



# COLONIAL BEACH ECONOMIC DEVELOPMENT STRATEGY



PELTON RESEARCH PARTNERS

April 2011

## ECONOMIC DEVELOPMENT DEFINITION

***Economic Development*** is the sustainable increase in living standards and well-being for a community's citizens. This includes not only personal wealth, but better education, health, and environmental protection.

*A resilient* quality-of-life.

## **ECONOMIC DEVELOPMENT DEFINITION**

### **Primary ways to improve the economics of a community:**

- Increase the wealth of citizens (higher incomes and property values);
- Increase local spending (a result of higher incomes and wealth);
- Expand population and jobs (increase market-base); and
- Bring money in from outside the market (tourism and captured retail sales)



# MARKET STUDY - OVERVIEW



## MARKET STUDY OVERVIEW – FIRST STEPS

- Initial Site Visit & Start of Field Investigation;
- Met with Town Officials & Planning Team;
- Opening presentation to discuss the Economic Restructuring Plan Process;
- Field Investigation within Colonial Beach and Westmoreland County;
- Conducted one-on-one interviews with local business owners in Colonial Beach, members of the Town Council, Town officials, and County representatives for planning and tourism, among others.
- Held focus group with small business owners, representatives of the chamber, banking industry reps, and art community reps;
- More meetings with local businesses, non-profits, and real estate professionals;



## MARKET STUDY OVERVIEW – FIRST STEPS

- Analyzed current business operations in the Town of Colonial Beach, Westmoreland County, and the Northern Neck overall;
- Surveyed surrounding retail and retail centers along Colonial Avenue, James Monroe Highway, and various sites in King George County, including new King George Gateway Shopping Center anchored by Wal-Mart (due to open August 2011);
- Calculated Westmoreland County, Town of Colonial Beach, and Northern Neck retail sales activity during 2010. Compared with historical data;
- Analyzed residential and commercial real estate data from previous five years.
- Met with representatives of Bay Aging – local senior housing providers.

# MARKET STUDY OVERVIEW

## *DEMOGRAPHICS*



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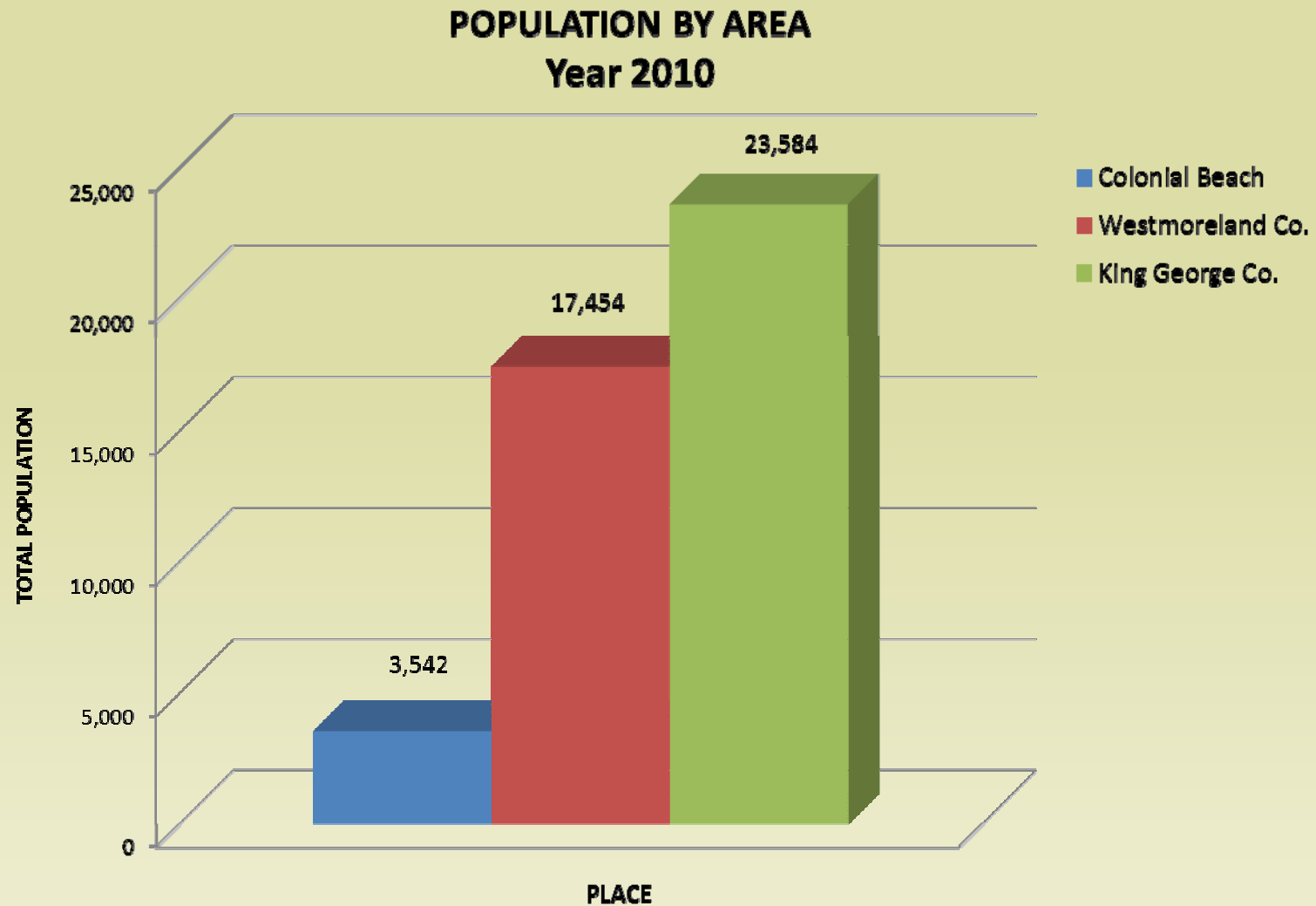
# MARKET STUDY OVERVIEW – DEMOGRAPHICS

## POPULATION

- The Town of Colonial Beach is estimated by the U.S. Census to have a population of 3,542 as of April 2010. Westmoreland County is estimated to have a population of 17,454 for the same time period. Colonial Beach's population represents 20.3% of the entire county population;
- The population of King George County was reported as 23,584 in 2010. The County grew a substantial 40.4% from 2000 to 2010. Colonial Beach, meanwhile, grew 9.7% while Westmoreland County grew only 4.4%. The Northern Neck region grew by only 2.2% during the 10-year period to a combined 4-county population total of 50,429; and
- Westmoreland County comprises 34.6% of the population in the four-county Northern Neck region.

Source: U.S. Census Bureau 2010

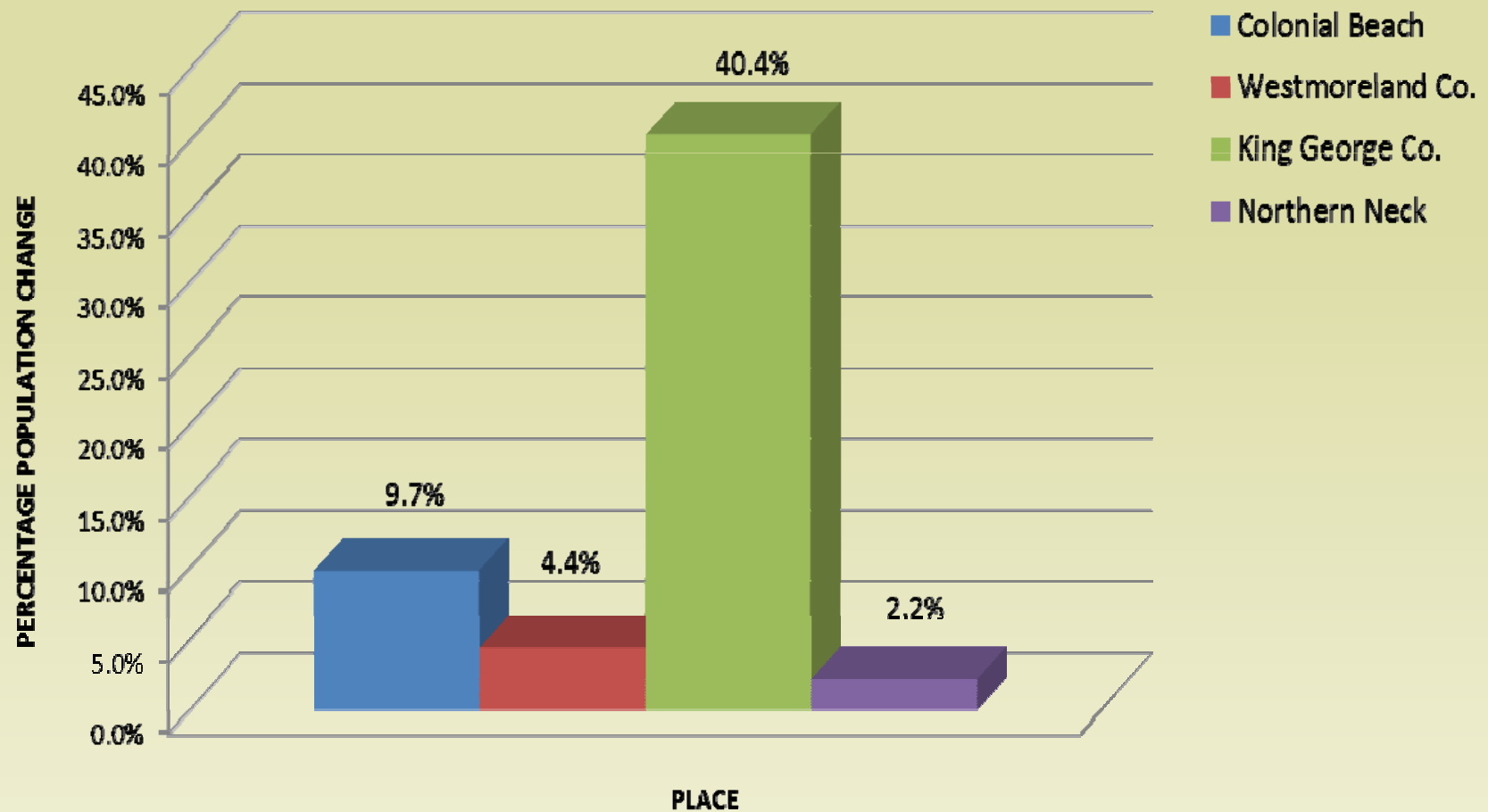
## MARKET STUDY OVERVIEW - POPULATION



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## MARKET STUDY OVERVIEW - POPULATION

