
2020-2021 | **ANNUAL REPORT**



Our Mission

The primary objective of the Southside Planning District Commission is to promote the orderly and efficient development of the economic, physical and social fabric of this rural region by assisting local governmental units in developing policies, programs and projects which directly impact the region's economic, physical and social needs.



Kim Callis, Chair



Deborah Gosney, Executive Director

The Southside Planning District Commission's staff provides technical and economic development assistance to the local governments and citizens of the Southside Planning District in order to promote the orderly and efficient physical, social, and economic growth of the region. Members of the Commission include the Counties of Brunswick, Halifax, and Mecklenburg, the Towns of South Boston and South Hill. The Commission's staff, working in conjunction with local officials, has developed a work program consisting of a wide range of planning activities directed towards identifying and resolving the economic and social deficiencies which seriously affect the District's future well-being and development.

SPDC Strategic Plan and New Logo

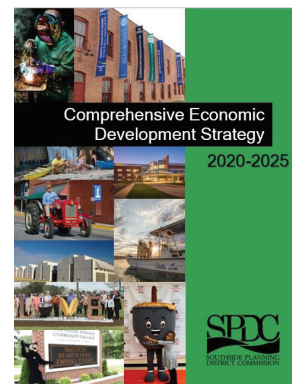
The Southeast Regional Directors Institute (SERDI) was procured and contracted to prepare the first ever SPDC Strategic Plan. An Assessment and Succession Plan was also provided as part of the Plan. The Plan was finalized and adopted by the SPDC in April 2021. In conjunction with the SPDC's recent strategic planning initiative, a rebranding effort has been underway. Our new, inviting logo captures the natural elements of the Region. Its design encompasses the golden hue of a rural sunset, the flowing waters of our rivers and lakes, and the rolling hills of our agrarian landscape.



SPDC Staff — Deborah Gosney, Executive Director; Ashleigh Zincone, Senior Community Planner; Sangi Cooper, Senior Community Planner; Erika Tanner, Community Planner I; Andy Wells, GIS & Cartography Manager; Chad Neese, Senior Planner/GIS Specialist; Stephanie Creedle, Finance Director/HR; Lisa McGee, Administrative Assistant; Cassandra Malone, Planning Assistant; Ann Wright, Contract Staff; Cherie Nielsen, Contract Staff.

Comprehensive Economic Development Strategy (CEDS)

2020 - 2025



As a designated Economic Development District (EDD) by the Department of Commerce - Economic Development Administration (EDA), one of Southside Planning District Commission's primary responsibilities is to prepare a CEDS for the region. The CEDS analyzes a region's economy and serves as a guide for establishing regional goals and objectives, developing and implementing a regional plan of action, and identifying investment priorities and funding sources. The Southside PDC worked with the CEDS Committee and member governments in identifying project priorities — those most needed to fulfill the region's economic development initiatives. Public participation opportunities were made available throughout the process of creating the 2020 - 2025 CEDS Update, which included a 30-day public comment period. The CEDS was adopted on October 15, 2020 by the Commission.

Lake Country Development Corporation

Lake Country Development Corporation (LCDC) is a non-profit 501 (c)(3) organized in 1981 that provides low-interest financing for local economic development needs through two revolving loan funds from the Economic Development Administration and USDA Rural Development. LCDC has closed 67 loans resulting in the retention of 144 jobs and the creation of 1,858 jobs. Over \$10 million in revolving loan funds has been leveraged with over \$11 million in local match or other public funding and over \$48 million in private funding or new equity resulting in a leveraging ratio of five private dollars to one federal dollar. LCDC currently has nine (9) active loans, of which five (5) were approved under the COVID-19 Emergency Loan Program.



Smart Scale

The SPDC, in coordination with our localities and the Virginia Department of Transportation (VDOT), helped secure over \$26 million for transportation improvements within the District during the latest round of Smart Scale. This funding program utilizes a prioritization process to evaluate each project's merits so that the Commonwealth is "investing limited tax dollars in the right projects that meet the most critical transportation needs in Virginia". At their June meeting, the Commonwealth Transportation Board approved funding for the following projects:



Brunswick County

- Intersection improvements to US 58/Robinson Ferry Road - \$4,260,602
- Improvements to US 58 between Route 46 and Brunswick Square - \$3,198,053

Halifax County

- Roundabout construction at the intersection of LP Bailey Highway/North Main Street/Bethel Road - \$9,921,330

Mecklenburg County

- Intersection improvements at US 58/Regional Airport Road & US 58/Brown Town Road - \$3,726,168

