

# *It all happens here in* Hopewell



**Hopewell Downtown Partnership**

106 N. Main St. • Hopewell, VA 23860

804.571.1068

[hopewelldowntown.com](http://hopewelldowntown.com)



# Here to Help You Get Started

Tap into the expertise available through local, regional and state partners to assist with all facets of launching a new business from site selection and incentives to networking and marketing.

## **Hopewell Downtown Partnership**

106 N. Main St. • Hopewell, VA 23860  
Heather Lyne, Executive Director  
(804) 571-1068 • [Heather@hopewelldowntown.com](mailto:Heather@hopewelldowntown.com)  
[hopewelldowntown.com](http://hopewelldowntown.com)

Nonprofit organization working closely with the City of Hopewell to build a healthy, vibrant, prosperous central business district for the community. HDP offers business counseling and serves as a connection to myriad resources and information to help businesses launch and grow.

## **City of Hopewell**

300 N. Main Street • Hopewell, VA 23860  
(804) 541-2200  
[hopewellva.gov](http://hopewellva.gov)

From creating proposals with targeted market data and identifying applicable support services to providing information on planning, zoning and permitting, the City of Hopewell offers a variety of critical services to those starting and expanding a business. Additionally, staff expertise can help identify appropriate incentive and grant programs, as well as make introductions to city officials

## **Hopewell/Prince George Chamber of Commerce**

4100 Oaklawn Blvd. • Hopewell, VA 23860  
Becky McDonough, CEO  
(804) 541-2461 • [info@hpgchamber.org](mailto:info@hpgchamber.org)  
[hpgchamber.org](http://hpgchamber.org)

The business organization promotes growth and prosperity initiatives in Hopewell and the surrounding Prince George County. Pro-business advocacy, marketing and promotional opportunities, networking and a popular business help desk, which answers questions common during the start-up phase, fosters innovation and growth in the area.

## **Longwood Small Business Development Centers**

Crater SBDC  
1964 Wakefield St., Lower Level  
Petersburg, VA 23805  
(804) 518-2003

Longwood SBDC Headquarters  
315 W. Third St. • Farmville, VA 23901  
Sheri R. McGuire, Executive Director  
(434) 395-2086 • [mcguiresr@longwood.edu](mailto:mcguiresr@longwood.edu)  
[sbdc-longwood.com](http://sbdc-longwood.com)

Longwood University's SBDC offices provide a full range of services for new and experienced business owners with a focus on the critical steps to launch and grow a company. Free classes and consultations help entrepreneurs create business and strategic plans, identify and evaluate financing options, increase sales and effectively manage operations and growth.

## **Minority Small Business Launch Center at VSU Center for Entrepreneurship**

1 Hayden Dr. • Singleton Hall • Petersburg, VA 23806  
(804) 504-7080  
[minoritysmallbusinesslaunchcenter.com](http://minoritysmallbusinesslaunchcenter.com)

Housed at Virginia State University, the Minority Small Business Launch Center focuses on increasing the self-employment rate and enhancing performance of early-stage, minority-led businesses. A comprehensive suite of programs includes technical assistance, access to co-working space, training and certifications, regional networking events, pitch competitions, workshops on accessing venture capital, navigating state and federal resources, intellectual property protection and much more.

## **Virginia Economic Development Partnership**

901 East Cary St. • Richmond, VA 23219  
(804) 545-5600 • [info@vedp.org](mailto:info@vedp.org)  
[vedp.org](http://vedp.org)

Routinely recognized as one of America's top states for business, the talented economic development team provides a depth of experience for new and existing businesses of all sizes. From site selection and incentives to international trade and talent solutions, VEDP collaborates with partners throughout the Commonwealth to expand and diversify the economy.

## **Virginia's Gateway Region**

256 E. Ellerslie Ave., Suite D • Colonial Heights, VA 23834  
(804) 732-8971  
[gatewayregion.com](http://gatewayregion.com)

A collaborative effort between four counties and three cities, including Hopewell, to drive economic development to the region. Services include site selection assistance, commercial market analysis, labor market analysis, assistance with job training and employee recruitment, introductions to business contacts and more.

## **Virginia Small Business Supplier & Diversity**

101 N. 14th St., 11th Floor • Richmond, VA 23219  
(804) 786-6585 • [sbsd@sbsd.virginia.gov](mailto:sbsd@sbsd.virginia.gov)  
[sbsd.virginia.gov](http://sbsd.virginia.gov)

With a mission to foster growth opportunities for small businesses and encourage and celebrate diverse ownership, the SBSDB oversees certification programs including Small, Woman-owned and Minority-owned Businesses (SWaM). The organization also offers resources for small business owners to grow their business.

## **Business One Stop**

(804) 786-6585 • [VBIC@sbsd.virginia.gov](mailto:VBIC@sbsd.virginia.gov)  
[bos.sbsd.virginia.gov](http://bos.sbsd.virginia.gov)

The website and information hotline provide a consolidated information source to assist aspiring entrepreneurs and business owners with frequently asked questions pertaining to the steps required to register, launch and expand a business.

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# It All Happens Here in Hopewell



Hopewell City Hall



The Hopewell Library, part of the Appomattox Regional Library system.



The Hopewell "H" greets those entering via the route 10 bridge.



The bust of Martin Luther King Jr. at Ashford Civic Plaza stands in remembrance of his time in Downtown Hopewell



## WHERE FRIENDS AND RIVERS MEET

Located at the confluence of the Appomattox and James rivers, the city of Hopewell is home to nearly 25,000 residents who enjoy a rich mix of entertainment options, outdoor recreation, significant historic sites, family-friendly amenities, great local dining and a vibrant downtown.

Founded in 1613 by Sir Thomas Dale on a bluff overlooking the rivers, Hopewell's beauty and location have attracted new settlers to the community for more than four centuries. Originally called City Point, Hopewell is second only to Jamestown as the oldest, continuously occupied settlement in the United States. Long before the colonial village at City Point was established, though, the area was home to indigenous peoples, including more than 30 Algonquian-speaking tribes under the Chiefdom of Powhatan. In 1614, Native American and European history intertwined in the story of Pocahontas, who married John Rolfe – the area's first successful tobacco farmer – before the young family set sail for England two years later.

