



Martinsville-Henry County **ECONOMIC DEVELOPMENT** Annual Report - FY 2022



SCHOCK



Martinsville-Henry County Economic Development Corporation
191 Fayette Street, Martinsville, VA 24112 • (276) 403-5940 • YesMartinsville.com

ECONOMIC DEVELOPMENT

www.YesMartinsville.com

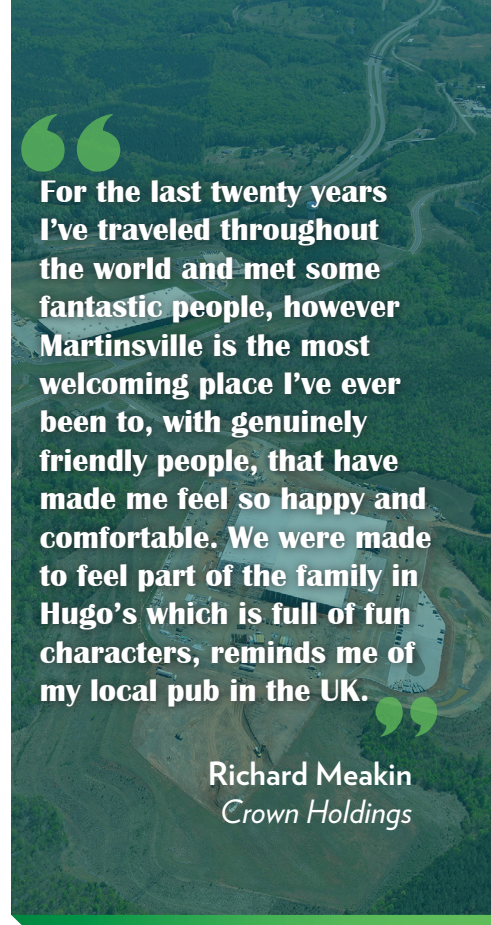
@MHCEDC



On September 28, 2021, the Governor of Virginia, Ralph Northam, announced that Schock GmbH, a German sink manufacturer, will invest \$85 million to establish its first quartz composite sink production facility in the United States in Henry County. The 95,500 square-foot facility located in the Lot 8 Shell Building on 14.7 acres within the Patriot Centre Industrial Park marks the company's first expansion outside of Germany. This investment will create 355 new jobs.

Since its inception in 1924 and with its invention of the quartz composite sink in 1979, Schock has taken a traditional craftsmanship approach when it comes to their product development. The company holds over 100 patents and offers more than 200 sink models in more than 40 colors among its product lines, including an environmentally-conscious line made from approximately 99% natural, renewable, or recycled raw materials.

Schock is just the latest in sustainable manufacturing recruited to Martinsville-Henry County, with its announcement closely following that of Crown Holdings in early 2021. Attracted to the area for its natural beauty, strong workforce, and prime location, these new companies not only add to our thriving economic climate, but also help to grow and support our diverse community.



“For the last twenty years I’ve traveled throughout the world and met some fantastic people, however Martinsville is the most welcoming place I’ve ever been to, with genuinely friendly people, that have made me feel so happy and comfortable. We were made to feel part of the family in Hugo’s which is full of fun characters, reminds me of my local pub in the UK.”

Richard Meakin
Crown Holdings

INDUSTRY ANNOUNCEMENTS IN MARTINSVILLE-HENRY COUNTY

Company Name	Business Description	Date	New/Existing	New Jobs	Capital Inv. (\$M)	Annual Payroll (\$M)
Schock, GmbH	Quartz Sink Manufacturing	Sep 2021	New	355	\$85.0	\$15.2
VF Corporation	Apparel Distribution	Oct 2021	Existing	82	\$10.2	\$3.1
Crown Holdings	Beverage Can Manufacturing	May 2022	Existing	-	\$20.0	-
FY 2022 TOTAL				437	\$115.2	\$18.3

437 NEW JOBS
were announced

New Capital Investment:
\$115.2 MILLION

\$18.3 MILLION
Added in Annual Payroll

Average hourly wage
increased to **\$20.14/HR**
for announced jobs

\$17.38*

\$20.14

15.9% ↑

*Baseline is the three year average from 2019 to 2021.

TALENT DEVELOPMENT

www.MartinsvilleMade.com

@MartinsvilleMade



The Martinsville Made sub-brand focuses on recruiting new talent and highlighting current industries in Martinsville-Henry County.

