



EMPORIA-GREENSVILLE, VA
INDUSTRIAL DEVELOPMENT CORPORATION

★ **2004 Regional Development Highlights** ★

...contributing to an unprecedented 5 years
of success and economic growth



Virginia's business crossroads
I-95, U.S. 58 & U.S. 301

www.
emporiagreensvilleidc.com

Over the past five years and continuing in 2004, the Emporia-Greenville region has gained the attention of national companies for its small-town charm and big business opportunities. The results: an impressive five-year run of development successes with continuation in 2004. Year after year, the Emporia-Greenville Industrial Development Corporation (IDC) has worked in partnership with area businesses and the communities of the City of Emporia, Greenville County and the Town of Jarratt. The region can collectively take great pride in announcing the following real estate accomplishments.

EMPORIA-GREENSVILLE, VIRGINIA



EMPORIA-GREENSVILLE 2004 NEWS & DEVELOPMENTS

Cracker Barrel Again Named "Best Family Dining Chain In America," Opens In Emporia

Cracker Barrel opens one of their signature restaurant and country store facilities in fall 2004 on a 2.36-acre site purchased from Missi Sadler Enterprises in Emporia's Market Drive Commerce Park off the I-95/U.S. 58 interchange. After 35 years in the business, Cracker Barrel has been named "Best Family Dining Chain in America" for the past 14 years by *Restaurants and Institutions* magazine and "Chain of the Year" in 2003 by *Restaurant Hospitality* magazine. With over 500 locations throughout the country, this new site in Emporia marks the 19th location in Virginia.

Cracker Barrel initially employs approximately 160 and employment is expected to stabilize at 135 permanent jobs that are eligible for great benefits, including a retirement plan and health insurance. This number of employment opportunities is good news for Emporia and Greenville County following the closing of the Perdue plant. Cracker Barrel initially invests \$2.7 million dollars in the City for land, building, furnishings and equipment. The facility projects to generate approximately \$229,000 annually in additional revenues to the City in the form of taxes.

Two Nationally Recognized Hotel Chains Expand, Bringing Area Hotel Rooms To 1,000

Hampton Inn and **Holiday Inn Express** both cite Emporia-Greenville's strategic location off I-95 and U.S. 58 and the ability to target East Coast travelers as their reasons for choosing this area to locate new developments. In addition to bringing the number of area hotel rooms to 1,000 to support the growing region, both hotels offer an indoor pool, fitness facilities, a business center and conference facilities.

Construction begins on a five-story, \$5 million Hampton Inn, bringing 85 hotel rooms and approximately 25 new jobs to the region. Also, Holiday Inn Express opens a \$3.5 million, 80-room hotel, creating 25 new jobs in the area.

NYSE-Traded Developer Of Luxury Homes Expands Subsidiary In Greenville And Emporia

Toll Integrated Systems, Inc. is a division of Toll Brothers, Inc., the nation's largest publicly traded developer of luxury homes. Toll develops a new 86,000-square-foot warehouse and distribution facility in the Greenville County Industrial Park. The facility is serviced by CSX Transportation. The new facility handles products manufactured at the company's existing manufacturing center in Emporia. This expansion enables Toll to double its production in the Emporia-Greenville area. Toll also upgrades its manufacturing facilities in the City and invests in new manufacturing equipment to expand production.

The expansion represents a total investment of more than \$5 million in the County and City over the next 30 months, including business personal property, machinery, equipment and improvements to real estate. The company projects the expansion will likely result in more than 100 new jobs in Emporia and Greenville County.

Nation's Fastest Growing Meat Alternatives Manufacturer Selects Shell Building As New Home

The IDC welcomes **Veggie Patch**, a brand manufactured by FoodTech International Inc., to a new food processing facility occupying the entire 82,800-square-foot shell building in the Greenville County Industrial Park. Veggie Patch is an innovative manufacturer of refrigerated vegetarian and soy cuisine, such as veggie burgers, meatballs and assorted veggie nuggets. Founded in 1995, this company has become a \$15 million business and is the fastest growing company in the \$300 million meat alternatives retail category.

According to Eli Soglowek, FoodTech International's President, Emporia-Greenville's ample supply of qualified laborers is part of what attracted the corporation to the region. Veggie Patch's new location represents a \$4.5 million investment that creates 80 new jobs in the community.

New Truck Dealership Opens

Redwine International finishes construction on its new International Truck dealership facility in Greenville County, ideally located on U.S. 301 near I-95. The new dealership represents over \$900,000 in new investments and creates approximately six new jobs.

Growing Aquatic Nursery Finds Expansion Opportunities

After looking at sites in Maryland and Pennsylvania, Chesapeake Aquatic Nursery relocates its operation from Baltimore, Maryland, to a 30-acre site in Greenville County. Operating as **Meherrin River Farms, Inc.**, this nursery produces aquatic plants for use in ornamental gardens, native plant gardens, wetland projects and natural habitat restoration.