The tobacco Rolfe grew became an economic engine for the region along with wheat, and the area grew into a thriving center of trade. In the summer of 1854, the Civil War came home to Hopewell after Grant utilized the city's waterways to create a supply port for the Union Army, fortifying his troops and beginning the march to Lee's surrender at Appomattox the following year.

Not long after the turn-of-the-century, E.I. DuPont de Nemours bought more than 2,000 acres of land to build a dynamite plant. The company was attracted by the water port and railways that still play a pivotal role in the city's economy. After a massive fire nearly destroyed the town in 1915, Hopewell rebuilt stronger than before, earning the nickname of "Wonder City" for its resiliency and ability to reinvent to meet the demands of the future.

When DuPont shut down at the conclusion of World War I, that innovative attitude was on display as city leaders worked hard to successfully court other manufacturers to the area. With a rich history as a city of makers, Hopewell has been responsible for producing everything from china to the first automatic dishwasher. Industrious residents who didn't work in manufacturing opened small businesses, establishing an entrepreneurial spirit that continues today.

Hopewell's business-friendly climate and true sense of community has helped countless companies plant roots and flourish. In addition to incentives supporting private business, the city has also invested in its core. Over the last decade Hopewell has devoted millions to improve the marina on the Appomattox River, build a state-of-the-art library, create a Riverwalk and restore and transform the historic Beacon Theater into a performing arts center.

The City of Hopewell continues to invest in its future with the implementation of a comprehensive plan centered around new development and redevelopment radiating from Downtown into the City's contiguous districts. From improved infrastructure and wayfinding to additional residential, retail, tourism and service sector activity along Broadway and the waterfront, Downtown Hopewell truly is the place where friends and rivers meet.



View from the Riverwalk at Sunset.



"The Boathouse" Restaurant overlooks both the Appomattox and James Rivers.



The Appomattox River is home to several manufacturing plants.



# Ten Reasons to Fall in Love with Hopewell



LOVEworks sign at the Hopewell Visitor's Center

The "L" is reminiscent of pilings on a pier, representing the area's four marinas. The "O" is a nod to the area's long history of manufacturing and agriculture. The "V" celebrates the confluence of the James and Appomattox rivers. The patriotic "E" is a tribute to the area's strong military presence.



The Hopewell Riverwalk was Voted "Best New Facility" by Virginia Recreation and Parks in 2019. It was also the recipient of the 2020 Governor's Environmental Excellence Award.



Hopewell residents enjoy a true sense of community where everyone knows everyone.

1

Abundant natural beauty and outdoor recreation opportunities. The Hopewell Riverwalk is a great place to soak in the stunning setting.

2

A true sense of community that brings residents of all ages and backgrounds together for events and celebrations throughout the year.

3

History that spans four centuries from Pocahontas and Chief Powhatan to Civil War sites and Underground Railroad activity ... through the Industrial Revolution to the Civil Rights revolution led locally by former mayor Rev. Curtis Harris who marched alongside Rev. Martin Luther King, Jr.

4

Diversity of a large city with the laid-back nature of a small town.

5

A hub for small-batch producers, artisans, makers and manufacturing. Hopewell is known for crafting everything from coffee to mead.

6

Waterfront dining at the Boathouse at City Point while the sun sets over the Appomattox and James rivers.

7

200 live music events per year at the beautifully refurbished Beacon Theatre in Downtown Hopewell.

8

The "5&Dime" road trip and discovering all the hidden gems tucked away in the countryside along Routes 5 & 10.

9

A great place to raise a family because of a school system that produces lifelong learners and the championship winning Blue Devils.

10

Emerging vibrancy in the Downtown district and a supportive business environment led by the **Hopewell Downtown Partnership**.



Dedicated to ensuring the community enjoys a prosperous central business district, the Hopewell Downtown Partnership (HDP) works in concert with city partners to strengthen the existing economic base, while seeking to introduce new businesses that support a well-rounded mix of offerings suitable to the national historic district.

For the last two decades, the city has placed renewed emphasis on the heart of Hopewell, beginning with a Downtown Development Plan and designation as a Main Street community that has led to new streetscapes, restoration of the Beacon Theatre, new library and a public-private partnership to redevelop the former Butterworth warehouse into a mixed-use destination.

HDP, Hopewell's Main Street organization, leads those efforts and has successfully garnered millions of dollars in grant funding and continues to spur both public and private investment in Downtown. A powerful ally, HDP serves as a consultant, liaison, information hub and support system for downtown businesses, property owners and stakeholders.

Whether an existing company looking to locate downtown or an entrepreneur ready to launch a new endeavor, HDP is your "go-to" for available resources and expertise.

Available services and information include:

- Connection to area small business resources
- One-on-one HDP business counseling
- Custom project planning
- Up-to-date market data
- Incentives for property rehab
- Insight into financing options
- Site selection list of available downtown properties for sale and lease
- Downtown Roundtables and other small business networking opportunities
- Street festivals and markets

**Connect with us to learn more about the free services and guidance available in Downtown.**



804.571.1068



@HopewellDowntownPartnership



hopewelldowntown



hopewelldowntown.com

**Drop by our offices at  
106 N Main St.  
Our door is always open!**



The Hopewell Downtown Partnership Home Office Before and After a Full Rehabilitation by Mueller Builders LLC.

# Thriving Downtown



Third Thursdays, Hopewell Street Festivals and the Hopewell Farmers Market enrich the Downtown atmosphere with live music, vendors, local businesses and more! See Community Events Sidebar.



Haley's Honey Meadery and Gift Shop is a popular spot for locals to gather during the day and into the evening hours.



## EVERYONE GATHERS HERE



A Main Street America™ Accredited program, Hopewell Downtown Partnership mirrors the national program's four-point approach to creating a thriving downtown: economic development, design, promotion and collaborative organization between all stakeholders.

