramps. Develop a waterman's dock that would provide free dockage to waterman. The commercial fishing industry needs better access to the waters surrounding Deltaville for more affordable mooring and unloading of harvest. Maintain channel depths in Broad and Jackson creeks. Promote recreational fishing and development of a fishing center for charter boats.
			<ul style="list-style-type: none"> Install and improve sidewalks from the marina area to the village center - to maybe have brick sections, adding crosswalks, maybe curb bump-outs, plantings, and lighted streets. Include bike paths. Improve total curb appeal, landscaping.
			<ul style="list-style-type: none"> Lobby for improvement (widening) of the Rt. 33 east of Rescue Squad to Stingray.
			<ul style="list-style-type: none"> Bury utilities.
Agree	Neutral	Disagree	To improve Deltaville Environmentally:
			<ul style="list-style-type: none"> Install central water and sewage. Provide affordable water and sewage to areas needed with a reasonable non-user fee to the local areas that are not in need.

				• Develop programs to promote cleaner water and green space.
				• Promote extension of the rockfish season in the Bay to March 1 st .
				• Maintain channels on Broad and Jackson Creeks.
				• Create artificial reefs offshore of Deltaville to promote fishing.
				• Reduce speed limits to allow street legal golf carts.
Agree	Neutral	Disagree	To improve Deltaville Aesthetically:	
				• Maintain adequate green spaces in Deltaville.
				• Improve curb appeal of the streetscape with sidewalks, lights, landscaping.
				• Provide for smart growth and sustainability with central water and sewer.

Questionnaire

Promote Deltaville (DVL) *“Boating Capital of the Chesapeake”*

Economic Development Plan

Please answer the following:

1) What, in very general terms, do you believe is the **overall mission** of this effort?

Example: The Deltaville Community Association is a non-profit consortium of businesses and individuals with the shared interest of maintaining and improving the climate for conducting business in Deltaville. Our values and goals include:

- *Representing the Deltaville business and professional community by communicating the Association’s views on matters that affect business in our area*
- *Monitoring legislation affecting Deltaville businesses & professionals*
- *Developing programs & events to enhance commerce*
- *Working with other organizations that share our goals, values & objectives*

- *Marketing Deltaville through special events each year*

2) **Long-term goals** – What is your long-term vision for Deltaville?

- Specifically, how do you want Deltaville to look in 10 years – **economically**?
(business growth, kinds of businesses, where located, etc.)

- Specifically, how do you want Deltaville to look in 10 years – **physically**? *(what type of infrastructure & where? Sidewalks, lights, paths, roads, sewer, central water, water access area, fishing pier, etc.)*

- Specifically, how do you want Deltaville to look in 10 years – **environmentally**?
(oysters, crabs, fish, clean creeks/rivers, energy, etc)

- Specifically, how do you want Deltaville to look in 10 years – **aesthetically**?
(street plantings, business curb appeal, signs, etc.)

3) **Short-term goals** – What specifically would you like to see accomplished/implemented within the next year?

4) Any **other thoughts**?