Three greenhouses totaling 15,000 square feet and a 2,000-square-foot warehouse for offices, storage, and packing and shipping are currently under construction. The company initially employs a total of six to 10 employees, and projected growth could increase employment to approximately 25.



Region Attracts Attention Of One Of Forbes' 500 Largest Private Companies

Emporia-Greenville welcomes **Love's Travel Stop** on Interstate 95 in Greenville County. Love's operates more than 80 travel stops and 70 convenience stores from California to Virginia. Established in 1964, Love's has quickly grown and was named one of *Forbes Magazine's* 500 Largest Private Companies for the third consecutive year in 2003. With fueling facilities for trucks, cars and RVs, a convenience store, a McDonald's, shower rooms, laundry facilities, game rooms and a mail drop, the new \$3 million Love's location brings up to 25 new jobs to the region.

IDC Helps Jarratt Land Department Of Corrections Agribusiness Warehouse

The IDC assists the Town of Jarratt in securing approval from the Virginia General Assembly and Governor Warner to locate a 13,000-square-foot refrigerated warehouse in the former Nearby Eggs building, situated on a 5.7-acre site. The **Department of Corrections (DOC)** uses the facility as an agribusiness warehouse to distribute produce and frozen foods throughout the DOC's system.

The DOC enters into a lease purchase with the Town for financing, acquisition, renovation and upfit of the \$800,000 facility.

Franklin Braid Expands Facilities To Take On More Projects, Adding More Jobs

Franklin Braid Manufacturing Company expands its existing manufacturing operations in Emporia, investing over \$1.5 million for additional equipment, improvements to the space and expansion of the building. Franklin Braid currently manufactures braided and knitted narrow fabrics, cordage and trims used on other manufacturers' product lines. Once the expansion is completed, Franklin Braid will also manufacture knit elastic to be used on garments, furniture, facemasks and other items.

The expansion adds approximately 25 new jobs over the next 30 months to the existing 130 workers employed during peak production times.

Downtown Revitalization Receives A Boost

Emporia's downtown revitalization efforts receive a boost as Harvey Clement and Hannah Barrett purchase the historic Virginia Hotel, plus three adjoining buildings totaling 20,000 square feet on Halifax Street. Trading as **Hotel Virginia Antiques, Inc.**, the revitalization encompasses a complete renovation of the circa 1904 Southside Virginia landmark hotel. The upper floors, totaling 8,000 square feet, will be renovated into a private residence, and the remaining 12,000 square feet on the ground floors will feature antique shops and retail space.

Local Peanut Company Expands To Meet Demand

Virginia grows the largest variety of peanuts in the world, and the **Good Earth Peanut Company** is just one of the quickly growing peanut corporations located in the Commonwealth. Taking advantage of the region's superb growing conditions, Good Earth is expanding to keep up with demand for their delicious peanut products. The company begins construction on a new 3,000-square-foot warehouse and expands their existing processing facility in Greenville County, investing \$180,000 and bringing up to 10 new jobs to the area.

Charah, Inc. Locates In Emporia Industrial Park

Charah, Inc. purchases an existing 10,000-square-foot manufacturing building on seven acres in the Emporia Industrial Park for use as a state-of-the-art manufacturing facility for production and packaging of lightweight concrete aggregate mix products for the home improvement market. Charah incorporates the use of recycled sources of aggregates derived from the combustion of coal.

Founded in 1987, Charah has extensive experience in the ash management field, serving the utility and power generation industries. The new facility creates approximately 25 new jobs over the next 30 months and represents an investment of \$3 million to purchase, equip and make improvements to the facility.

Emporia-Greenville's strategic mid-Atlantic location along the center of the East Coast at the intersection of Interstate 95 and U.S. routes 58 and 301 makes this region ideal for targeting businesses, travelers, tourists and even the growing retirement community. Both businesses and residents come here for the comfortable way of life, strong work ethic, beautiful scenery, and lower taxes and cost of living.

The Emporia-Greenville Industrial Development Corporation wants to thank everyone for working in partnership to bring new economic developments to the region, strengthen existing businesses and create new jobs and opportunities for all citizens to enjoy. If your company has a business success story, accomplishment or business lead, the IDC would like to discuss the opportunity in a confidential meeting.



INDUSTRIAL DEVELOPMENT CORPORATION

425-H South Main Street ■ Emporia, VA 23847

PHONE (434) 634-9400

FAX (434) 634-0511

www.emporiagreenvilleidc.com

In addition to the accomplishments of 2004...

A REVIEW OF 1999-2003 DEVELOPMENT SUCCESS

Wal-Mart Opens Supercenter In Emporia-Greenville

Business leaders in Emporia have long known that the region's strategic location at the intersection of I-95, U.S. 58 and U.S. 301 makes this a key area for business development. When **Wal-Mart** announced the opening of an \$8.5 million Supercenter in January 2000, this confirmed Emporia-Greenville's ability to attract major retailers to enhance the region's business-friendly environment and compete on a nationwide basis.