Those efforts, in combination with the city's adoption of a comprehensive revitalization plan, have resulted in a downtown district that serves as a central gathering place for Hopewell. With an emphasis on live/work/play, Downtown Hopewell features shops, services, dining and entertainment, along with mixed-use and residential developments. Since 2005, the city center has enjoyed more than \$40 million in public and private investment.

Casual fare, artisan products and waterfront dining attract residents and tourists alike to the downtown district. In addition to multiple restaurants, visitors enjoy specialty food and beverage stops including a micro-meadery, award winning BBQ and a coffeehouse that also serves as a co-working space and event venue.

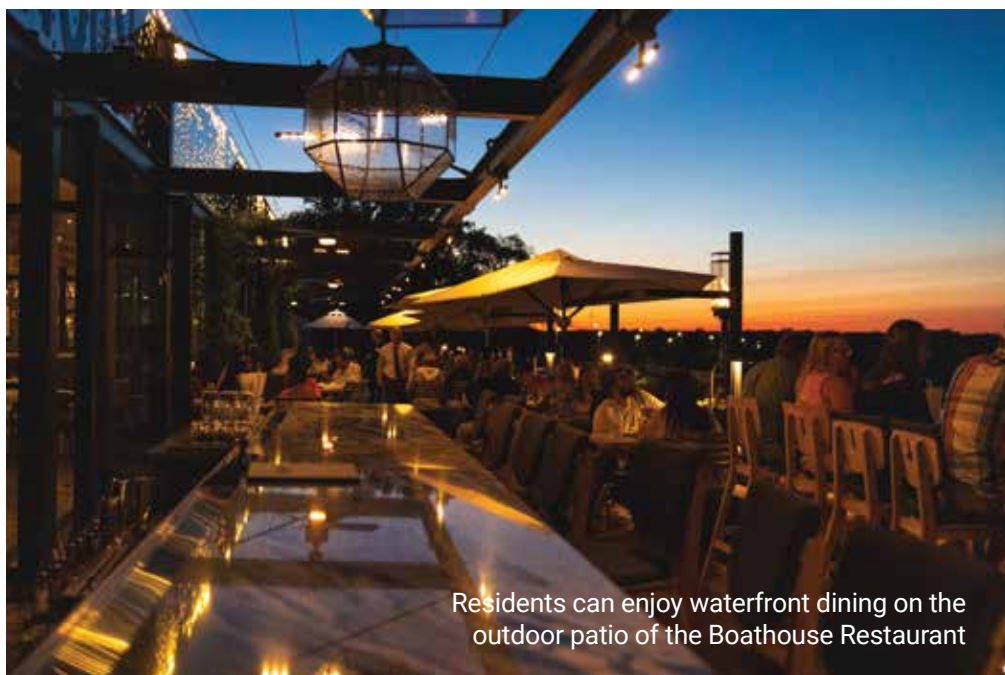
From barbershops that turn hairstyles into works of art and a customized apparel shop that makes customers feel like stars to creative floral designs and spa packages for both people and pets,



Downtown service providers keep Hopewell lively beneath a calm exterior. And, of course, there are plenty of shops featuring gifts, collectibles, small-batch items, home décor and more.

Downtown is also a live music hub with the historic 1928 Beacon Theatre serving as the stage for the performing arts in Hopewell. The Lamb Center for Arts and Healing, founded in 2016, is located in Downtown and uses public art to uplift and empower the entire Hopewell community. Artists are also starting to enhance the surrounding streetscapes with murals as part of a public arts initiative, while the new Riverwalk frames the city's renowned natural beauty. For book lovers, the stunning Hopewell Public Library not only offers an incredible literary selection but is another gathering spot with community meeting rooms, activities and classes. Feeling inspired? Everyone can tap into their creative side Downtown with painting parties, art classes at Creative Friends Art Center, and dance lessons at the Virginia Academy of Dance (VAD) which caters to children, teens and adults.

While the national historic district is already bustling, there's always room for new neighbors. For assistance with site selection and information regarding establishing a business in the heart of the city, contact Hopewell Downtown Partnership at (804) 571-1068.



Residents can enjoy waterfront dining on the outdoor patio of the Boathouse Restaurant

## Community Events

Special events bring visitors and residents Downtown throughout the year.

### Ongoing

- Concerts at The Beacon Theatre
- Summer Street Festivals
- Hopewell Bluegrass Jamboree
- Old Dominion Barn Dance
- Downtown Roundtables

### February

- Have a Heart Downtown

### March

- Weston Manor Concert Series

### April

- Spring Cleaning in Downtown
- Community Arbor Day

### May

- Free Comic Book Day
- Community Paddle Day

### May-October

- Hopewell Farmers Market Season

### June

- Juneteenth

### July

- Fireworks on the Appomattox

### -September

- FOLAR Paddle Ball
- James River Ball

### October

- Lamb Arts Fest
- HarvestWeen
- City Point 5k

### November

- Kiwanis Wine Festival
- Shop Small Saturday

### December

- Light Up the Night Festival featuring an Annual Parade, Grand Illumination & Holiday Market

# Location, Location, Location



The Appomattox River provides many recreational opportunities including kayaking.



The Hopewell Marina is a public access point to both the Appomattox and James Rivers.



The scenic "5 & Dime" road trip is popular with motorcycle riders.

## IT'S EASY TO GET HERE

Whether assessing foot traffic or trying to distribute goods to customers around the country, it's easy to move both people and products in and out of Downtown Hopewell.

### EASY COMMUTES TO URBAN CENTERS

<100 Miles	Richmond, VA	21 miles
	Newport News, VA	60 miles
	Norfolk, VA	77 miles
	Chesapeake, VA	81 miles
<150 Miles	Virginia Beach, VA	102 miles
	Washington, D.C.	130 miles
	Baltimore, MD	141 miles
	Raleigh, NC	141 miles
<250 Miles	Greensboro, NC	188 miles
	Wilmington, DE	238 miles
	Philadelphia, PA	269 miles
	Charlotte, NC	277 miles

## BY ROAD

Hopewell is located on I-295 with easy access to I-64, I-85 and I-95. Downtown Hopewell features numerous free parking lots and street parking for those who arrive by car. The area is also served by the regional Petersburg Area Transit (PAT) bus system.