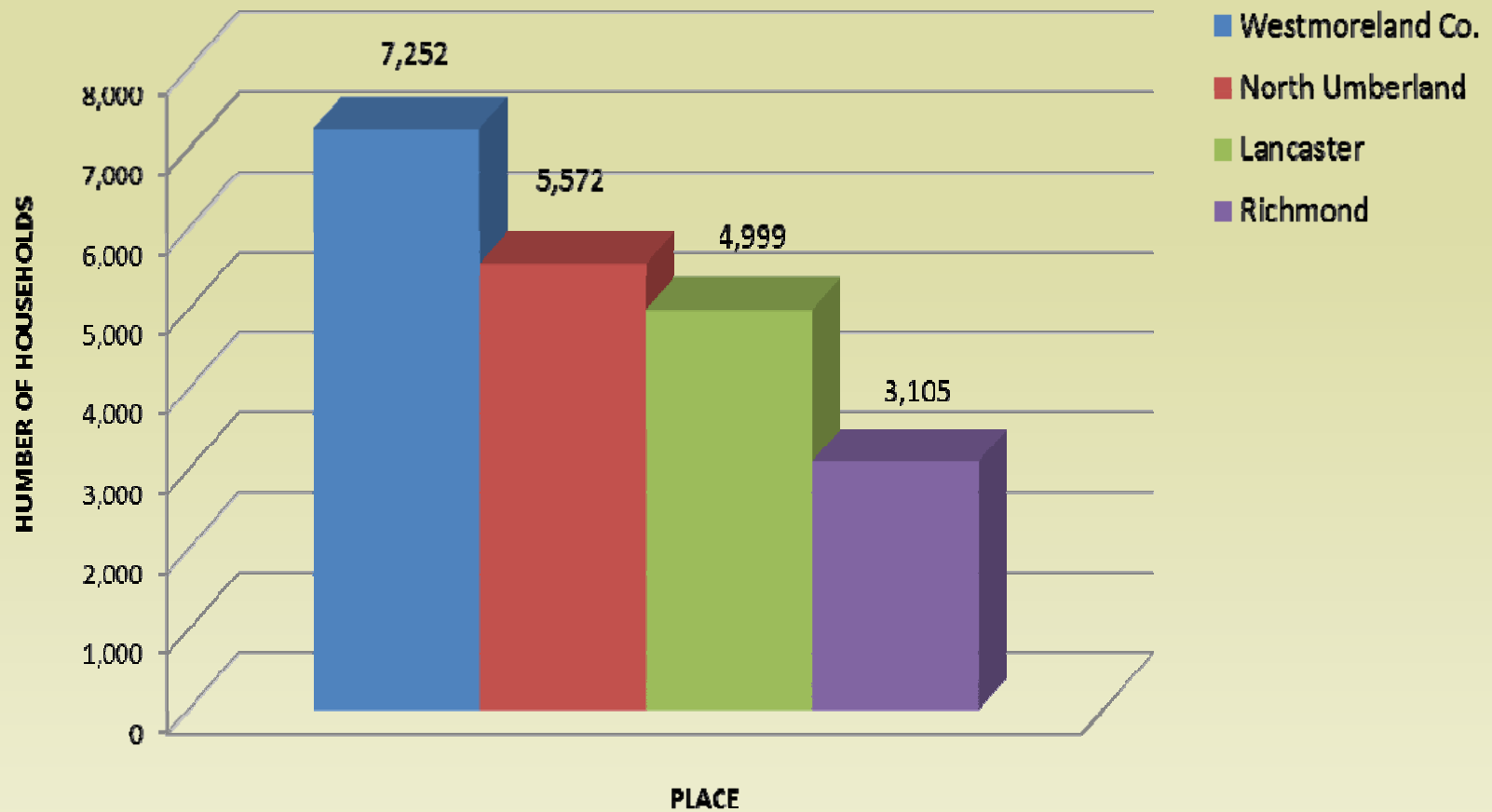
**TOTAL POPULATION CHANGE BY AREA  
2000 to 2010**





## MARKET STUDY OVERVIEW - POPULATION

**NORTHERN NECK HOUSEHOLDS BY COUNTY  
2010**



# MARKET STUDY OVERVIEW – DEMOGRAPHICS

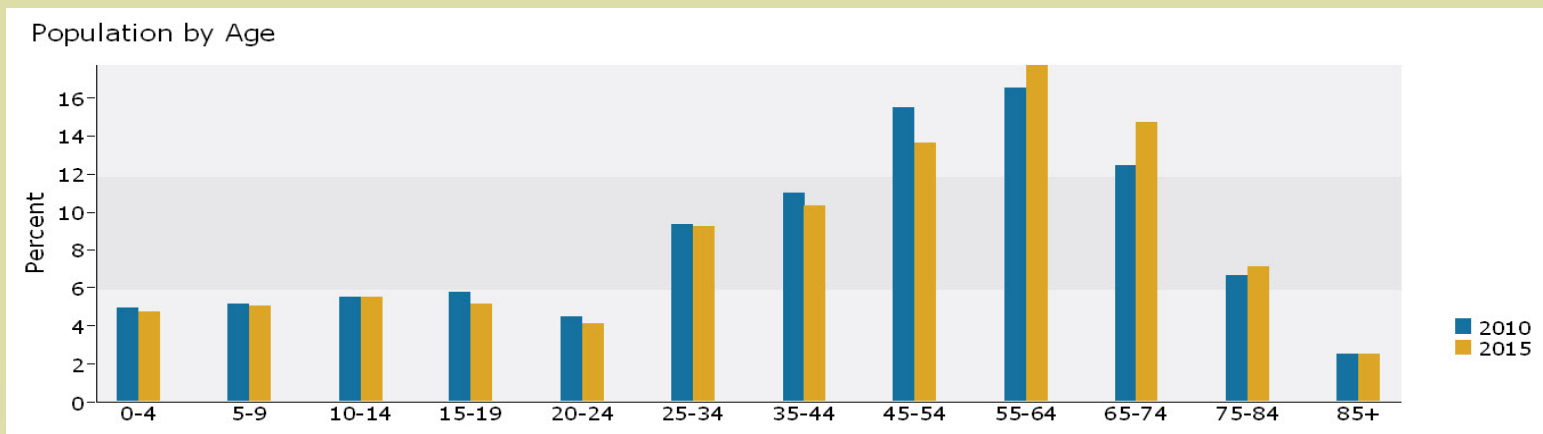
## HOUSEHOLD COMPOSITION

- The Town of Colonial Beach includes a small number of family households (22.4%) relative to the Westmoreland County (26%) and King George County (29%);
- The larger number of families attributes to the larger number of people per household in King George County (2.72) relative to Westmoreland County (2.45) and the Town of Colonial Beach (2.23);
- King George has a larger population between the ages of 25 to 44, the prime years of new household formation and move-up purchases;
- The larger number of family households in King George County also helps explain the younger overall median age of (35.1) relative to Westmoreland County ( 42.8) and Colonial Beach ( 43.9);

