



2021-2022 | **ANNUAL REPORT**

# SPDC STAFF

**Deborah B. Gosney**  
*Executive Director*

**Ashleigh H. Zincone**  
*Senior Community Planner*

**Sangi L. Cooper**  
*Senior Community Planner*

**Erika M. Tanner**  
*Community Planner I*

**Andy K. Wells**  
*GIS and Cartography Manager*

**Chad E. Neese**  
*Senior Planner/GIS Specialist*

**Stephanie W. Creedle**  
*Finance Director/Human Resources*

**Julie L. Gill**  
*Administrative Assistant*

**Ann T. Wright**  
*CTW Consulting LLC*

## MISSION STATEMENT

The mission of the Southside Planning District Commission is to promote the orderly and efficient development of the physical, social, and economic elements of its region by assisting local governmental units in developing policies, programs, and projects which serve their individual needs and collective interests.

## VISION STATEMENT

The Southside Planning District Commission will operate as an effective stable organization equipped with sufficient staff to adequately serve its member jurisdictions and regional partners with valuable professional services that will result in growing creative, sustainable communities and the preservation of valuable assets.

## VALUE STATEMENT

The Southside Planning District Commission provides value to its localities at both the community and regional level through the guiding principles of fostering intergovernmental cooperation, providing comprehensive planning services, and by offering needed technical assistance in developing and administering community improvement projects and program.



**KIM CALLIS**  
*Chair*



**DEBORAH GOSNEY**  
*Executive Director*

Members of the commission include the Counties of Brunswick, Halifax, and Mecklenburg, and 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 region's future well-being and development.



Left: Outgoing Chair Kim Callis receiving his service award.

Right: Finance Director Stephanie Creedle receiving her 15 years of service award.



# 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.



## CEDS COMMITTEE MEMBERS

**MARY JANE ELKINS**, Director of Institutional Advancement for Southside Virginia Community College Foundation

**MARK ESTES**, Executive Director of the Halifax County Service Authority

**LATONYA SADLER HAMILTON**, Director of Tourism for Halifax County

**TODD HOWELL**, VP of Professional Services for VCU Health Community Memorial Hospital

**LAUREN MATHENA**, Director of Economic Development & Community Engagement for MBC & SOVA Innovation Hub

**MITZI MCCORMICK**, Executive Director of the Halifax County Chamber of Commerce

**PAUL NICHOLS**, Superintendent of Mecklenburg County Public Schools

**CHAD PATTON**, Dean of Career & Occupational Technology for Southside Virginia Community College

**ALFREDA REYNOLDS**, Director of Economic Development for Brunswick County

**JEREMY SATTERFIELD**, Manager of Virginia TechSpark at Microsoft

**TOM TANNER**, SPDC Commissioner, Mecklenburg County Board of Supervisors member, Business Owner & Mecklenburg County Board of Supervisors member



## Lake Country Development Corporation

Lake Country Development Corp. (LCDC) was formed in 1981 as a private, non-profit 501(c)(3) corporation responsible for the administration of revolving loan funds to promote job creation in the Southside Planning District Region. Loan funds are provided to qualifying companies locating or expanding in the three-county region.

**TOTAL JOBS  
CREATED**

**1,858**

**TOTAL LCDC  
FUNDS LOANED**

**\$10,297,319**

**TOTAL JOBS  
RETAINED**

**98**

**MATCHED  
PRIVATE FUNDS**

**\$48,430,608**

### COVID Emergency Loan Fund

The Micro-Loan Pool was amended to accommodate the special needs of small businesses during the COVID-19 Pandemic.

A total of ten (10) loans were made.

# Project Coordination

## FY22 APPROVED GRANTS

PROJECT NAME	LOCALITY	FUNDING AGENCY/ PROGRAM	GRANT AMOUNT
Riverdale Acquisition Project	South Boston VDEM	FEMA \$531,081	\$ 1,991,555
Wastewater Treatment Plant Improvement Project	Boydton	EDA/PWEAA	\$ 1,633,000
Water Treatment Plant Improvement Planning Project	Clarksville	RD/SEARCH Planning Grant	\$ 30,000
Alberta Waterline Replacement Planning Project	Lawrenceville	RD/SEARCH Planning Grant	\$ 30,000
Mecklenburg County CDBG Housing Needs Assessment	Mecklenburg	DHCD/CDBG-PG	\$ 20,000
Banister Town Housing Planning Project	Town of Halifax	DHCD/CDBG-PG	\$ 50,000
Brunswick County Produce Project	Brunswick County IDA	TRRC/ED Agribusiness Pool	\$ 500,000
Hicks Street Building Brownfield Project	Brunswick County IDA	DEQ/VEDP Brownfield Pool	\$ 50,000
B Street Neighborhood Planning Project	Chase City	DHCD/CDBG-PG	\$ 50,000
Brunswick County Merchants Assistance Program	Brunswick County	IDA DHCD/ Business District Resurgence Grant	\$ 88,000
Welcome Back to Business Initiative	South Hill Chamber of Commerce	DHCD/Business District Resurgence Grant	\$ 50,000
Downtown Façade & Building Program	South Hill	DHCD/Business District Resurgence Grant	\$ 50,000