In addition, Downtown Hopewell is part of the **"5 & Dime"** tourism loop, which takes travelers on a winding drive along Routes 5 & 10 with stops in Hopewell, Prince George County, Charles City County, Surry County and James City. The tour itinerary is promoted by the partner cities and counties, as well as the Hopewell Visitor's Center and Virginia Tourism Corps as part of #WanderLove road trips. The itinerary can begin or end in Hopewell and specifically invites road trippers to visit Downtown and the new Riverwalk.

The **Route 10 Corridor** presents an opportunity to connect Downtown Hopewell to the city's industrial area and neighboring counties of Chesterfield and Prince George. The city is currently conducting a Complete Streets program to enhance bike and pedestrian traffic along the route.



## BY AIR

Hopewell is a mere 18 miles south of Richmond International Airport (RIC), which features eight major carriers with non-stop commercial service to many domestic destinations and connecting service to points across the globe. Additionally, RIC includes a general aviation airport for private flights and corporate charters.

## BY WATER & RAIL

The earliest settlers were drawn to the area for its waterfront location. While the area's serene beauty was certainly attractive, it was the ability to move goods by water that made it such a smart choice in 1613. That business decision still holds true today. The **Port of Hopewell** (Port Code USHPW) is located at the juncture of the James River and Appomattox River and is part of the James River Waterway and Chesapeake Bay Waterway. Used for both recreational and commercial purposes, it supports the Port of Richmond, located about 15 nautical miles away, and features wide berths, a depth of 24 feet and ample cargo storage space.

Rail tracks connect the Port of Hopewell to Norfolk Southern Railway, making it easy to distribute goods across the U.S. The city is also served by CSX freight rail.



The Appomattox River Trail features more than 60 acres of forested land, more than three miles of hiking trails and EVEN more! See page 22 for further details.



For more information on the Hopewell Riverwalk, a 1,736-foot wooden boardwalk along the shoreline of the Appomattox River, visit page 21.



Trains transporting goods are a common sight for Hopewell residents.

# Market Opportunities



The youngest segment feeding Downtown Hopewell—known as City Commons—stay up on trends and love the latest fashions.



A recent Opportunity Gap & Retail Prospects analysis identified clothing & accessories as one of the sectors with significant room to grow.



Vendors and residents come together at Harvest Ween to scare and shop.



## YOU SHOULD REALLY BE HERE

There is always room to welcome new businesses to round out the area's offerings.

In addition to retail and service providers to support the nearly 43,000 residents in a 20 minute radius of Downtown, the Hopewell area increasingly welcomes tourists attracted by the region's natural beauty and historical and cultural attractions.

Recent Housing and Retail Prospect Analyses highlighted a number of areas where additional storefronts, housing, and lodging could meet the growing demands of both residents and visitors. Based on current share of overall revenue, the report outlined multiple sectors with significant room to grow including:

- Electronics & Appliances
- Clothing & Accessories
- Full-Service Restaurants & Bars
- Specialty Food Service
- Health & Personal Care
- Lawn & Garden Supplies
- Sporting & Hobby Shops
- Home Improvement & Hardware
- Home Furnishings
- General Merchandise & Specialty Retail

## DISCERNING CUSTOMERS

Tapestry Segmentation classifies neighborhoods into 67 unique segments based on both demographic and socioeconomic traits that influence how and why individuals in the group shop, where they choose to spend their money and how they spend free time. The recent market analysis of Downtown Hopewell identified five dominant Tapestry Segments that feed downtown commerce.



**Midlife Constants:** This group is made up of individuals nearing or at retirement age with above average net worth. They tend to have lived in the same house for years and less than half still have a mortgage. While they do care about price, they aren't willing to sacrifice quality. This segment is also more traditional than trendy, and they opt for convenience and comfort – making them an ideal audience for local shopping and dining.

*Median Household Income: \$53,200.*

**Hometown Heritage:** Primarily comprised of married couples (with or without children), single parents and multigenerational households, this segment relies on wages and salaries as the primary source of income and tends to have higher rates of employment in manufacturing. They are cost-conscious, love a sale and will typically buy generic over name brands. However, they will also save money for specific purposes and splurges, enjoy sports and like finding a bargain. For those with children, priority shopping centers around their kids' wants and needs.

*Median Household Income: \$28,200.*

**Comfortable Empty Nesters:** Baby Boomers earning a comfortable living and enjoying the transition from raising children to enjoying more free time. Typically working in professional fields, 36% are college graduates, and more than two-thirds have at least some college education. This segment is physically and financially active. After years of spending on children, they now prioritize spending on home maintenance and decor.

*Median Household Income: \$75,000.*

**Parks & Rec:** Practical suburbanites who own their own homes and have children who are reaching independence or are already off to college. More than half of this segment is college educated. While some are beginning to draw Social Security and retirement income, most still work. This segment is financially shrewd and researches big-ticket purchases. They are practical, budget-conscious, value convenience and love to take advantage of local parks and recreational activities (hence their name).

*Median Household Income: \$60,000.*

**City Commons:** The youngest segment feeding downtown, this group is primarily single parents or single-person households. More than one-third have a college degree or some college, but nearly a quarter haven't finished high school. This group typically rents and has lower labor force participation. Most rely on income from wages or salaries, but nearly 25% receive some form of public assistance. Despite income limitations, these consumers stay up on trends and love the latest fashions.

*Median Household Income: \$18,300.*



Members of the “Hometown Heritage” segment, are known to save for splurges like enjoying a meal out in downtown Hopewell.

## LABOR FORCE PARTICIPATION

Ages 16-19	48.5%
Ages 20-24	83.1%
Ages 25-29	78.2%
Ages 30-34	76.5%
Ages 35-44	84.5%
Ages 45-54	79.3%
Ages 55-59	65.7%
Ages 60-64	29.1%
Ages 65-74	19.0%
Overall Labor Force Participation	59.2%
Unemployment Rate	5.8%

# Business Incentives & Grants



Legacy Roasting is housed in a historic 1920's brick building located in downtown Hopewell.