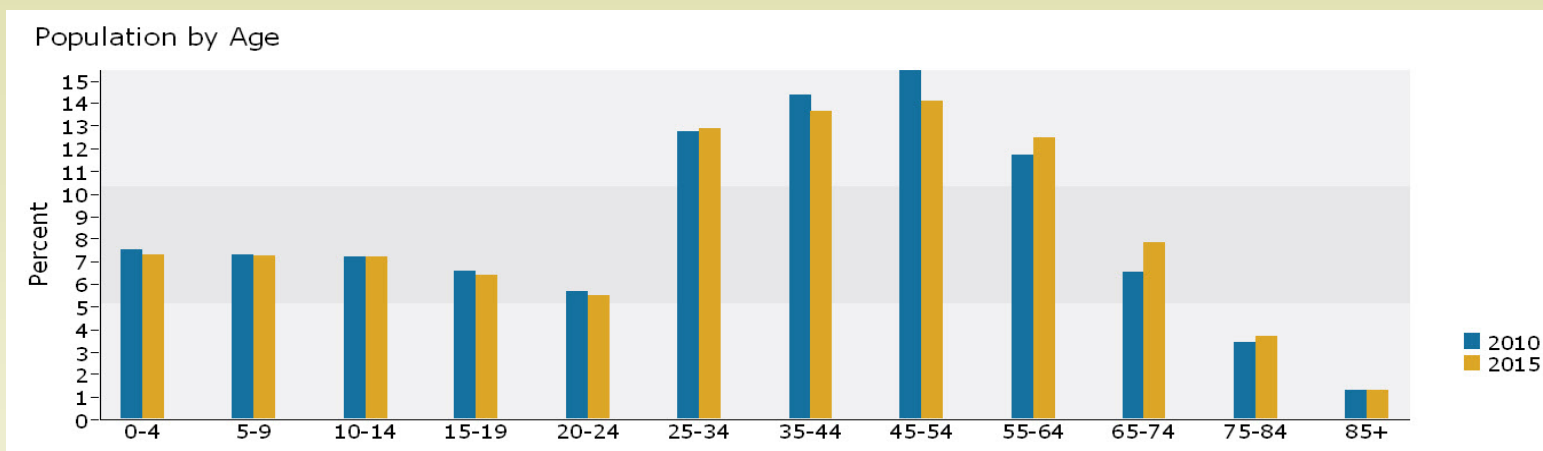
Source: U.S. Census Bureau 2010

# MARKET STUDY OVERVIEW - DEMOGRAPHICS

## Westmoreland County

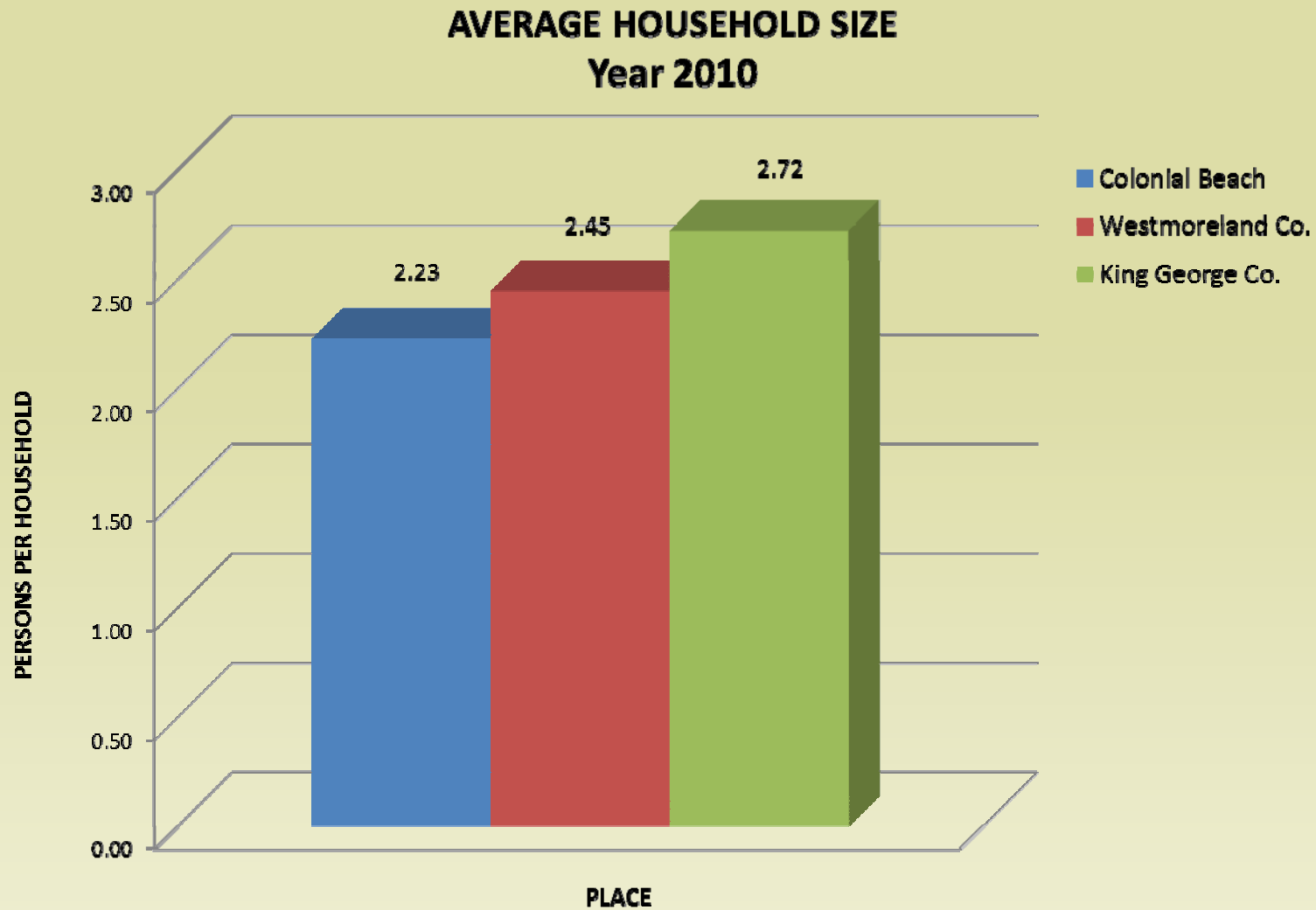


## King George County





## MARKET STUDY OVERVIEW - DEMOGRAPHICS



## MARKET STUDY OVERVIEW – DEMOGRAPHICS

### NOTES ON HOUSING STOCK & AGE of HOUSEHOLDS

- 83% of Colonial Beach housing is single-family detached;
- 33.3% of houses in Colonial Beach are vacant....68% of those are for seasonal or recreational use. Approximately 794 vacant homes with 540 for part-time users;
- Approximately 50% of CB's population is 50 years of age or above;
- Approximately 50% of the population aged 65 years of age or above live alone; and
- The largest population growth is expected in the 55 to 74 age group, representing 92.9% of net population growth in Colonial Beach between 2010 and 2015.

Source: U.S. Census Bureau 2010

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# MARKET STUDY OVERVIEW – DEMOGRAPHICS

## AGE OF HOUSEHOLDERS

### TOWN OF COLONIAL BEACH 2010

	YEAR				Change	%
Population by Age	2010	% Total	2015	% Total	2010 to 2015	Change
0 - 4	202	5.7%	209	5.6%	7	3.8%
5 - 9	198	5.6%	205	5.5%	7	3.6%
10 - 14	205	5.8%	220	5.9%	14	8.0%
15 - 19	202	5.7%	205	5.5%	3	1.7%
20 - 24	159	4.5%	160	4.3%	1	0.5%
25 - 34	351	9.9%	369	9.9%	18	10.1%
35 - 44	361	10.2%	369	9.9%	8	4.2%
45 - 54	531	15.0%	484	13.0%	-47	-26.0%
55 - 64	549	15.5%	589	15.8%	40	22.0%
65 - 74	416	11.7%	544	14.6%	128	70.9%
75 - 84	264	7.5%	261	7.0%	-3	-1.8%
85+	103	2.9%	108	2.9%	5	3.0%
<b>Total =</b>	<b>3,542</b>	<b>100.0%</b>	<b>3,722</b>	<b>100.0%</b>	<b>181</b>	<b>5.1%</b>

Source: U.S. Census; InfoGroup; Claritas; and Peloton Research Partners

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# MARKET STUDY OVERVIEW - POPULATION

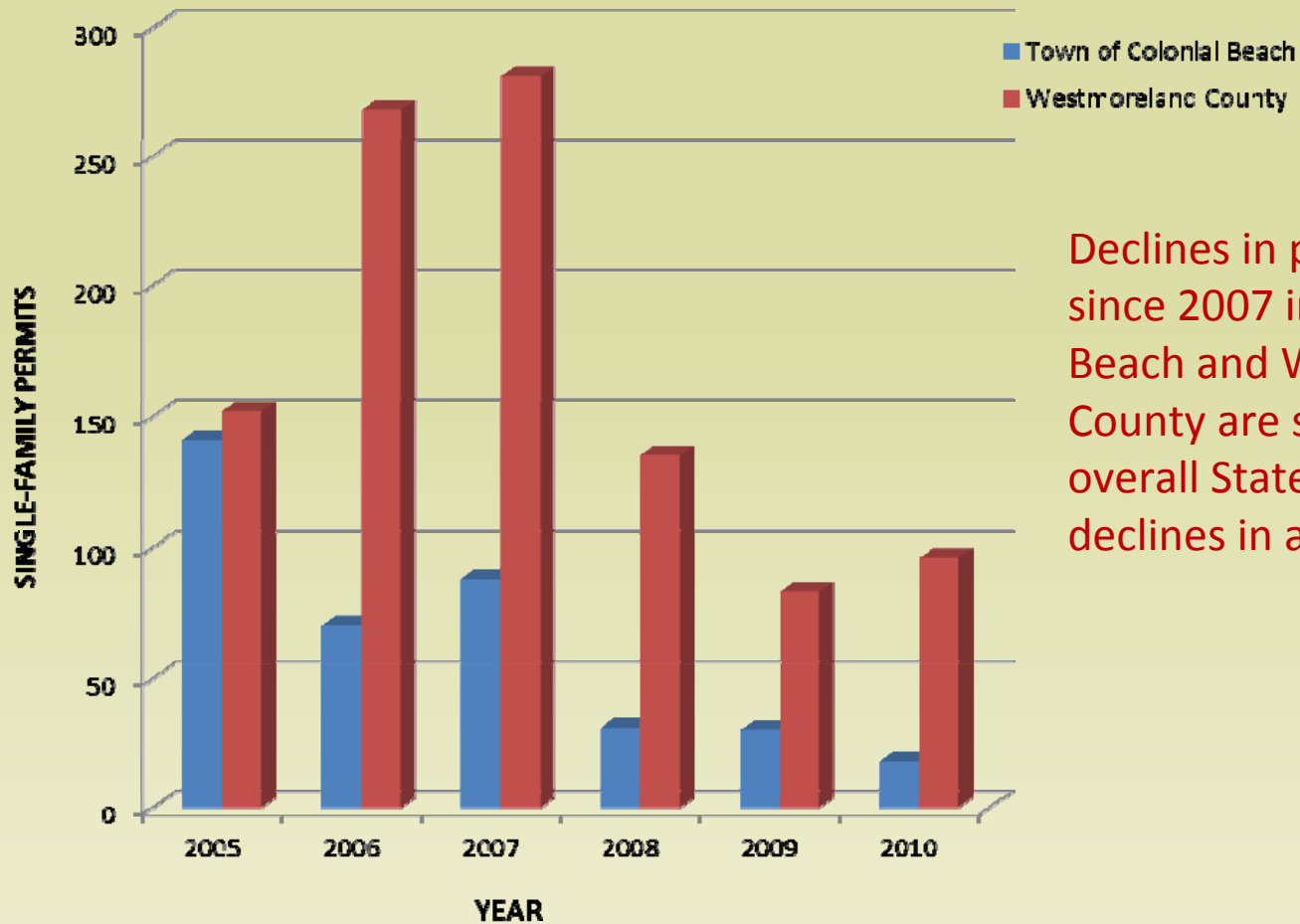
## SELECTED GEOGRAPHIC AREAS RESIDENTIAL PERMIT ACTIVITY 2005-2010

	SINGLE-FAMILY PERMITS PER YEAR						
GEOGRAPHIC AREA	2005	2006	2007	2008	2009	2010*	Total
Town of Colonial Beach	141	70	88	31	30	18	378
Westmoreland County	152	268	281	135	83	96	1,015
Lancaster County	180	133	110	75	50	46	594
Northumberland County	207	163	124	137	108	98	837
Richmond County	51	39	37	44	15	22	208
King George County	517	279	236	144	122	86	1,384

Source: Town of Colonial Beach; Westmoreland Co.; and U.S. Census. \* Some figures imputed.