+ Modern Industry Exchange (MIX) Program: Manufacturing Day is celebrated nationwide every year at the beginning of October. In an effort to showcase the advanced manufacturing facilities found in Martinsville-Henry County, the EDC produced a video web series offering an insider view of *ActivWall*, *Hardide*, *Monogram Food Solutions*, *Virginia Glass*, and *Virginia Mirror*. This video series was posted to social media and shared with local high schools as a way to connect skills learned in the classroom with modern manufacturing environments.

+ Virginia Values Veterans (V3): To help support military service members transitioning to the civilian workforce, the EDC facilitates the V3 training program for businesses looking to recruit, hire, and retain veterans.

A total of 11 employers are currently certified through the program.

+ Martinsville Made Job Board: This aggregate job board allows users to see jobs posted across many employers in Martinsville-Henry County in one place. Job seekers can search by keyword or within featured job categories to help streamline the process.

+ Housing Updates: The newly renovated Chief Tassel Building held its public tour in April 2022 closely followed by the Five Points Neighborhood in May. These projects help to meet the need for housing at all levels through renting or mortgaging.

Current housing projects: Aaron Mills Apartments, John Redd Smith School renovation, and the Fieldale School renovation.

+ 2022 Summer Internship Program: Due to the effects of the Covid-19 pandemic, the summer internship program was paused in 2021. Recruitment began again at the start of 2022, with over 150 intern applicants across six initial industry positions.

The current program is operating with three interns at *Eastman* and one intern at *Bassett Furniture*.

+ Relocation Guide: The relocation guide is a condensed resource for new transplants and those considering a move to the area. Printed with a companion tourism guide, it offers information on living, working, and moving to Martinsville-Henry County.

An updated edition was printed and began circulation in March of 2022. Digital versions of these guides can be found on MartinsvilleMade.com and VisitMartinsville.com.



TOURISM

www.VisitMartinsville.com

@VisitMartinsville @Visit_MHC

Visitor Services Update: The MHC Visitor Center closed at the end of February 2022, and visitor services moved largely into a digital space with a focus on VisitMartinsville.com and the VisitMartinsville social media pages. In lieu of one physical space for visitors to pick up printed area information, the tourism team now stocks over 30 locations within the area with activity guides and destination/relocation magazines.

Facility Updates: Phase 6A(1) for the Dick & Willie Trail is planned for the 1.75 miles between Mulberry Overlook and Mulberry Creek. The master plan for Riverview Park is underway and scheduled for review by stakeholders. A public input meeting will be held to finalize the plan.

Hotel Recruitment: Tourism efforts have continued to focus on recruiting a new hotelier to Martinsville-Henry County.

To access the full market study conducted and prepared by HVS Consulting & Valuation, go to: www.yesmartinsville.com/hotel-study

- \$ FY 2022 Sponsorships:**
- Bassett Highway 57 Cruise-In
 - Garden Week in MHC
 - Henry County Fair
 - Miles in Martinsville Race Series
 - Music in the Box
 - RoosterWalk Arts & Music Festival
 - Smith River Fest
 - Spencer Penn's Annual Pig Cookin'
 - Wine by the River Festival



Tourism in MHC generated **\$49.96M** in revenue for CY 2020.



Tax Effects

- Sales tax revenue **increased 45.0%**
- Meals tax revenue **increased 17.7%**
- Occupancy tax revenue **decreased 2.9%** due to restricted travel during the pandemic

**these figures compare FY 2018 to FY 2021*



Trail Count: 42,923*

Average Daily Usage: 118*

**Dick & Willie Passage Rail Trail (Smith River Sports Complex side)*



BUSINESS DEVELOPMENT

www.YesMartinsville.com/Business-Development

 @MartinsvilleBusinessDevelopment



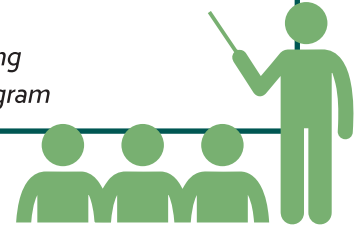
In addition to coordinating traditional incentive packages, the EDC Business Development Division continues to focus on entrepreneurship and the growth of second-stage small businesses. Training workshops, government procurement assistance, site visits, resource referrals, targeted funding, and support services are just a few of the offerings available to businesses.

**Total Small Business
Capital Investment:
\$1.28M**



Over 80 entrepreneurs and business owners attended workshops and events:

- OSHA Adherence
- Local & Regional Grant Overview
- Franchising
- Digital Marketing
- Dine Small Program



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