Contributing structures that meet eligibility requirements and are renovated in accordance with state and federal requirements can receive a 25% state tax credit and 20% federal tax credit.

## PROGRAMS TO GET STARTED HERE

A major emphasis of the revitalization plan is to protect and preserve the historic character of Downtown Hopewell. A range of state and local incentives are available to make it financially feasible to launch your business. From tax credits and grants to assist with renovations and repairs to job creation grants and loan programs specifically tailored to small businesses.

## HISTORIC TAX CREDITS

Nearly all of Downtown Hopewell's buildings are contributing structures to the Historic District designation, which makes them eligible for both state and federal tax credits. Contributing structures that meet eligibility requirements and are renovated in accordance with state and federal requirements can receive a 25% state tax credit and 20% federal tax credit. More detailed guidance is available through the Department of Historic Resources.

## MAIN STREET GRANTS

As an Accredited Main Street organization, HDP opens up access to state and national grant opportunities through the Virginia Main Street and National Main Street Center networks. HDP can help determine if an applicable grant is available for your projects

## VIRGINIA ENTERPRISE ZONE (VEZ)

The Virginia Enterprise Zone program is a state/local partnership to attract job creation and investment in designated areas throughout the state. Downtown Hopewell is in an Enterprise Zone. At the state level, Job Creation Grants (JCG) and Real Property Investment Grants (RPIG) are available to qualified investors within a designated VEZ. On the local level, there are multiple incentives including fee waivers, an exemption or reduction of business and professional occupational license fees for up to four years, partial tax exemption on increased property value from certain rehabilitation of commercial real estate,



educational seminars and accelerated development processing to fast-track plan reviews and approvals.

## FEDERAL HUB ZONE

Downtown Hopewell qualifies as an approved geographic area that could allow some small businesses may receive preferential federal contracting benefits. The U.S. Small Business Administration's Historically Underutilized Business (HUB) Zone program certifies businesses for the federal contracting preferences if the company employs staff who live in the HUB Zone and maintains a principal office within the designated area.

## VIRGINIA SMALL BUSINESS GRANTS & LOANS

The Virginia Small Business Financing Authority, a division of the Virginia Department of Small Business and Supplier Diversity (SBSD), offers programs ranging from grants to direct loans to assist small businesses in launching or expanding.



Fast Katz Barber Shop in Hopewell.

## For More Information

For more detailed information on these and other incentive programs, please visit the following websites:

### City of Hopewell

#### Development & Planning

[hopewellva.gov/development](http://hopewellva.gov/development)

#### Virginia Department of Historic Resources:

[dhr.virginia.gov/tax-credits](http://dhr.virginia.gov/tax-credits)

#### Virginia Economic Development

##### Partnership:

[vedp.org](http://vedp.org)

#### Virginia Small Business Financing Authority:

[sbsd.virginia.gov/virginia-small-business-financing-authority](http://sbsd.virginia.gov/virginia-small-business-financing-authority)

#### U.S. Small Business Association:

[sba.gov](http://sba.gov)

#### Hopewell Downtown Partnership:

[downtownhopewell.com](http://downtownhopewell.com)

Hopewell Downtown Partnership (HDP) is happy to schedule a consultation to review incentive and funding opportunities for your specific business and link you to the appropriate channels. [heather@hopewelldowntown.com](mailto:heather@hopewelldowntown.com)

# Benefits For Downtown Businesses



Before and after facade rehab of 256 E. Broadway by DF Lunsford Construction.



## PARTNERSHIPS MAKE IT EASY TO SUCCEED HERE

Collaborative by nature, public entities and private organizations in Hopewell work together to improve and promote Downtown through a number of local programs benefiting the historic district. Following are just a few of the perks Downtown businesses enjoy.

## FREE FAÇADE DESIGN DRAWINGS

Through its designation as a Main Street community, HDP offers technical assistance at no charge to assist with creating a unique façade aligning with local codes and ordinances. Working with Frazier Associates, a full-service architecture firm specializing in revitalization and historic preservation, the design program provides free architectural sketches, renderings and reports for façade improvements to Downtown property owners.

## HOPEWELL FAÇADE IMPROVEMENT GRANT

The City of Hopewell has created a matching grant program of up to \$10,000 for eligible exterior work to improve building facades downtown. Commercial property owners and tenants with the property owner's written permission may apply for a grant. Coupled with the free façade design drawings, owners can significantly reduce the cost of rehab and create a memorable first impression for your property.



Facade design drawings are available at no cost.



## LEGACY GRANT

The Economic Development Authority Legacy Business Grant Program provides matching funds assistance up to \$10,000 to eligible retail and service businesses to assist in making physical improvements to their buildings. To qualify, businesses must have been in operation for at least one year within the City of Hopewell, be able to match grant funding dollar-for-dollar and be selected as part of a competitive application process. For more information, call the Department of Development at (804) 541-2269.

## LOCAL REAL ESTATE TAX ABATEMENT (VEZ)

Part of the local incentives tied to the Virginia Enterprise Zone, this program provides partial exemption for real estate taxes on the amount equal to the increase in assessed value resulting from the rehabilitation, renovation or replacement of a structure that is no less than 25 years old. The relief program for downtown properties allows for a 10-year tax abatement on a declining scale for 10 years with the first year resulting in a 100% abatement on the qualified amount down to a 10% abatement in the 10th years of the program.

## DOWNTOWN CONNECTIVITY

Downtown Hopewell has excellent fiber-optic cable throughout the district to ensure business owners have a fast, easy and cost effective way to transact business. Customers also enjoy excellent internet access with complimentary public WiFi throughout downtown. Hot Spot signage advertises the free COH-PUBLIC network, making it easy to stay connected while on the go.