# MARKET STUDY OVERVIEW - POPULATION

## WESTMORELAND COUNTY AND COLONIAL BEACH RESIDENTIAL PERMIT ACTIVITY 2005-2010



Declines in permit activity since 2007 in both Colonial Beach and Westmoreland County are similar to the overall State and National declines in activity.

# MARKET STUDY OVERVIEW

## RETAIL



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## MARKET STUDY OVERVIEW – RETAIL

Retail operations in Colonial Beach are primarily located in three distinct areas of the community:

- The Shops at Beach Gate located past the 205Y on McKinney Blvd. contains the national tenants Food Lion, Rite Aide, and Family Dollar along with other tenants. A McDonalds is located at the Y across from the Police department;
- Miscellaneous retail and services are located along Colonial Avenue from the 205Y east to Washington Avenue, including the Colonial Beach Shopping Center;
- The Historic Resort District is bounded by Washington Avenue to the west, Colonial Avenue to the north, the Potomac River to the east, and Boundary Street to the south. This area primarily supports tourism and hospitality related retail along with civic uses. The Shops at Beach Gate and Colonial Avenue Shopping Center support the daily needs and convenience shopping of local residents.

## MARKET STUDY OVERVIEW - RETAIL

### COLONIAL BEACH NEIGHBORHOOD SHOPPING CENTERS

**Colonial Plaza located at the corner of Euclid and Colonial Avenues**

**Recently purchased by Lloyd Alspaugh of Rankin's True Value Hardware for \$2.7 million**

**Still renovating and seeking new tenants**



# MARKET STUDY OVERVIEW - RETAIL

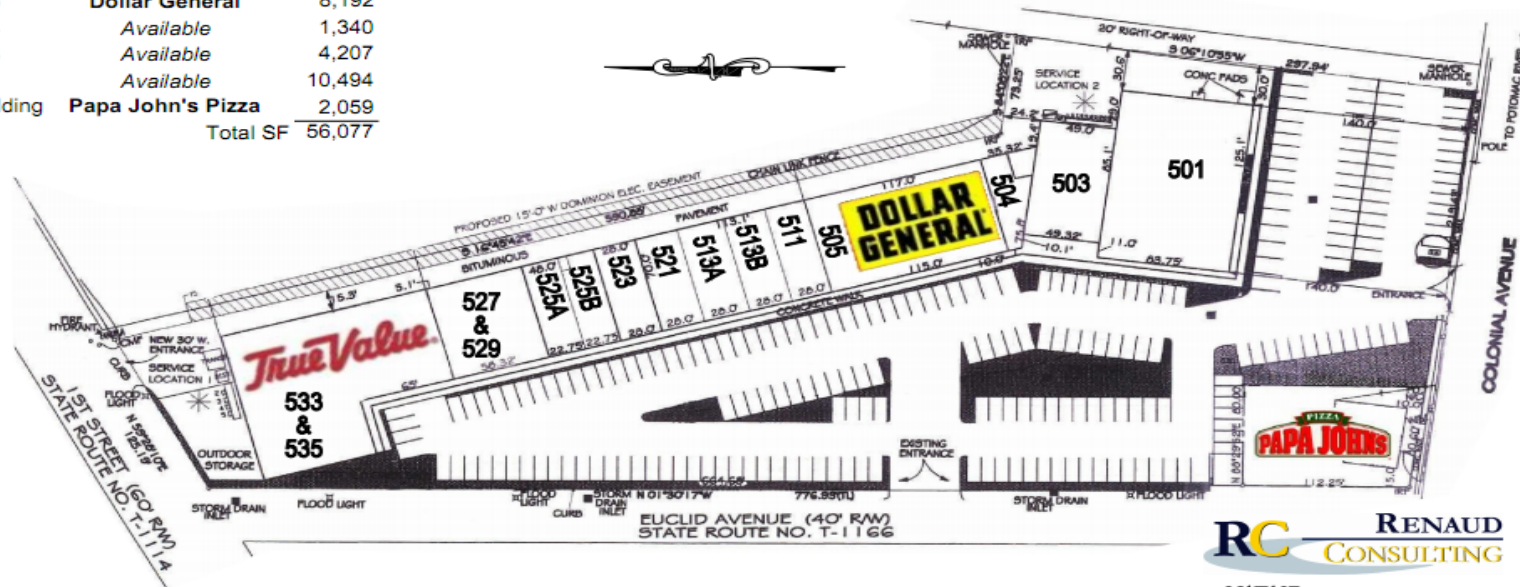
## COLONIAL BEACH NEIGHBORHOOD SHOPPING CENTERS

### COLONIAL PLAZA SHOPPING CENTER

SUITE	TENANT	SF
531 & 533	True Value Hardware	12,590
527 & 529	Available	4,099
525A	Memory Lane Cards	1,628
525B	East Coast Physicians	1,628
523	Available	1,968
511	Available	1,968
521	Sweet Tastin' Bakery	1,968
513A	Available	1,968
513B	Available	1,968
505	Dollar General	8,192
504	Available	1,340
503	Available	4,207
501	Available	10,494
Pad Building	Papa John's Pizza	2,059
Total SF		56,077

Currently 25,145 square feet available.

Vacancy Rate of 44.8%



**RC** RENAUD  
CONSULTING

CONTACT:  
Henry Renaud (703) 720-7941  
[henry@renaudconsulting.net](mailto:henry@renaudconsulting.net)

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## MARKET STUDY OVERVIEW - RETAIL

### COLONIAL BEACH NEIGHBORHOOD SHOPPING CENTERS

The Shops at Beach Gate  
State Route 205



Approximately 90,000 square foot  
neighborhood center with a  
vacancy rate just over 2%.

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## MARKET STUDY OVERVIEW - RETAIL

### COLONIAL BEACH NEIGHBORHOOD SHOPPING CENTERS

**Hall's Supermarket – Local Family Operation**  
**3895 James Monroe Highway**

Approximately 18,000 square foot  
grocery/deli



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# MARKET STUDY OVERVIEW - RETAIL

## PURCHASING POWER AND EXPENDITURES

A review of annual expenditures by Colonial Beach residents reveals the following purchases by retail category in 2010:

### COLONIAL BEACH RETAIL SPENDING BY CATEGORY - 2010

<b>Retail Category</b>	<b>% of Spending</b>	<b>Total Spending</b>
Groceries	21.7%	\$7,206,772
Liquor	2.3%	\$763,851
Restaurants	12.2%	\$4,051,734
Household Furniture	8.0%	\$2,656,874
Apparel	11.7%	\$3,885,679
Auto Service	11.9%	\$3,952,101
Housekeeping Supplies	3.1%	\$1,029,539
Drug & Medical Services	2.9%	\$963,117
Home Electronics	4.2%	\$1,394,859
Personal Care	3.3%	\$1,095,961
Leisure Goods	6.1%	\$2,025,867
Miscellaneous*	<u>12.1%</u>	<u>\$4,018,523</u>
<b>Totals</b>	<b>100%</b>	<b>\$33,044,876</b>

*\* Misc. retail includes automotive purchases and any specialty retail items purchased outside other store categories, i.e. bookstores, florists, tobacco stores, pet stores, etc.*

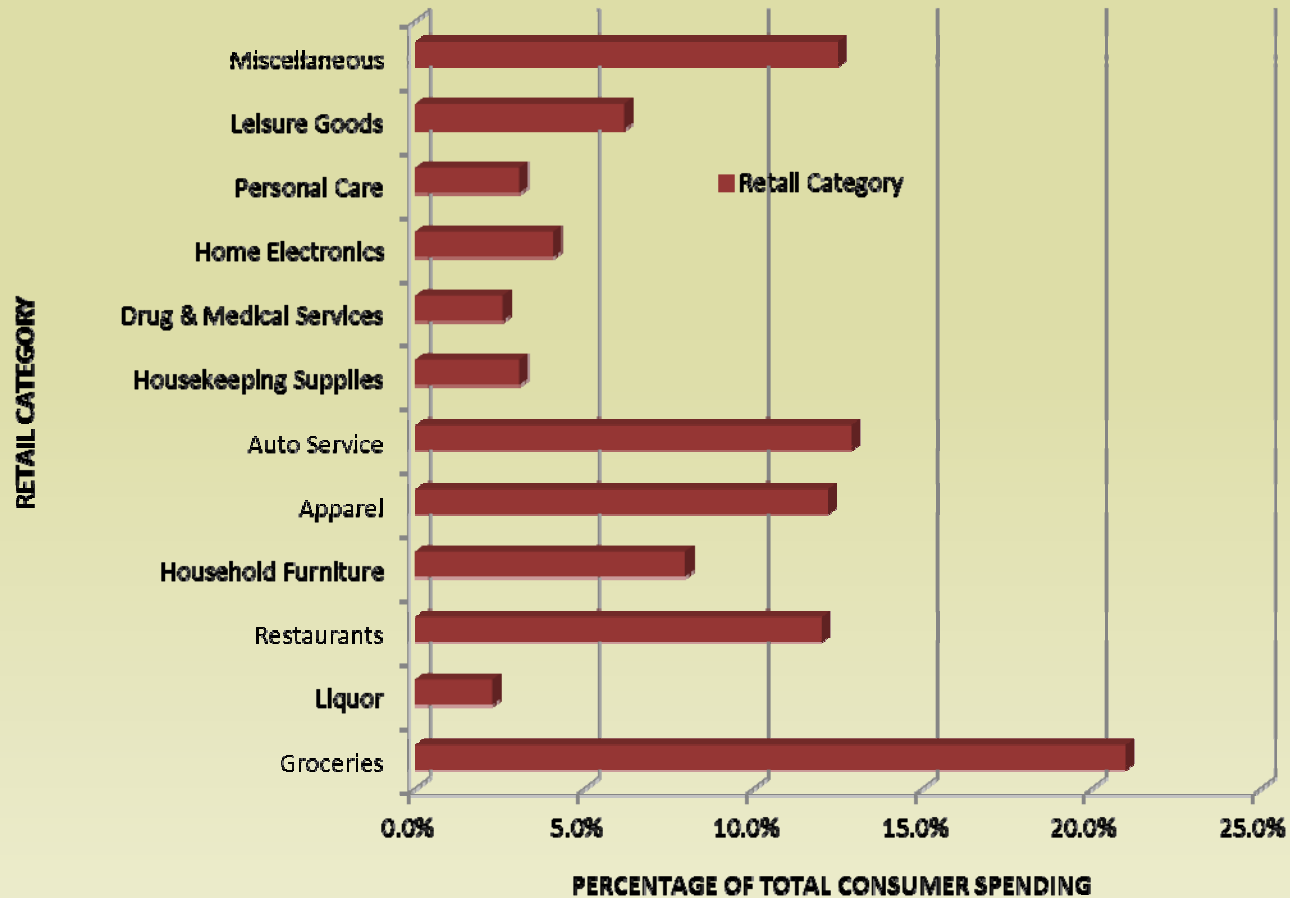
Source: U.S. Census; InfoGroup; ULI; Town of Colonial Beach;  
and Peloton Research Partners.