Town of South Hill

- Intersection improvements to US 58/Country Lane/East Atlantic Street (\$5,181,850)

Project Coordination

PROJECT NAME	APPLICANT	FUNDING AGENCY	GRANT AMOUNT
Tobacco Heritage Trail Heritage Park Connector Project	Lawrenceville	VDOT MAP-21	\$471,812
Sharp Street Streetscape Project	Lawrenceville	VDOT-MAP-21	\$514,121
Chestnut Road Targeted Housing Rehab Project	Brunswick	CDBG	\$1,000,000
Pine Street Neighborhood Project	La Crosse	CDBG	\$1,398,861
Brunswick County Small Business Recovery Project	Brunswick	CDBG-CARES	\$520,000
Mecklenburg County Small Business Recovery Project	Mecklenburg	CDBG-CARES	\$550,000
Halifax County Small Business Recovery Project	South Boston	CDBG-CARES	\$550,000
Lee Building Community Impact Study	Chase City	VHDA	\$20,000
Lee Building Disaster Assistance Project	Chase City	DHR	\$150,000
Sledge & Barkley Building Disaster Assistance Project	Brunswick IDA	DHR	\$150,000
Piney Pond Targeted Housing Rehab Planning Project	Brodnax	CDBG-PG	\$40,000
North Main Street Housing Planning Project	South Boston	CDBG-PG	\$40,000
2nd/3rd Street Infrastructure Planning Project	South Hill	CDBG-PG	\$40,000
Tobacco Heritage Trail Downtown Project	Alberta	DCR-VOF	\$25,000
Town Park Improvement Project	Brodnax	VOF	\$25,000
Lee Building Brownfield Project	Chase City	DEQ/VEDP	\$50,000
Sledge & Barkley Brownfield Project	Brunswick IDA	DEQ/VEDP	\$50,000

PROJECT NAME	APPLICANT	FUNDING AGENCY	GRANT AMOUNT
Sewer Pump Upgrade Project	Brodnax	USDA-RD	\$75,000
Middle Mile Broadband Fiber Extension Project	MBC	GO VA-ERR-ECB	\$100,000
		EDA-CARES	\$800,000
Sewer System Improvement Project	Clarksville	USDA-RD	Grant \$1,668,000 Loan \$602,000
Kinderton Site Development Project	Mecklenburg	TRRC	\$28,000
Tobacco Heritage Trail Downtown Project	Alberta	DCR-VOF	\$18,500
Sinai Park Project	South Boston	DCR-VOF	\$25,000
Tobacco Heritage Trail Gateway Park Project	Brunswick	DCR-VOF	\$25,000
Piney Pond Housing Rehab Project	Brodnax	CDBG	\$1,250,000
North Main Street Housing Rehab Project	South Boston	CDBG	\$1,000,000
Southside PDC Affordable Housing Development Project	SPDC	VDHA	\$1,000,000
Brunswick County Produce Project	Brunswick Co. IDA	AFID	\$35,000

**Total of FY21
Awarded Projects
\$11,619,294**

The project pipeline consists of 45 active projects currently being administered by staff totaling \$22,681,428 in grant dollars awarded through period ending June 30, 2021 for the three-county region. During FY21, a total of 28 grant applications were awarded totaling \$11,619,294. A total of five (5) applications are pending that, if approved, will result in an additional \$5,245,636 in grant dollars awarded for projects throughout the region. These projects are listed in detail on the SPDC Active Projects List.

Go Virginia Region 3

Growth and Opportunity Virginia (GO Virginia) is an initiative by Virginia's senior business leaders to foster private-sector growth and job creation through state incentives for regional collaboration by business, education and government. The PDC serves as the Support Organization and Fiscal Agent for GO Virginia Region 3. Region 3's footprint incorporates the geographic boundaries of three PDC's – West Piedmont PDC, Southside PDC and Commonwealth Regional Council. These three PDC's collectively cover 13 counties (Amelia, Brunswick, Buckingham, Charlotte, Cumberland, Halifax, Henry, Lunenburg, Mecklenburg, Nottoway, Patrick, Pittsylvania and Prince Edward) and two cities (Martinsville and Danville). The SPDC Executive Director attends monthly meetings. The GO VA Region 3 website is www.govirginia3.org.

To date, a total of nine (9) projects have been funded with GO Virginia grant dollars. SPDC Staff is currently providing administrative support services for five (5) GO Virginia projects; four (4) projects have been administratively closed out.