## HDP BUSINESS COUNSELING

HDP offers free one-on-one confidential meetings to provide market data, explore the viability of a business idea, share information on applicable business incentives and funding resources and answer questions about opening a downtown business. Call to schedule an appointment

## DOWNTOWN ROUNDTABLES

Check out the HDP calendar of events to join one of the roundtables for business owners, property owners and other downtown stakeholders. These informal gatherings encourage collaboration around district goals and the opportunity to share ideas and receive input from peers. In addition to the roundtables, HDP keeps the district informed about other business and community events of interest.

### Connect with HDP

To schedule an appointment with HDP or inquire about programs and incentives, call 804.571.1068 or visit [hopewelldowntown.com](http://hopewelldowntown.com).



Hopewell-Prince George  
Chamber of Commerce Office.



Mixed-Use properties can  
include office space in  
addition to residential or retail  
spaces.

# Workforce and Area Demographics



The average age range of Hopewell residents is 38-41 years old.



Members of the military make up 6% of the local employment owing to Fort Lee's proximity to the area.









Blue collar and White collar jobs make up over 90% of Hopewell's workforce.



Almost half of Hopewell's population has attended college.

## GREAT PEOPLE LIVE & WORK HERE

KEY INDUSTRIES	PROMINENT EMPLOYERS
 Advanced Manufacturing	<ul style="list-style-type: none"> <li>• AdvanSix Inc.</li> <li>• Ashland</li> <li>• City of Hopewell &amp; Hopewell School Board</li> <li>• DuPont</li> <li>• Evonik</li> <li>• Luminant Hopewell Power Plant</li> <li>• TriCities Hospital (John Randolph Medical Center)/HCA Healthcare</li> <li>• Turner Specialty Services, LLC</li> <li>• Virginia American Water</li> <li>• WestRock</li> </ul>
 Corporate & Service Industry	
 Entrepreneurial Ventures	
 Healthcare	
 Hospitality & Outdoor Recreation	
 Retail & Dining	

## WORKFORCE DEVELOPMENT

There are 21 colleges within a 50-mile radius of Hopewell preparing a 21st century workforce and serving as an excellent source of interns eager to gain real world business experience. In addition to four-year programs at nearby **University of Richmond**, **Virginia Commonwealth University**, **Virginia State University** and **Virginia Union** the area has several two-year degree and certificate programs focused on specific career tracks.

### Brightpoint Community College

(Formerly John Tyler Community College)  
13101 Jefferson Davis Hwy. • Chester, VA 23831  
(804) 796-4000  
jtcc.edu

In addition to offering more than 75 majors, Brightpoint has made a commitment to strengthen the local workforce. Partnering with the Community College Workforce Alliance, Brightpoint trains students in two years or less for high-demand fields. The William H. Talley III Center for Workforce Development features classrooms and digital labs with courses ranging from manufacturing and logistics to information technology and customer service.

The Credits2Careers program turns prior military and work experience into a launching point for a new career path, and Good For Business ensures Brightpoint's curriculum meets the needs of community employers. Through the Career and Education Consortium, Brightpoint collaborates with public schools,

employers, government entities and the community to begin career preparation through concurrent and dual enrollment programs for high school students.

### CCAM: Commonwealth Center for Advanced Manufacturing

5520 W. Quaker Rd. • Prince George County, VA 23842  
(804) 772-3700 • ccam-va.com

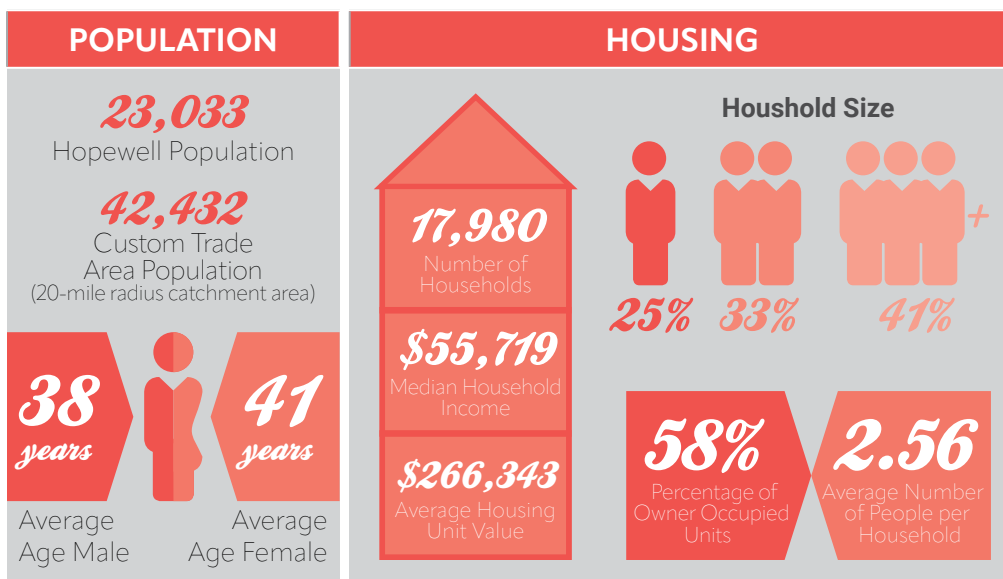
A public-private partnership serving as an applied research center and developing a talented manufacturing workforce by providing an industry-driven educational pathway to solve the most complex challenges facing advanced manufacturing.

### Richard Bland College of William and Mary

11301 Johnson Road • South Prince George, VA 23805  
(804) 862-6100  
rbc.edu

Virginia's only two-year residential college, RBC focuses on academically rigorous programming grounded in the liberal arts for students planning to transfer to a four-year institution to complete a baccalaureate degree.

## DEMOGRAPHICS



Sources: 2020 U.S. Census Data; U.S. Census 2019 ACS 5-Year Survey; World Population Review; Realtor.com, Economic Research Institute (ERI) Relocation Assessor. Federal Reserve Bank, Hopewell Downtown Market Assessment

## Education

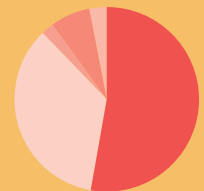
Percent of Persons 25 & Older

**81.3%** High School Graduate or Higher

**29.8%** Some College or Associate Degree

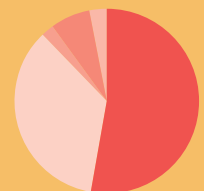
**14.8%** Bachelor's Degree or Higher

## Diversity



- White (non-Hispanic or Latino) 53%
- Black or African American 35%
- Hispanic or Latino 7%
- Multiple Races or Other 3%
- Asian 2%

## Employment By Type



- Blue Collar 62%
- White Collar 32%
- Military 6%

**\$52,049** Average Salary

## Quick Facts

- Nearly 10% of Hopewell's population is proficient in a language other than English.
- Nearly 91% of Hopewell's population has health coverage.