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# MARKET STUDY OVERVIEW - RETAIL

Colonial Beach 2010 Spending by Category



# MARKET STUDY OVERVIEW - RETAIL

## LOCAL RETAIL SPENDING PATTERNS & POTENTIAL

### Breakdown of Local Versus Out-of-Area Spending for Colonial Beach

Locally Reported Retail Sales	\$43,900,000		<i>Town of Colonial Beach reported retail sales 2010</i>
Colonial Beach Contribution to Sales	<u>\$20,100,000</u>	45.8%	<i>Based on CB local resident purchase behavior. Actual local contribution could be less.</i>
<b>Non-Resident Retail Sales Estimate</b>	<b>\$23,800,000</b>		<i>Difference is retail sales to consumers located outside Town of Colonial Beach</i>
Estimated % Sales to Tourists =	<u>\$13,170,000</u>	30.0%	<i>Conservative figures based on Tourism contribution to County Retail Sales.</i>
Estimated Sales to County Residents and Second Homeowners =	\$10,630,000		<i>Difference is non-tourist outside market</i>

Source: U.S. Census; InfoGroup; ULI; Town of Colonial Beach; 2008 CB Comp Plan Resident Survey; and Peloton Research Partners.

# MARKET STUDY OVERVIEW - RETAIL

## LOCAL RETAIL SPENDING PATTERNS & POTENTIAL

Tourism retail spending impact on demand for new retail space in Colonial Beach over the next five years.

Estimated % Sales to Tourists =	\$13,170,000	30.0%	<i>Conservative figures based on Tourism contribution to County Retail Sales.</i>
At \$200 annual sales per square foot current tourist supported retail space =	65,850	\$200	<i>Based on healthy sales per square foot figures.</i>
At a 5% annual growth rate for tourism in Colonial Beach, new space demand would be expected to grow annually by =	3,293 sq. feet		<i>Conservative estimate of Tourism growth in Town of Colonial Beach. Potential much higher following physical improvements.</i>
Compounded growth rate over 5 years =	19,103 sq. feet		<i>Tourism generated new retail space demand potential over next 5 years at 5% growth rate</i>

Source: U.S. Census; InfoGroup; ULI; Town of Colonial Beach; 2008 CB Comp Plan Resident Survey; Westmoreland County Tourism Commission; and Peloton Research Partners.

# MARKET STUDY OVERVIEW - RETAIL

## LOCAL RETAIL SPENDING PATTERNS & POTENTIAL

Colonial Beach resident purchases made outside of town and the impact of retail space demand in other markets.

Annual Retail Expenditures of CB Residents	\$33,044,876	<i>Total retail spending by CB residents annually.</i>
Resident Purchases Made Locally	<u>\$20,100,000</u>	<i>Local spending by CB residents in town.</i>
<b>Local Resident Retail Leakage</b>	<b>\$12,944,876</b>	<b><i>CB resident spending in outside market areas.</i></b>
Square feet of retail space being supported by CB residents outside the Town (@ \$200)	64,724 sq. feet	Retail space supported by CB residents in areas outside the Town of Colonial Beach.

Source: U.S. Census; InfoGroup; ULI; Town of Colonial Beach; 2008 CB Comp Plan Resident Survey; and Peloton Research Partners.

## MARKET STUDY OVERVIEW - RETAIL

### COLONIAL BEACH RETAIL OPPORTUNITIES

- The retail buying power of residents within Colonial Beach was estimated as \$33 million annually while Westmoreland County was estimated as \$154 million;
- Large gaps in spending occurred within a number of key retail sectors including, general merchandise, men's and women's apparel, and home and garden supplies. This is due primarily to the lack of retail stores carrying a depth of these categories in Colonial Beach or Westmoreland County. Purchases of these items are therefore made outside Westmoreland County (a retail "leakage" occurs to other markets);
- According to Westmoreland County officials, approximately \$55 million of total retail spending in 2010 was Tourism related (lodging, transportation, meals, entertainment and shopping). This represents 35.7% of all retail spending in the County and reveals the importance of the Tourism industry to the area;
- Colonial Beach Tourism related spending has been conservatively estimated at 30% in our assessment of overall retail potential for the Town.

## MARKET STUDY OVERVIEW - RETAIL

**Guess who's  
coming for dinner?**



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## MARKET STUDY OVERVIEW - RETAIL

### THE GORILLA ENTERING THE ROOM

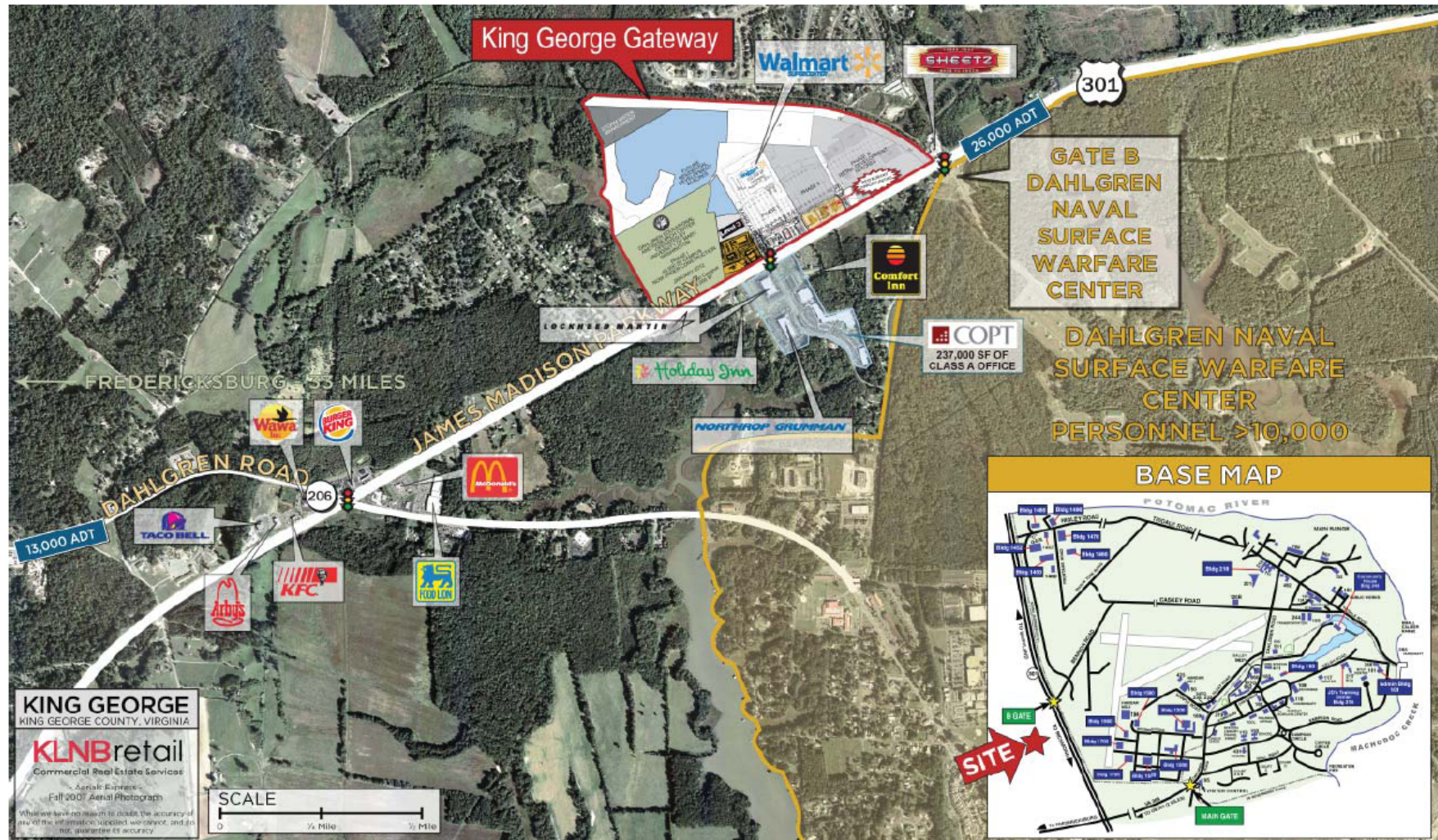
KING GEORGE GATEWAY | KING GEORGE, VA



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KING GEORGE GATEWAY | KING GEORGE, VA | AERIAL



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## MARKET STUDY OVERVIEW - RETAIL

### THE GORILLA ENTERING THE ROOM

152,000 Square Foot Wal-Mart. Being marketed as the Northern Neck Wal-Mart.



Anchor for the 250,000+ Square Foot King George Gateway Shopping Center. Includes an Additional site for a new hotel across from the existing Holiday Inn Express and Comfort Inn.



## **MARKET STUDY OVERVIEW - RETAIL**

### **DAHLGREN AND UMW**

#### **Primary Reasons Why Wal-Mart Chose King George Site:**

- The presence of Dahlgren – A large number of well-paying jobs and surrounding family households;
- The development of University of Mary Washington (UMW) Research & Education Campus across from Dahlgren – New facility will bring even more visitors and economic development to the area. Two hotels currently across the street from the shopping center, and two more planned.
- The presence of a large un-serviced trade area that includes the Northern Neck region, a region with over \$70 million in unmet retail demand.