Applebee's, America's Largest Casual Dining Chain, Opens

With over 1,500 locations, **Applebee's Neighborhood Grill and Bar** is the largest casual dining concept in America. Applebee's opened a long-awaited, 164-seat restaurant in Emporia in August 2003 after considering sites in Emporia for more than four years. The development represents an investment of more than \$1 million, and employs approximately 60.

Beach Mold And Tool Adds New Warehouse Space

Beach Mold and Tool expanded in January 2003, leasing a new 20,000-square-foot warehouse developed by the Greenville County Industrial Development Authority and located adjacent to the company's existing manufacturing plant in the Greenville County Industrial Park. By partnering with the County, this move allowed Beach Mold and Tool to diversify and secure several new, large customers. This expansion adds approximately eight jobs to the company's 120-person workforce.

IDC Helps Work Toward Outpatient Clinic In Region

The IDC monitored the proposal of the Veterans Administration Capital Asset Realignment for Services (CARES) Commission regarding establishment of a **community-based outpatient clinic** to improve access to Virginia health care services in the region.

Creative Playthings Increases Production Space

Creative Playthings completed a \$2.6 million expansion project in the Emporia Industrial Park in 2003, constructing an additional 90,000 square feet of production space. Creative Playthings has been creating top-quality wooden swingset play systems sold by national chains and high-quality retailers throughout the U.S. since 1951. It is safe to say there are more Creative Playthings brand swingsets in backyards than any other make.

Expansion At Toll Brothers

Toll Brothers completed a two-year, \$6 million expansion project in 2003 in Emporia, adding more than 150 new jobs. The 11-acre facility produces wood roof trusses and wall panels for the company's luxury home developments throughout the mid-Atlantic region.

State-Of-The-Art Hospital Brings Excellent Care To Region

In 2003, **Southern Virginia Regional Medical Center** completed construction of its new \$38 million, 144,000-square-foot, state-of-the-art hospital facility. The 80-bed acute care hospital serves a market area of approximately 50,000 and employs a medical staff of 50 physicians and more than 350 personnel, making it one of the top five employers in the area.

Emporia Welcomes Fujicolor

Fujicolor Film established a film distribution center in January 2003, leasing a facility on East Atlantic Street in Emporia and creating up to 30 new jobs in the region.

Schewels Furniture Company Doubles Retail Space

Schewels Furniture Company opened a new 20,000-square-foot store on Commonwealth Boulevard in Emporia. The new development represents an investment of more than \$800,000 and will nearly double the company's retail space in Emporia.

Fairfield Inn Added To Area

Construction of a **Marriott Fairfield Inn** was completed in 2001, resulting in over \$4 million of new investment and adding approximately 25 jobs to the area's travel-based employment.

Expansion Completed For Steel Fabrication

Steel Fab of Virginia expanded its Emporia facility in 2001 for fabrication of structural steel components for the commercial and industrial building industry, investing \$2.5 million and creating approximately 25 new jobs.

Wood Mill Completed, Purchased And Opened In Jarratt

Rayonier Corporation opened its new Greenville County wood chip mill in the Town of Jarratt in December 2003. The facility Rayonier purchased was originally developed in 1999. The construction of the building represented an investment of more than \$2 million and created approximately 10 new jobs. The mill is operated by Fulghum Fibres under contract with Rayonier.

New Warehouse Helps Area Cotton Industry

Local agribusiness leader Glen Hawkins developed the **Hawkins Cotton Warehouse** in 2001, providing state-of-the-art warehouse services for area cotton growers. The project represented an investment of more than \$350,000 and created new job opportunities.

Craft Diston Purchases Existing Facility

In 1999, **Craft Diston** purchased the facility it had been leasing in Greenville County, representing an investment of more than \$300,000 and retention of approximately 10 jobs.

New Commercial Park Locates Off Market Drive

In September 2003, local business leader Charles Grigg began development of **Mid-Atlantic Commerce Park**, a 4.1-acre commercial project off Market Drive, offering sites for restaurants, motels and other related uses.

Wheeling Opens New Manufacturing Facility Served By Rail Line

In 1999, **Wheeling Corrugating Company** began production at its new 76,000-square-foot, rail-served manufacturing center in the Greenville County Industrial Park. The project represented an investment of more than \$8 million and added approximately 25 new jobs.

Growing Discount Stores Expand In Emporia

Family Dollar, one of America's fastest growing discount stores, expanded to add a new 10,000-square-foot store on East Atlantic Street in 2000 to complement their existing location on Market Drive.

Since **Dollar General** first opened in 1955, they have expanded and now operate over 7,000 stores nationwide. In 2000, the company located a new 7,600-square-foot store on Commonwealth Boulevard in Emporia.

For More Information Contact:



INDUSTRIAL DEVELOPMENT CORPORATION

PHONE (434) 634-9400

TOLL FREE (800) 344-4187

emporiagreenvillaidc.com