<b>Township Road Housing Planning Project</b>	Brunswick County	DHCD/CDBG-PG	\$ 50,000
<b>Brunswick County Produce Project</b>	Brunswick County IDA	VDACS/AFID Pool	\$ 400,000
<b>Brunswick County Produce Project</b>	Brunswick County IDA	EDA/PWEAA-ARPA	\$ 2,184,000
<b>Mecca Theatre Preliminary Architectural Report</b>	Chase City	DHCD/IRF-PG	\$ 100,000
<b>Exxon Station Renovation Planning Project</b>	Town of Halifax	DHCD/IRF-PG	\$ 100,000
<b>Garrett Building Feasibility Study</b>	Chase City	DHCD/IRF-PG	\$ 31,500
<b>Stonewall Site Development Project</b>	Brunswick County	TRRC/ED Pool	\$ 27,000
<b>Clarksville Town Website Modernization</b>	Clarksville	VTC	\$ 5,732
<b>Nicks Lane Neighborhood Planning Project</b>	South Hill	DHCD/CDBG-PG	\$ 50,000
<b>Regional Universal Last Mile Fiber Project</b>	Southside PDC	DHCD/VATI	\$ 69,431,635
<b>Regional Housing Market Study</b>	Southside PDC	Virginia Housing/ Community Impact Grant Fund	\$ 60,000
<b>Regional Housing Market Study</b>	Mecklenburg	DHCD/PG	\$ 60,000
<b>Regional Flood Resilience Planning Initiative</b>	Southside PDC	DCR/ Community Flood Preparedness Fund	\$ 135,000

**Total of FY22  
Awarded Projects  
\$77,658,503**

During FY22, a total of 24 grant applications were awarded totaling \$77,658,503. The project pipeline overall consists of 59 projects actively being managed by SPDC staff totaling \$103,284,311 in grant/loan dollars received for the three-county region.

# 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. Southside 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 GO VA Region 3 website is [www.govirginia3.org](http://www.govirginia3.org).

A total of 17 projects have been funded with GO Virginia grant dollars. Of those, 11 projects are being actively managed while 6 projects have been closed out. **A total of seven (7) projects were funded in FY22 as follows:**

## ExperienceWorks - Institute of Advanced Learning & Research (IALR) Funds Received - \$515,618

ExperienceWorks is a systems approach that leverages current GO Virginia Region 3 workforce development investments to connect students and young adults to high-skill, high-wage employment opportunities through a myriad of work-based learning platforms. Project outcome is to increase the number of high school graduates who can be gainfully employed in targeted growth sector positions.

## Southern Virginia Regional Alliance Site Development Project - IALR – Funds Received - \$1,534,900

SVRA are proposing to develop a site development program that will parallel VEDP's Site Development Program. This project will elevate 10 publicly owned sites to be more shovel-ready; including 7 sites from Tier 2 to Tier 4, and 3 sites from Tier 2 to Tier 3/4.

## Controlled Environment Agriculture (CEA) Strategy and Roadmap – IALR – Funds Received - \$77,053

IALR proposes to engage the Virginia Tech Office of Community and Economic Engagement to develop a strategy and roadmap for supporting industry growth and workforce development for CEA in Region 3.

## SEED Innovation Hub – Longwood University Real Estate Foundation – Funds Received - \$674,304

Longwood University, in partnership with Hampden Sydney College, is leading the effort to establish an innovation hub in Downtown Farmville. The Hub will include: 1) Makerspace; 2) Co-working Space; 3) a Small Business Development Center Office; and 4) an Educational Outreach Center. The project is expected to create 60 jobs, retain 159 jobs, and generate \$4.5 million in private investment.



**SEED**  
INNOVATION HUB



VIRGINIA INITIATIVE FOR  
**GROWTH & OPPORTUNITY**  
IN EACH REGION



## Middle Mile Fiber Expansion Project – Mid-Atlantic Broadband Corporation – Funds Received - \$5,000,000

Construction of 67 miles of new open-access, middle mile fiber optic broadband infrastructure in GO Virginia Regions 3 and 4.

## Virginia Growth Alliance (VGA) Refresh – Mecklenburg County – Funds Received - \$100,000

VGA will lead the development of a strategic reset of goals, priorities, focus, and support to better reflect changes in the organization and economic development landscape, realigning the organization into a more effective and sustainable posture. This grant will build and strengthen the capacity of the regional economic development organization through business sector analysis, workforce study, analysis of regional incentives and a fundraising campaign feasibility study.