## **MARKET STUDY OVERVIEW - RETAIL**

### **DAHLGREN AND UMW**

#### **DAHLGREN SURFACE WARFARE CENTER**

- Base contains over 4,300 acres of land with 3,176,000 square feet of facilities
- Base is included in the Southern District Washington which also includes Andrews Air Force Base as well as Naval Support Facility in Indian Head, MD contains 9 separate naval programs/unit commands. Most recently added Navy Air and Missile Command in 2009 which is the central command for all of the Navy's operations related to missile command and US Air Defense.
- Current Employment of the Base contains 4,184 Civilians, 370 Military, over 4,200 badged contractors with an annual civilian pay roll of over \$345,000,000 based on 2008 estimates. The base numbers have grown since that time and exact numbers are unavailable. 2010 estimates are approximately 10,000 people on base between civilian, military and badged contractors. Base has continued to grow since the BRAC realignment.

## **MARKET STUDY OVERVIEW - RETAIL**

### **DAHLGREN AND UMW**

#### **DAHLGREN SURFACE WARFARE CENTER**

- Additionally, all Navy personnel using the Aegis Weapons system must go to Dahlgren for initial systems training.
- In Fiscal Year 2010 there is in progress \$29,000,000 spent in base infrastructure and building improvements.
- In Fiscal Year 2011 there are plans for over \$18,000,000 to be spent in base infrastructure and building improvements.
- Base area employers include, Lockheed Martin, Northrop Gruman, TCS.
- Corporate Office Property Trust – 204,580 square foot office complex located directly across from King George Gateway. Tenants include Northrop Grumman and Lockheed Martin.



# **MARKET STUDY OVERVIEW - RETAIL**

## **DAHLGREN AND UMW**

### **UMW – CENTER FOR EDUCATION & RESEARCH**

- University of Mary Washington – Dahlgren Campus 45,000 sf campus now under construction. Primary purpose is to serve the Base with continuing education and training for personnel working on the Base.
- Estimated to have 1,500 daily attendees at full capacity. Secondary purpose to provide conference and meeting facilities for Base, corporate and community related activities.

### **Mission**

- Contribute to regional economic development and long-term growth.
- Offer graduate science and engineering programs conducted by Virginia universities.
- Offer additional undergraduate, graduate, and workforce development programs in response to specifically identified needs.
- Establish a viable research presence that will facilitate entrepreneurial opportunities.

# **MARKET STUDY OVERVIEW - RETAIL**

## **DAHLGREN AND UMW**

### **UMW – CENTER FOR EDUCATION & RESEARCH**

#### **The Facility**

- Two-story, 40,000 square foot facility located on 27 acres proximal to the Naval Support Facility Dahlgren and constructed at a cost of \$20.4 million.
- Twenty-one classrooms with seating from 12 to 40+ participants, research/computer lab, group study rooms, video teleconference theater, and a 3,200 square foot multipurpose room with a 300+ seating capacity and catering kitchen.
- State-of-the-art instructional technology and wireless access throughout the building.

# **MARKET STUDY OVERVIEW - RETAIL**

## **DAHLGREN AND UMW**

### **UMW – CENTER FOR EDUCATION & RESEARCH**

#### **Lodging Demand**

- Hotel Needs - in 2009 the Base had 11,300 annual room nights that could not be accommodated on the Base. The base is experiencing growth in programs and employment which is expected to result in growth of overnight demand.
- The University of Mary Washington - Dahlgren Campus is expected to generate additional demand via Base, Corporate and community related events as well as research activities both by private and public sectors.
- King George Gateway has received approval from a major corporate hotel flag for a 75-85 room hotel.

Source: Information for Dahlgren Surface Warfare and UMW-Center for Education & Research Center provided by Thalimer/Cushman Wakefield of Newport News and Peloton Research Partners.

# MARKET STUDY OVERVIEW - RETAIL

## SUMMARY

### Wal-Mart Impacts

- Prior to Wal-Mart's entrance into King George County, approximately \$70 million of unmet retail demand was identified in the Northern Neck geographic region;
- As previously noted, the largest retail gaps have been in general merchandise, clothing, and lawn and garden. These categories just happen to be the primary focus of Wal-Mart's retail program (along with grocery). The decision to move to the Northern Neck region was an easy one for them.

# MARKET STUDY OVERVIEW - RETAIL

## SUMMARY

### Wal-Mart Impacts

- The new Wal-Mart is projected to reach annual sales of \$65 million, capturing a substantial portion of retail demand in King George County and the northern portion of the Northern Neck region;
- The relatively close proximity of the new Wal-Mart to Colonial Beach is both a positive and negative factor. Many existing and prospective residents will appreciate the expansion of retail options in the CB market;
- Local business opportunities can be hampered by the new store's presence (potentially limits local business expansions and the attraction and formation of new businesses to Town).



# MARKET STUDY OVERVIEW - RETAIL

## RETAIL RECOMMENDATIONS

### Wal-Mart and UMW Impacts

So how can Colonial Beach position itself to compete and coexist with Wal-Mart while at the same time creating an economically resilient community?

- Expanded new retail options focused on specialty retail, dining, and entertainment.
- Stronger focus on Tourism growth and cross-collaboration with the Westmoreland County, the Northern Neck, and sister communities.
- Create a relationship with UMW to share in their mission to support regional economic development and encourage events in Colonial Beach;
- Seek to attract more entrepreneurship to the CB market, especially in technology and professional and business services, to help diversify the economic base. Will require appropriate broadband infrastructure.

## MARKET STUDY OVERVIEW - RETAIL

### RETAIL RECOMMENDATIONS

Prospective opportunities for new retail in the Historic Resort District include additional dining, food & beverage, and specialty retailers over the next five (5) years as follows:

- Approximately 7,000 to 10,000 square feet of additional dining and food & beverage to create a stronger critical mass to support a dining district. Increase outdoor dining opportunities. Formats may include brick house pizza, microbrewery/pub, and casual seafood;
- Approximately 5,000 to 8,000 square feet of specialty retail to include gift shops, small arcade, apparel, art, and small furnishing stores; and
- Additional 2,500 square foot for salon/spa. Provides an attractive amenity for visitors staying in one of CB's many small Inns and B&Bs while adding another service retail option to attract day visitors from surrounding communities.





# MARKET STUDY OVERVIEW

## TOURISM



**Westmoreland County  
Visitor Center**

[www.visitwestmorelandva.org](http://www.visitwestmorelandva.org)

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# MARKET STUDY OVERVIEW - TOURISM

## COMMUNITY ASSETS

- The people (very charming and hospitable);
- Beautiful beachfront, once the 2<sup>nd</sup> longest beach in all of Virginia;
- Golf cart community (more people need to know this);
- An operating casino (on the waterfront);
- Quality dining (diversity in dining options as well);
- Variety of B&Bs, cottages, and some limited motel lodging;
- Growing art scene (depth of art and culture);
- Surrounded with natural beauty including 5,450 acres of nature preserves; and
- Historical homes and a depth of area history.

# MARKET STUDY OVERVIEW - TOURISM

## THINGS TO DO WHILE VISITING COLONIAL BEACH





# MARKET STUDY OVERVIEW - TOURISM

## TARGET MARKETS FOR TOURISM

Three of the fastest growing markets in the Tourism industry include:

- Historical and Cultural Tourists;
- Art & Food Tourists (the latter referred to as Foodies); and
- Bicycling Tourists; and
- Bird and Wildlife Watchers

These just happen to be four of the higher spending Tourists groups, spending an average of \$250 to \$335 per day per party (largely comprised of empty-nester couples and smaller families).

Colonial Beach offers opportunities for all of these groups for at least a portion of their stay during multi-day itineraries.

# MARKET STUDY OVERVIEW - TOURISM

## TARGET MARKETS FOR TOURISM

- The State of Virginia Tourism Commission has noted extensive growth in the domestic market for regional tourism.
- The growth of travel from residents in their home state or in nearby states is expected to grow close to 10% annually over the foreseeable future.
- Gas prices approaching \$4 per gallon are driving part of this trend;
- Additional growth is coming to Virginia from international travelers with a strong growing contingent of visitors from Canada;
- The State Tourist Commission has reported that a \$1 investment in Tourism promotion results in a \$5 impact on local and state taxes;
- Colonial Beach should seek to maintain an up-to-date presence on Facebook and Twitter. Facebook is now the 4<sup>th</sup> most visited site on the internet;

# MARKET STUDY OVERVIEW - TOURISM

## TARGET MARKETS FOR TOURISM

- Social networking is now for reaching visitor prospects. 50% of the world's population is under 30, and 96% of those have joined some sort of social network. Both men and women are using social networks. While most social network users are younger, the fastest growing segment is Facebook with users over the age of 54; and
- The Colonial Beach Chamber of Commerce has a website for the Town and the Town and Chamber have additionally contributed to the outside efforts of the Westmoreland County Tourism Commission and Northern Neck Tourism Commission and their websites to promote Colonial Beach and the larger region:

[www.visitwestmorelandva.com](http://www.visitwestmorelandva.com)

[www.northernneck.org](http://www.northernneck.org)

## Colonial Beach Chamber Website

Colonial Beach Chamber of Commerce

Directory

About Colonial Beach

Attractions

Announcements

Businesses-Members

Directions to the Beach

EVENTS in CB


Nonprofit Organizations

Photos

Applications & Forms

Town Phone Numbers

Contact the Chamber



### Welcome


TO

**COLONIAL BEACH, VA**

**"Celebrating Excellence"**


See the slide show about Colonial Beach  
[click here and select "Colonial Beach" Album](#)

See the slide show about the Potomac River Festival & Fireman's Parade slide show  
[click here and select "Potomac River Festival" Album](#)



[click here for the 2011 Events](#)

**2011 Events are updated**



**The 2011 Chamber Members**

**Welcome you!**

# COLONIAL BEACH COTTAGE DIRECTORY

DAILY • WEEKLY • MONTHLY



**RENTALS**

"Slip Back in Time...the Colonial Beach Way."