# Making Downtown Hopewell Home



Hopewell is home to many natural attractions like the Appomattox River Front.



The Virginia Recreation and Park Society has presented numerous awards to Hopewell Recreation and Parks.

## ENJOY A GREAT QUALITY OF LIFE HERE

Moving to Hopewell to start or expand a business? You'll find a welcoming community filled with hidden gems including cultural attractions, history, outdoor recreation, great schools, affordable cost of living and the beautiful surroundings of Central Virginia.

## THE REGION

Hopewell offers all the charm and friendliness of a small town with plenty of "big city" amenities both at home and just a few miles down the road. Part of the Richmond metro area, Hopewell is located 21 miles south of the Commonwealth of Virginia's capital city.

Known as the place where friends and rivers meet, Hopewell is an independent city adjacent to Prince George County and Charles City County. It's part of the Tri-Cities region along with Petersburg and Colonial Heights, both located less than 10 miles away. Fort Lee Military Installation, an Army base that is home to multiple military and defense organizations, is another close neighbor just five miles down the road. These nearby communities add to downtown Hopewell's catchment area with many of the region's residents heading to the historic district to shop, dine and conduct business.

## COST OF LIVING

- Hopewell's Cost of Living is **10%** below the national average and **17%** below the Virginia average.
- Median home sales price \$174,731
- Median Rent \$886

## MASTER COMMISSIONER OF REVENUE (TAX ASSESSOR'S OFFICE): (804) 541-2237

The office is responsible for the assessment and administration of multiple taxes. In addition to the taxes listed above, the office handles Business Property Tax, Business License & Fees, Machinery & Tools Tax, Food & Beverage Tax, Lodging Tax, State Income Tax, State Estimated Tax, Bank Franchise Tax and Real Estate Tax Relief (for the elderly, disabled and disabled veterans).

## REAL ESTATE ASSESSOR'S OFFICE: (804) 541-2234

A division of the Department of Finance, this office is responsible for valuing all property in the City of Hopewell. In addition to administering the biennial reassessment of property, the office also maintains accurate property information and ownership records; processes new construction, renovations and demolitions; administers special tax programs including rehabilitation, exemptions and damage assessment; processes informal appeals; and prepares and certifies the yearly taxable and exempt Land Book.

## SCHOOLS

The Hopewell City Public School System features an outstanding educational network with three elementary schools, one middle school and high school – all of which are accredited by the Virginia Department of Education. Additionally, Hopewell is home to the Appomattox Regional Governor's School (ARGS) for the Arts & Technology, an academically rigorous program for gifted and talented students with a focus on dance, literary arts, music, technology, theatre arts and visual arts.

For more information on the public school system, year round academic calendar, parent forms and resources, or to learn more about individual schools, go online to [hopewell.k12.va.us](http://hopewell.k12.va.us) or visit [args.us](http://args.us).

### INDIVIDUAL SCHOOLS

Dupont Elementary
Harry E. James Elementary
Patrick Copeland Elementary
Carter G. Woodson Middle School
Hopewell High School
Appomattox Regional Governor's School

Additionally, Hopewell is home to three private schools with classes extending through 12th grade: Broadway Christian ([broadwaychristianschool.com](http://broadwaychristianschool.com)), West End Christian School ([wecs-hopewell.com](http://wecs-hopewell.com)) and The Lead Center ([leadctr.com](http://leadctr.com)), which is a special education therapeutic day schools serving students ages 5-21.



Accurate information on property improvement projects is maintained by the Real Estate Assessor's office.



All three of Hopewell's Public Elementary Schools are accredited by the VA Department of Education.

### TAX RATE TABLE

Sales Tax:	5.3%
Personal Property Tax:	\$3.50/\$100 assessed value (auto, trucks, boats, trailers, motorcycles)

### PUBLIC SERVICE TAX

Gas:	\$1.40/mo
Water & Electric:	\$2/mo
Phone:	\$2/mo
Cellular:	\$3/mo

# Making Downtown Hopewell Home



## WEATHER

SEASON	AVG HIGH	AVG LOW
Spring (Mar-May)	72	49
Summer (Jun-Aug)	88	69
Fall (Sep-Nov)	73	52
Winter (Dec-Feb)	52	34

## MEDIA

Newspaper:  
The Progress-Index

Digital News Network:  
LNN USA

## BROADCAST STATIONS

WRIC	ABC
WTVR	CBS
WRLH	FOX
WWBT	NBC

## Five "Must-See" Attractions

Get a feel for the city's history, culture, beauty and fun by visiting these five spots in your hometown.

- The Beacon Theatre
- Weston Manor
- Appomattox Manor (Grant's Cabin)
- Hopewell Riverwalk
- Appomattox Regional Library

## HEALTHCARE

Hopewell and the surrounding communities have a full complement of healthcare facilities and providers from primary and specialty care to urgent care and emergency medicine, along with pharmacies, assisted living, skilled nursing and hospice care.

The city is served by **TriCities Hospital (John Randolph Medical Center)**, a 147-bed facility that is part of the national HCA Healthcare system. The hospital has been recognized for four consecutive years as one of The Joint Commission's Top Performing Hospitals. Recently, TriCities Hospital opened a free-standing ER to better serve the growing needs of the Tri-Cities community (Hopewell, Petersburg & Colonial Heights).

## CLIMATE

Hopewell is blessed with a mild climate yet features four distinct seasons with an annual average high of 72° and low of 51°. A typical year sees 4 inches of snow and an annual average precipitation of 46.28 inches with most months seeing between 3.5 and 4.5 inches of rainfall.

