

Adopt: Ordinance #173

Chapter 30

TOURISM ZONE*

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Tourism Zone

ARTICLE I. IN GENERAL

Sec. 30-1. Statement of Purpose.

The Virginia code authorizes Virginia localities to establish, by ordinance, one or more tourism zones for the purpose of granting incentives and providing regulatory flexibility to qualified businesses. This Tourism Zone is a specific geographic area/s created in accordance the Code of Virginia §58.1-3851.

The purpose the Tourism Zone is to promote the Town of Farmville's tourism industry by providing incentives to eligible businesses within the Town's designated Tourism Zone that will attract visitors, create new employment opportunities and/or promote education opportunities while increasing travel-related revenue in the Farmville area.

In addition, this ordinance is a required step which may allow private businesses to access the state financing program available to businesses in a Tourism Zone.

Sec. 30-2. Boundaries of the Town of Farmville Tourism Zone.

The boundaries of Farmville's Tourism Zone will include all areas within the Town's Enterprise Zone in addition to all Town owned property at the Farmville Regional Airport and Farmville Municipal Golf Course, both located in Cumberland County.

Sec. 30-3. Incentives.

Qualifying businesses are eligible for the following incentives: *(the incentives listed below mirror the incentives offered under the Town's Enterprise Zone)*

- (1) Waiver of 25% or \$1,000, whichever is greater for water and sewer availability and tap fees *(within the Town of Farmville)*.
- (2) A 5 year real estate tax reinvestment credit on 100% of value of improvements resulting from renovation work *(within the Town of Farmville)*.
- (3) Accelerated development review process *(within the Town of Farmville)*.
- (4) Town will reimburse property owner up to \$1,000 for architectural design fees for downtown façade improvements in the historic district upon completion of construction work and approval by Town.
- (5) Waiver of land disturbance/soil and erosion permit fees. *(West Third Street)*

Sec. 30-4. Qualifications for Incentives.

For a business to qualify for local Tourism Zone incentives, the business must be located within the boundaries of the Tourism Zone and meet the following criteria:

- (1) An existing business that makes a minimum \$50,000 capital improvements.
- (2) A new business that makes a minimum \$250,000 capital improvement.

Sec. 30-5. Application.

The qualified applicant will apply for incentives, by letter, on a reimbursement basis after construction completion and a certificate of occupancy has been issued.

The foregoing ordinance was adopted by the Farmville Town Council at their regular monthly meeting held on Wednesday, January 13, 2016.

/s/ 

Lisa M. Hricko, Town Clerk