[www.colonialbeachcottages.net](http://www.colonialbeachcottages.net)

GEORGE WASHINGTON'S BIRTHPLACE • STRATFORD HALL  
WESTMORELAND STATE PARK • WESTMORELAND BERRY FARM  
CIVIL WAR SITES • WINERIES • ANTIQUE SHOPS  
AND HISTORIC FREDERICKSBURG

## Colonial Beach Cottage Directory Produced by the Chamber

### *Colonial Beach* COTTAGE LOCATOR

- |                        |                        |
|------------------------|------------------------|
| 1-Beach Glass Bungalow | 9-The Love Shack       |
| 2-Bikini Bottom        | 10-Marina Sunset       |
| 3-Blue Pearl Cottage   | 11-Mariner's Cottage   |
| 4-Caribbean Cottage    | 12-On A Whim           |
| 5-The Carriage House   | 13-The Retreat         |
| 6-Four Seasons Cottage | 14-Surf's Up Cottage   |
| 7-The Garden Cottage   | 15-Twin Maples Cottage |
| 8-Hawthorn Cottage     | 16-Yellow Door Cottage |

Located along the banks of the Potomac River in Westmoreland County, Colonial Beach is the perfect destination for those who are in search of a quiet getaway. Nestled along the tree-lined streets are a variety of lovely cottages, within steps away from the water.

Colonial Beach is the second largest beach in Virginia, where you can soak up the sun, take a stroll or dine on the deck of a waterfront restaurant. There's so much to discover in and around Colonial Beach: to learn more visit, [www.colonialbeach.org](http://www.colonialbeach.org) or [info@colonialbeach.net](mailto:info@colonialbeach.net).



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*Experience the road less traveled.*



May 8th, 2011

CONCERT and  
COACHING  
ON THE OVAL  
*at Stratford Hall*

Heritage Breed Animals  
Sheepherding Demos  
Tailgate Competition  
Artisan Crafters  
Food Vendors

For tickets and  
information visit  
[www.StratfordHall.org](http://www.StratfordHall.org)




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# Westmoreland County

*More Beaches. More Parks. More History*



Virginia   
*is for Lovers*

Historic Westmoreland County, Virginia lies between the Rappahannock and the Potomac Rivers, anchoring Virginia's Northern Neck region, an easy drive from Washington DC, Fredericksburg and Richmond. Explore the scenic byways of Westmoreland on your way to our wineries while exploring the small-town charm of eastern Virginia's Tidewater. Visit the historic sites of our founding fathers George Washington and James Monroe and the Lee family home of many more of our nation's leaders, at Stratford Hall. Watch the sunrise from the cliffs at Westmoreland State Park, dine in one of our local restaurants in Colonial Beach, Montross or Kinsale. Then enjoy a sunset after picking your own fresh berries at Westmoreland Berry Farm. There's MORE in WESTMORELAND.

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*Enter Here*







## HISTORY & CULTURE

### GENEALOGICAL RESEARCH

- WESTMORELAND COUNTY MUSEUM
- NORTHERN NECK OF VIRGINIA HISTORICAL SOCIETY
- STRATFORD HALL
- GEORGE WASHINGTON BIRTHPLACE
- OLD WESTMORELAND COURTHOUSE

### HISTORICAL SITES & MUSEUMS

- WESTMORELAND COUNTY MUSEUM
- KINSALE MUSEUM
- OLD WESTMORELAND COURTHOUSE
- ARMSTEAD TASKER JOHNSON HIGH SCHOOL MUSEUM
- COLONIAL BEACH MUSEUM AND HISTORICAL SOCIETY
- STRATFORD HALL
- GEORGE WASHINGTON BIRTHPLACE NATIONAL MONUMENT
- YEOCOMICO CHURCH

## *More* HISTORY & CULTURE

-  WINE
-  WATER
-  OUTDOORS
-  TOURS & TRAILS

**VISITOR SERVICES**

**PHOTO JOURNAL**

**MAP**

**REGIONAL MAP**

**CALENDAR**

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# Westmoreland County

More Beaches. More Parks. More History

## LODGING

### BEACHGATE INN

800 Colonial Avenue  
Colonial Beach, VA 22443  
804-224-3300  
Cozy hotel only steps away from dining shopping, and the Potomac. Daily and weekly rentals available.

### DAYS INN

30 Colonial Avenue  
Colonial Beach, VA 22443  
804-224-0404  
[www.daysinn.com](http://www.daysinn.com)  
Under new management. Open year round.

### MONROE BAY INN - B&B

306 Hamilton Street  
Colonial Beach, VA 22443  
[info@MonroeBayInn.com](mailto:info@MonroeBayInn.com)  
804-224-0703  
[www.monroebayinn.com](http://www.monroebayinn.com)

### THE PLAZA BED & BREAKFAST

21 Weems Street,  
Colonial Beach, VA 22443  
[cbplaza@aol.com](mailto:cbplaza@aol.com)  
804-224-1101  
[www.colonialbeachplaza.com](http://www.colonialbeachplaza.com)  
Open Year Round. Beautifully renovated 1903. Victorian on the Potomac River. Full breakfast, pool, spa, gardens, & wrap around porch. Two cottages also available.

### RIVERVIEW MOTEL

24 Hawthorne Street  
Colonial Beach, VA 22443  
(804) 224-0006

### THE BELL HOUSE BED & BREAKFAST

821 Irving Ave  
Colonial Beach, VA 22443

### DOC'S MOTOR COURT

11 N. Irving Ave N  
Colonial Beach, VA 22443  
[vsolo@va.metrocast.net](mailto:vsolo@va.metrocast.net)  
804-224-7840

### NIGHTINGALES MOTEL AND MARINA

101 Monroe Bay Avenue  
Colonial Beach, VA 22443  
(804) 224-7956

### POTOMAC BREEZE BED & BREAKFAST

1001 Irving Ave  
Colonial Beach, VA 22443  
[potomacbreeze@verizon.net](mailto:potomacbreeze@verizon.net)  
804-224-3915  
[www.potomacbreezebedandbreakfast.com](http://www.potomacbreezebedandbreakfast.com)

### THE TIDES INN & MARKET

200 N. Irving Ave  
Colonial Beach, VA 22443  
[meghanmdavis@aol.com](mailto:meghanmdavis@aol.com)  
804-214-9352  
Victorian Inn downtown. Water view of the Potomac, Quaint restaurants & shops within walking distance.

### WAKEFIELD MOTEL

1513 S Irving Ave  
Colonial Beach, VA 22443  
804-224-7311  
[www.wakefieldmotel.com](http://www.wakefieldmotel.com)

### BEACH GLASS BUNGALOW

14 Lincoln Ave  
Colonial Beach, VA 22443  
[goinghomemom@aol.com](mailto:goinghomemom@aol.com)  
804-224-2280  
Fantastic view of the Potomac River. Fully furnished with dock privileges for fishing & boating. Marina pick-up service.

### FOUR SEASONS COTTAGE

912 Marshall Ave  
Colonial Beach, VA 22443  
[ludacil@gmail.com](mailto:ludacil@gmail.com)  
301-593-4186  
Open all year. On

### THE COTTAGES

804-224-1101

### HAWTHORN COTTAGE

212 Hawthorn St  
Colonial Beach, VA 22443  
[hawthorncottage@verizon.net](mailto:hawthorncottage@verizon.net)  
202-997-9235  
[www.perfectplaces.com/26023](http://www.perfectplaces.com/26023)

### MARINA SUNSET COTTAGE

1008 Monroe Bay Ave  
Colonial Beach, VA 22443  
[marinasunset@aol.com](mailto:marinasunset@aol.com)  
804-920-8057  
[www.vrbo.com/202320](http://www.vrbo.com/202320)  
Bay front. Incredible sunset views! 2 bedroom, 1 bath, tastefully furnished, full equipped, free long distance & Internet. Nightly, Weekly, Short Term. Open year round.

### RISE AND SHINE COTTAGE

423 Bancroft Ave  
Colonial Beach, VA 22443  
[RiseShineCottage@att.net](mailto:RiseShineCottage@att.net)  
804-915-2319  
Beautiful - large private lot - family friendly - sleeps 6 - wrap around porch - spa tub-tiki bar - pool table - 2 blocks from public beach. Web site photo gallery.

### THE CARIBBEAN COTTAGE

10 Washington Avenue  
Colonial Beach, VA 22443

### THE CARRIAGE HOUSE AT THE PLAZA

21 Weems Street  
Colonial Beach, VA 22443  
804-224-1101  
[www.colonialbeachplaza.com](http://www.colonialbeachplaza.com)  
Beautifully restored structure on The Plaza property. Loft bedroom, large bath, kitchenette, A.C. Choose full service as part of B&B or non-serviced cottage.

### THE LOVE SHACK

113 11th Street  
Colonial Beach, VA 22443  
[colonialbeach7@aol.com](mailto:colonialbeach7@aol.com)  
540-842-3286  
[www.vrbo.com/211815](http://www.vrbo.com/211815)  
A cozy 1930s cottage one block off of the Potomac River. Bedrooms are cozy and the sunroom is light and airy. The kitchen is well stocked with plates, cups and flatware.

### THE MARINER'S COTTAGE

215 Bancroft Avenue  
Colonial Beach, VA 22443  
804-761-3192  
[www.themarinerscottage.com](http://www.themarinerscottage.com)

### TWIN MAPLES COTTAGE

405 Livingstone Street  
Colonial Beach, VA 22443  
[twinmaples@gmail.com](mailto:twinmaples@gmail.com)  
203-313-3823  
[www.twinmaplesva.com](http://www.twinmaplesva.com)  
Spacious, pet friendly vacation cottage in town close to the beach. 3 bedrooms, 2 full baths.