## OUTSIDE ADVENTURES

With miles of waterfront and moderate temperatures throughout much of the year, it's no surprise Hopewell is known for exciting outdoor adventures from boating and fishing to hiking and biking. Part of the **Appomattox River Trail**, with more than 25 miles of greenspace along the six municipalities that border the lower Appomattox River, it's easy for residents and visitors to enjoy an active lifestyle while soaking in the city's natural beauty.

Hopewell is home to two full-service marinas – **Anchor Point Marina** and **Hopewell City Marina** – both on the Appomattox River which flows into the James River. There's nothing like reeling in a largemouth bass, walleye or big catfish, and several fishing charters and guides are available to show newcomers all the best spots.

**City Park**, on the riverfront below the Downtown Historic District, is another popular stop for residents of all ages with a sandy beach area, fishing pier (freshwater fishing license required), playground and beautiful views. It's also the site of **Hopewell Riverwalk**, a 1,736-foot wooden boardwalk along the shoreline of the Appomattox River. Whether out for a jog or leisurely afternoon stroll, the Riverwalk is ideal for spying eagles, heron and osprey in their natural setting. Voted "Best New Facility" by Virginia Recreation and Parks in 2019, the project won a coveted gold medal as a recipient of the 2020 Governor's Environmental Excellence Award. Phase II is underway that will add another 1,400 feet to the Riverwalk, connecting to the Hopewell City Marina.



In addition to the Riverwalk, there are a number of other greenways and trails in and around the city including Riverside Park Greenway, Cattail Creek Nature Trail, Cabin Creek Nature Trail, plus paved pathways at Woodlawn and Arlington parks.

Close by, **Appomattox River Regional Park** is part of the **Appomattox River Trail** and features more than 60 acres of forested land, more than three miles of hiking trails, fitness trail, fishing pier and a canoe/kayak launch.

## THE ARTS

From live theatrical performances and headline concerts to beautiful displays of public art, Hopewell celebrates creativity. The centerpiece of the city's arts scene is the beautifully restored **Beacon Theatre**. A local landmark since 1928, the downtown venue has welcomed everyone from Wynonna Judd and Nitty Gritty Dirt Band to Graham Nash and The Byrds. The Lamb Center for Arts and Healing is providing innovative programming in Hopewell and is known for their Creative Change Makers - Teen Program, the Hopewell Billboard Project and the Lamb Arts Fest.

Area artists and performers display their craft at events throughout the year, including concerts at Weston Manor, Downtown Street Festivals, the Hopewell Bluegrass Jamboree series, handcrafts and homegrown products at the Hopewell Farmer's Market and cultural heritage celebrations. For more insight into the area's history and culture, visit the nearby **Prince George Heritage Center** with permanent and traveling collections that tell the story of one of the nation's oldest and most historic regions.

## FAMILY FUN

Hopewell offers plenty of opportunities to keep the whole family active and happy. The **Hopewell Community Center** features 38,000 square feet of recreation with an indoor heated pool, full gymnasium, fitness equipment, classes and more. In addition to overseeing city parks and 10 playgrounds, **Hopewell Recreation and Parks** offers youth sports leagues including soccer, basketball, softball and baseball.

Other fun recreational activities and nearby adventures include **Room ESC**, an escape room experience filled with riddles and mystery; **SplatBrothers Paintball Park** with multiple fields offering different experiences; **Swader's Sports Park** with go-karts, mini golf, laser tag, batting cages and more; and **Tree Time Adventures**, featuring three high-ropes obstacle courses and zip lines.

## Friends of the Lower Appomattox River (FOLAR)

FOLAR is the only regional nonprofit representing community leaders and citizens interested in conserving and protecting the Appomattox River for all to enjoy. FOLAR was created by the Crater Planning District Commission with a leadership board representing the six communities, including Hopewell, along the river and key stakeholders, like Virginia State University.

In 2017, FOLAR finalized a Master Plan to build and connect the 25-mile Appomattox River Trail - a blueway-greenway network of trails and water access points along the lower Appomattox River. We believe the Trail is a path to learning, conservation, wellness and prosperity. FOLAR also conducts annual river cleanups and actively promotes regional tourism and economic development.

Stay tuned here [folar-va.org](http://folar-va.org) as FOLAR builds and connects the Appomattox River Trail!

## Hollywood comes to Hopewell

Several television productions and movies have recently filmed in and around Hopewell, including episodes of "Swagger," "Walking Dead" and "Homeland." The feature films, "Loving" and "Raymond and Ray," starring Ethan Hawke & Ewan McGregor, filmed several scenes in Hopewell. The city also proved to be the perfect local for the independent comedy film "Tapawingo" and Golden Globe-nominated miniseries "Dopesick," starring Michael Keaton, Rosario Dawson and Peter Sarsgaard.

Greetings from

**HOPEWELL**

The **"WONDER"** City

## USEFUL NUMBERS (AREA CODE 804 UNLESS OTHERWISE NOTED)

Appomattox Regional Library	458-6329	Hopewell School Board Office	541-6400
Beacon Theatre Box Office	446-3457	Planning/Zoning	541-2269
Business License	541-2237	Prince George Electric Cooperative	834-2424
Columbia Gas of Virginia	800-543-8911	Prince George ER (TriCities ER)	722-1300
CVWMA Residential Trash Collection/ Curbside Recycling	541-2295	Recreation & Parks	541-2353
Dominion Virginia Power	866-366-4357	Southside Electric Cooperative	800-552-2118
Fishing & Hunting Licenses	541-2237	Tax Assessor	541-2237
Hopewell City Manager's Office	541-2244	TriCities Hospital (John Randolph Medical Center)	541-1600
Hopewell Downtown Partnership	415-8798	Virginia American Water	800-452-6863
Hopewell-Prince George Chamber of Commerce & Visitor Center	541-2461	Virginia Department of Motor Vehicles	497-7100
Hopewell Health Department	458-1297	Voter Registration	541-2232

This guide was created and produced in partnership with JLV Communications.