## The Guppton Initiative – The Commonwealth Alliance for Rural Colleges – Funds Received - \$35,000

The project goal is to launch and demonstrate the sustainability of a career pathways partnership with VCU's College of Engineering to create a pipeline of internship and employment opportunities for students enrolled in the Virginia College Fund member institutions in the advanced pharmaceutical manufacturing cluster in Central Virginia.



GO Virginia Region 3 Council and UVA's Weldon Cooper Center for Public Center leaders together after enjoying the All Hands Meeting. Left to Right: Michael Phillips, Associate Director, UVA's Cooper Center; Charley Majors, Region 3 Executive Committee member; Randy Lail, Region 3 Chair; Bryan David, Program Director for Region 3; UVA's Cooper Center, Dr. Larry Terry, UVA's Cooper Center Executive Director.



## Regional Universal Fiber Broadband Project

Southside PDC issued an RFP on July 28, 2021 to select an Internet Service Provider who will assist the PDC in applying to DHCD for VATI funding and other potential funding programs for universal fiber broadband coverage in all three PDC member counties (Brunswick, Halifax & Mecklenburg) to also include the southern portion of Charlotte County. EMPOWER Broadband was selected as the broadband provider and partnered with the PDC in the preparation and submission of the VATI application. A total of \$69,431,635 was awarded on 12/31/21 leveraged with \$84,677,555 in match funds for a project cost totaling \$154,109,190. The DHCD Contract was executed on 7/22/22. A total of 1,842 miles of fiber will be installed providing broadband to approximately 16,971 serviceable units including businesses and community anchors. Project construction activities are underway. A second VATI application was submitted on August 25, 2022 that will include additional areas in the PDC member counties and Charlotte County with Greenville County added as a new partner.



## Regional Housing Market Analysis

The Southside Planning District Commission was awarded a total of \$120,000 in grant funds for the SPDC Regional Housing Market Analysis - \$60,000 from a Virginia Housing Community Impact Grant, and \$60,000 from a Virginia Department of Housing and Community Development Planning Grant. The SPDC has partnered with the Virginia Center for Housing Research (VCHR) at Virginia Tech and Housing Forward Virginia to collect and analyze local and regional data, identify key needs and opportunities, and develop strategies for local and regional implementation.

The study is focused on the Counties of Brunswick, Halifax, and Mecklenburg and the Towns of South Boston and South Hill and will include the Towns of Brodnax, Lawrenceville, Alberta, Scottsburg, Virgilina, Halifax, Clarksville, Boynton, La Crosse, and Chase City as reasonable. Specific data analysis for small towns depends on the reliability and availability of public and local data. VCHR and SPDC staff will partner to complete data collection, compilation, and analysis. A training component led by VCHR will provide SPDC and local government staff a deeper understanding of housing data and

analysis, thus equipping SPDC staff to later update the proposed study and better support region jurisdictions with housing analysis and questions.

## Regional Affordable Housing Program

The Southside Planning District Commission received a grant award in the amount of \$1,000,000 from the Virginia Housing PDC Affordable Housing Development Program on June 30, 2021. The SPDC will partner with Southside Outreach Group on two housing development initiatives to be completed by June 2024. The first initiative currently underway is to utilize \$250,000 of the grant to provide gap funding for necessary construction costs for the Town of South Boston's Poplar Creek Affordable Homes Project. Once completed, the Poplar Creek community will include 16 new affordable duplexes totaling 32 one, two, and three-bedroom units. All units will be sold or rented to low-to-moderate income individuals and families whose income is 40%, 50%, and 60% of the area median income.

The second initiative, currently under development, will provide three (3) new affordable homes for first-time homebuyers that are at or below 80% of the area median income and will have a listed sales price at or below the Virginia Housing sales and income limits. One home will be constructed in each county within the SPDC Region (Brunswick, Halifax, and Mecklenburg). First-time homebuyers that are interested in participating in the Program will enroll in housing counseling through the Southside Outreach Group. Following the successful sale of the home, the income obtained from the sale will be placed in the SPDC Housing Assistance Fund and administered by Lake Country Development Corporation. The SPDC Housing Assistance Fund will provide sliding-scale assistance for home improvements to low-income homeowners in the SPDC Region.





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South Hill, Virginia 23970

(434) 447-7101 [Southsidepdc.org](http://Southsidepdc.org)

Photo Credit – Julie Drohan

# COMMISSION MEMBERS & LOCAL GOVERNMENTS

## Brunswick County

Bernard Jones, Sr.\*  
Alfonzo Seward  
Leslie Weddington, Treasurer\*  
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

## Counties of Brunswick, Halifax, and Mecklenburg Towns of South Boston and South Hill

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

\* Executive Board