The following projects were awarded in FY21:

MBC Middle Mile Fiber Extension Project

An EDA award of \$800,000, along with \$100,000 in support from GO Virginia, will support Mid-Atlantic Broadband Corporation's efforts to engineer and design 206 miles of new middle-mile open-access fiber infrastructure. Once completed, this project will span a total of 14 counties across GO Virginia Regions 3, 4 and 9. This public-private partnership initiative will provide connections to existing business and industrial parks in addition to supporting several healthcare facilities.

Entrepreneurship & Innovation Strategy Study & Implementation Project

Mid-Atlantic Broadband Communities Corporation (MBC) and the Longwood Small Business Development Center (LSBDC), in collaboration with GO Virginia Region 3 Entrepreneurship and Ecosystem Builders, prepared the Entrepreneurship and Innovation Investment (EII) Strategy Study. The objective of this study was to develop an actionable roadmap for growing the Southern Virginia economy through entrepreneurship and innovation. MBC and LSBDC were selected to co-lead the development of the strategy using an approach that focused community engagement with entrepreneurs and ecosystem partners, mapping the ecosystem to determine gaps and opportunities to scale resources, and mapping existing businesses to determine supply chain opportunities. This study resulted in best practices and programs that would be feasible in Region 3.

Following the Study, the newly formed SOVA Innovation Hub Corporation, in partnership with Longwood Small Business Development Center, applied for and received GO Virginia funds totaling \$449,000 to launch the implementation of the identified objectives outlined in the Study. The project goal was to build entrepreneurial capacity and a stronger, more equitable region-wide ecosystem that will support the overall economic development and diversification of Southern Virginia.



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION





COVID-19 Pandemic

On March 12, 2020, Governor Ralph Northam declared a State of Emergency under Executive Order due to the COVID-19 pandemic. As a result, initiatives were put in place to aid in recovery for businesses that suffered.

Executive Order 79 and Order of Public Health Emergency Ten, effective May 28, 2021, ended Commonsense Public Health Restrictions due to Novel Coronavirus. The pandemic resulted in over 2,000 cases reported daily in the Southside Health District of Virginia at its height during FY21. Staff covered state and national news releases to help disseminate up-to-date and accurate information to the residents within the PDC footprint.

The SPDC's COVID-related activities included:

COVID Small Business Recovery Grants

All three of our Counties - Brunswick, Halifax and Mecklenburg - were each awarded grants from DHCD's Community Development Block Grant COVID-19 Small Business Recovery Assistance Program. From this program, grant dollars were awarded to eligible small businesses for rent/mortgage and utility relief for three to six months. These funds were to be used to establish safe and clean reopening procedures, to regain and sustain operations, to retain existing staff, to fill vacant positions, to create new jobs and to become more efficient and resilient. To date, over 100 small businesses received assistance.

Economic Development Administration (EDA) COVID Non-Competitive Grant

As a result of the COVID Pandemic, EDA invited all Economic Development Districts (EDD) to apply for up to \$400,000 in non-competitive funds with a no match requirement. The SPDC was awarded this grant with funds to be used solely for COVID-related activities/initiatives to include: the application and administration of COVID-related projects, creation of a comprehensive small business/industry database, and an update to the CEDS to include a Pandemic Response Plan. Funds must be spent by June 30, 2022.

COVID-19 Information Hub

The PDC has added a COVID-19 Information Hub with Dashboard to its website. This new feature will provide a general overview of how the Region is recovering. Data provided includes current employment statistics, sales tax revenues, new cases of COVID, and vaccine administration.

Commission Members and Local Governments

Brunswick County

Bernard Jones, Sr.*
Alfonzo Seward
Leslie Weddington, Treasurer*
Dr. Charlette Woolridge
John Zubrod*

Halifax County

Stanley Brandon*
William Claiborne
Ronnie Duffey
Jerry Lovelace
David Martin
Garland Ricketts*
Scott Simpson*
Norman Talley

Mecklenburg County

Wayne Carter
M. J. Colgate
Andy Hargrove*
Charles Jones
Angie Kellett
Charlie Simmons*
Glanzy Spain*
Tom Tanner

Town of South Boston

Joseph Chandler
Winston Harrell*
George Leonard, Vice Chair*
Ernest Vass

Town of South Hill

Kim Callis, Chair*
Lillie Feggins-Boone
Joseph Taylor

* Executive Board

Counties of Brunswick, Halifax, and Mecklenburg Town of South Boston – Town of South Hill

Towns of Alberta, Boydton, Brodnax, Chase City, Clarksville, Halifax,
LaCrosse, Lawrenceville, Scottsburg, and Virgilina



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