

YEAR IN REVIEW

2021 - 2022

The 2021-2022 fiscal year brought a multitude of positive developments to our county. Here's a brief overview of the most notable accomplishments of your JCDA team.

DENNIS JARVIS II | Executive Director



STAFFING NEWS



Program Manager **Krista Hoffman** completed IEDC Course in Entrepreneurial and Small Business Development Strategies, another step towards her Economic Development Professional certification.



JCDA hired **Ryan Snyder** as Agriculture Development Coordinator. Since his arrival, Mr. Snyder has earned a certification from University of Georgia Extension Service in grant writing, and completed IEDC Certified Basic Economic Development Course.



Anna Padilla, our office manager, has also acquired her certification in grant writing from University of Georgia Extension Service.

JCDA recently hired WV native **Taylor Sisk** as Social Media Coordinator.

COORDINATING GROWTH

Our county is now the **4th fastest-growing community in the state**. To help keep pace with this growth, JCDA is collaborating with RK&K civil engineering to identify property for a new commerce park, and to consider the potential redevelopment of existing lots in the Burr Industrial Park.



SMALL BUSINESS ASSISTANCE

- ▶ Fostered on-site small business counseling in collaboration with the WV SBDC.
- ▶ Created informational/training sessions for the small business community via the Jefferson Innovators series and the Eastern Panhandle Entrepreneurs Forum.
- ▶ Developed Jump Start Jefferson, an initiative to provide guidance and support for local entrepreneurs.



- ▶ Introduced small business spotlight series and Agriculture updates blog on JCDA.NET.
- ▶ Conducted 36 business retention visits with existing local enterprises.
- ▶ Responded to 10 incoming inquiries from prospective businesses—3 of which resulted in visits to the county by those prospects.
- ▶ Coordinated the sale of 7 lots in Burr Industrial Park.

GRANT ACTIVITY

Our successful grant applications included a **USDA Rural Business Development Grant**, awarded for the creation of a Jefferson County "Agriculture at Home" marketing campaign.



MARKETING INITIATIVES

- ▶ **Launched the new JCDA.net website**, an information-rich resource with business profiles and testimonials, extensive workforce data, maps, available site information, as well as comparisons of Jefferson County to other comparable markets.
- ▶ **Expanded our social media presence**, adding an Instagram account in October.
- ▶ **Participated in the production of several videos**, highlighting technical training in Jefferson County Schools, and showcasing the quality of life in Jefferson County.
- ▶ **Established a new Sites & Buildings database** associated with the National Location One Information System.
- ▶ **Advertised in the following media outlets:**
 - ◆ WV Executive Magazine
 - ◆ Online banner ads with WDVM
 - ◆ Print publication with FDI Alliance
- ▶ **Hosted:**
 - ◆ Small Business Appreciation Month reception
 - ◆ National Manufacturing Month reception
 - ◆ Community Round Table with WV House Speaker Roger Hanshaw
 - ◆ Round Table with WV Attorney General Patrick Morrissey in collaboration with JC Chamber of Commerce
 - ◆ October Board Training session with Elevate Your Team

INVESTMENTS & EXPANSIONS



- ▶ The completion of **TeMa's Kearneysville expansion** had \$7,000,000 in capital investment and created 15 new jobs to the county.



- ▶ **Summit Point** is now under new local ownership, and has been rezoned to General Commercial, allowing for new growth and opportunity at the facility.

EXCELLENCE IN EDUCATION

Our county's educators play a vital role in the development of our future workforce. The quality of Jefferson County's Education System has resulted in 2 recent honors.

- ▶ **C.W. Shipley Elementary School** was one of just 297 schools in the entire country to be named a National Blue Ribbon School by the U.S. Department of Education.
- ▶ **Charity Marstiller of Jefferson High School** was honored to be one of 10 finalists in the West Virginia Department of Education's Teacher of the Year Awards.

From **January 1, 2022** through **December 31, 2022**—

659

new businesses were registered

18.64%

growth since the previous year

Jefferson County is one of the 5 counties that **lead the state in total number of businesses registered monthly.**

Source: West Virginia Secretary of State Business Statistics Database

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JCDA.net

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