### THE INN AT MONTROSS

21 Polk Street  
Montross, VA 22520  
[theinnatmontross@verizon.net](mailto:theinnatmontross@verizon.net)  
804-493-8624  
5 B&B guestrooms w/ private

PELTON RES



# MARKET STUDY OVERVIEW

## CONSTRAINTS & OPPORTUNITIES



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## QUICK SUMMARY OF FINDINGS

### HISTORIC RESORT COMMERCIAL DISTRICT - CONSTRAINTS

- Vacant properties and sporadic development pattern has downgraded the quality of this highly important central core;
- Vast gravel parking lots predominate key waterfront area;
- Former Days Inn facility outdated, not reflective of Colonial Beach history and vernacular, and now in receivership. Riverview Inn now listed for sale;
- Buckled boardwalk a blight fronting the riverfront gateway;
- Most businesses within the District are struggling and are operating 25-30% below healthy annual revenue levels;
- Underdeveloped land hurting the tax base; and
- Lack of cohesive business district. Central core feels incomplete (missing teeth).

## QUICK SUMMARY OF FINDINGS

### HISTORIC RESORT COMMERCIAL DISTRICT - OPPORTUNITIES

- Colonial Beach lacks a quality hotel and meeting facilities, hindering the town's full potential to share in the nearly \$55 million annual travel related expenditures in Westmoreland County;
- Short-term opportunity exists to encourage more B&Bs and develop a reputation as a B&B community;
- Highlighting Colonial Beach as a golf cart community helps further develop a community niche;
- Opportunity for a multi-purpose community center incorporating such uses as meeting space, an exhibit hall, performance space, and visitor center;
- An opportunity exists to expand the outdoor displays (history, art, exhibits) and community event postings. Make sure current ordinances don't prevent or discourage these uses;

## QUICK SUMMARY OF FINDINGS

### HISTORIC RESORT COMMERCIAL DISTRICT - OPPORTUNITIES

- Arguably the best waterfront location in the Northern Neck;
- Increase marketing and promotion efforts to support local businesses through increased collaboration with the County and regional efforts;
- Encourage more uses during both weekdays and weekends, as well as evenings. Increase the level of activity in the core;
- Increase opportunities for new development with a Tax Increment Finance (TIF) District in the Historic Resort District. This will allow the community to leverage potential for private investment and further enhance the Enterprise Zone and the proposed Historic District Overlay;

**Definition of TIF District follows....**

## QUICK SUMMARY OF FINDINGS

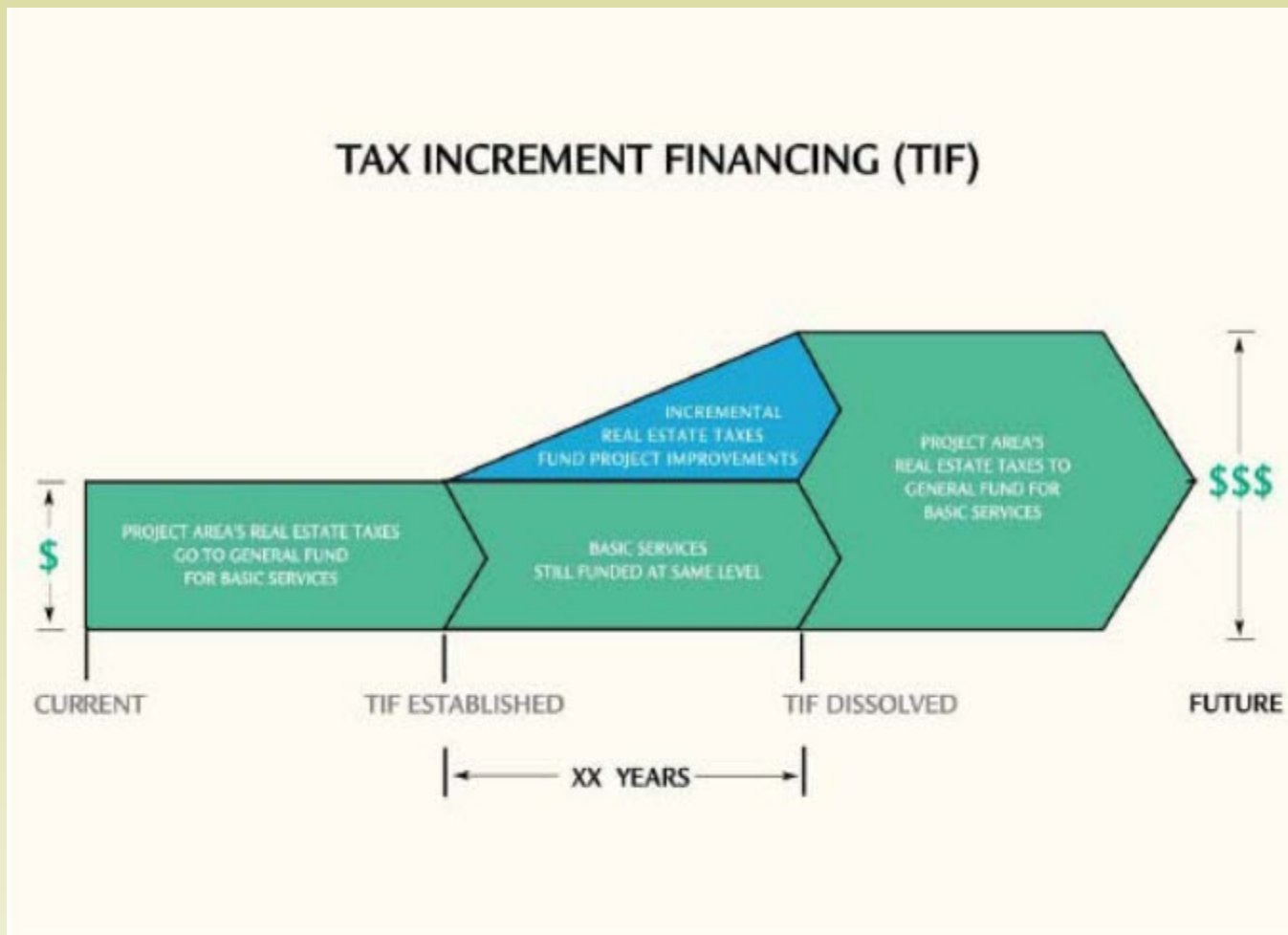
### TAX INCREMENT FINANCING (TIF) DEFINITION:

Tax Increment Financing (TIF) is:

- A tool allowed by state law and established through a city ordinance;
- Established and defined by a distinct boundary;
- A tool that creates a baseline of taxes at inception, and over time incremental revenues above the baseline assessment go to the TIF fund to fund specified projects within the district;
- Used to fund only public infrastructure costs, and can not be used for operational purposes; and
- It is a tool used to attract private sector capital investment



## QUICK SUMMARY OF FINDINGS



## QUICK SUMMARY OF FINDINGS

### HISTORIC RESORT COMMERCIAL DISTRICT - OPPORTUNITIES

- Now is a good time for a TIF overlay in the Historic Core due to depressed property values and good prospects for future growth (higher reinvestment potential);
- Improvements in public infrastructure can be funded to increase the level of private investment;
- Public improvements have the added benefit of enhancing the environment to attract more tourism;
- Opportunity to enhance recreational areas for visitors of all ages (i.e. beach , boardwalk, boating facilities, and open spaces);
- Opportunity to leverage existing community supporting for arts, culture, and history. The biggest tourism dollars are in these growing sectors.

## QUICK SUMMARY OF FINDINGS

### LOCAL BUSINESS - CONSTRAINTS

- Lack of directional signage, area identity, and pedestrian direction and guidance are hampering opportunities for local businesses;
- Lack of “window” shopping opportunities and a connected/contiguous commercial district makes retail operations challenging (exception exists along sections of Hawthorne);
- Colonial Beach, like Westmoreland County and other coastal resort areas, is challenged by market seasonality;
- Local incentive programs for businesses are either untapped or non-existent;
- Businesses lack a cohesive strategy to operate both locally and regionally, though they interested in organizing and are willing to work.

# QUICK SUMMARY OF FINDINGS

## LOCAL BUSINESSES VIEW OF LIMITATIONS - RANKED

- Fix and Finish Sidewalks;
- New Lighting;
- Landscaping Improvements;
- Good Signage Needed;
- Restrooms – Must be improved;
- Improved Facades
- Renovations on blighted buildings
- Parking – More and more attractive;
- Senior Housing

## QUICK SUMMARY OF FINDINGS

### LOCAL BUSINESS – OPPORTUNITIES & RECOMMENDATIONS

- A wayfinding and directional signage program is being requested as part of this CDBG process to help better guide visitors to local businesses and attractions in Colonial Beach;
- The consultants are currently reviewing local sign ordinances and offering recommendations to CB Town officials to help improve the opportunities for local businesses. (Another reason to deepen the affiliation with the Virginia Main Street program;
- Window shopping opportunities can be increased in the historic core through new infill development with ground floor retail space;
- The impacts of seasonality on retail and lodging markets in CB can better managed through the attraction of business travelers and group meetings. The introduction of new lodging and meeting facilities will be necessary.



## QUICK SUMMARY OF FINDINGS

### LOCAL BUSINESS – OPPORTUNITIES & RECOMMENDATIONS

A number of helpful resources located in Westmoreland County can provide some level of support to CB businesses, including:

- The Colonial Beach Chamber of Commerce;
- Westmoreland County Tourism Commission;
- The Small Business Development Center (SBDC) in Warsaw;
- The Northern Neck Planning Commission;

We are looking to establish a satellite SBDC office in Colonial Beach in partnership with SCORE – Service Corp of Retired Executives. Colonial Beach is full of very talented and successful current and former business people, and the business community would benefit greatly from their involvement;

## QUICK SUMMARY OF FINDINGS

### LOCAL BUSINESS – OPPORTUNITIES & RECOMMENDATIONS

Investments in Art facilities and Historic Preservation have strong economic impacts of between \$20 to \$27 for every \$1 invested according to the National Trust for Historic Preservation and the Americans for the Arts;

The Historic Resort Core should include a Historic District overlay (properties can be designated individually – not required to participate. Opens the door for additionally tax credits and special financing;

Historic Resort Core would have at least three (3) overlays including: an Enterprise Zone (current), a TIF District (proposed), and a Historic District designation (currently being reviewed); and

These overlays provide the greatest opportunity for market incentives and new financial support for individual property owners and the community overall.

THANK YOU!

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