

## Chapter 22. Businesses

### ARTICLE V. Tourism Zones

#### DIVISION 1. Downtown/Princess Anne Street Corridor Tourism Zone

##### § 22-501. Downtown/Princess Anne Street Corridor Tourism Zone created.

[Ord. No. 07-31, 7-10-2007]

There is hereby established the "Downtown/Princess Anne Street Corridor Tourism Zone," consisting of all the area designated as such on the map entitled "City of Fredericksburg Tourism and Technology Zones, July, 2007," attached hereto and incorporated herein. The purpose of this zone is to provide economic incentives and regulatory flexibility for eligible business entities which will attract visitors from the Fredericksburg region, make a substantial investment, and create new jobs in the City's Downtown and Princess Anne Street Corridor. The new and expanded businesses that participate in this tourism zone will enhance the revitalization efforts in the historic heart of the City.

##### § 22-502. Eligibility requirements.

[Ord. No. 07-31, 7-10-2007; Ord. No. 10-33, 10-26-2010]

- A. Economic incentives and regulatory flexibility may be made available to any new or expanded business which seeks to attract customers from the Fredericksburg region. The business must advance the City's strategic goals identified in the JumpStart! Final Report (July 2006) and the City's Comprehensive Plan. The business must commit to a performance agreement based upon investment, historic preservation, jobs, sales revenues, or other significant criteria. Examples of eligible business include retail trade establishments, eating establishments, museums, bed and breakfasts, hotels, theaters, cultural art centers, health clubs/fitness centers, conference centers, commercial parking garages, and commercial recreation facilities.
- B. An existing business must make a capital investment of at least \$125,000 or create and sustain at least five new full time jobs in order to be eligible for economic incentives or regulatory flexibility. A new business must make a capital investment of at least \$250,000 or create and sustain at least 10 new full time jobs in order to be eligible for economic incentives or regulatory flexibility.
- C. Economic incentives may be provided for up to 10 years through the performance agreement. In the case of multi-year incentives, the business shall establish its qualification for the incentives on an annual basis.

##### § 22-503. Administration.

[Ord. No. 07-31, 7-10-2007]

The City Manager is authorized to administer the Downtown/Princess Anne Street Corridor Tourism Zone, through the Director of Economic Development and Tourism. The Director of Economic Development and Tourism shall develop criteria and guidelines for the level of investment required for any particular range of tax

incentive or regulatory flexibility. The City Manager is authorized to negotiate performance agreements with potential new or expanded businesses. The City Council shall have final approval authority for performance agreements.

## § 22-504. through § 22-509. (Reserved)

# DIVISION 2. Celebrate Virginia South/Central Park Tourism Zone

## § 22-510. Celebrate Virginia South/Central Park Tourism Zone created.

[Ord. No. 07-31, 7-10-2007; Ord. No. 08-07, 5-13-2008; Ord. No. 10-31, 10-26-2010]

There is hereby established the "Celebrate Virginia South/Central Park Tourism Zone," consisting of all the area bounded on the south by U.S. Route 3, the west by the corporate limits of the City, the east by I-95 and the north by the Rappahannock River, except those parcels zoned Residential lying west of Carl D. Silver Parkway and north of River Road, and except for the area designated as the "Kalahari Resort Tourism Zone." The purpose of this zone is to provide economic incentives and regulatory flexibility for eligible business entities which will attract visitors from the Fredericksburg region and beyond, make a substantial investment, and create new jobs. This area will draw visitors from within and beyond the Fredericksburg region. The goal of the Celebrate Virginia South/Central Park Tourism Zone is to create a distinct retail shopping, entertainment, or recreational experience, with opportunities unlike those available at other interstate exits or shopping centers in the region.

## § 22-511. Eligibility.

[Ord. No. 07-31, 7-10-2007]

- A. Economic incentives and regulatory flexibility may be made available to any new, expanded, or existing business which seeks to attract customers from the Fredericksburg region and beyond. The business must commit to a performance agreement based upon investment, jobs, sales revenues, or other significant criteria. The business must make an investment of at least \$500,000 within the Celebrate Virginia South Tourism Zone, or create and sustain at least 25 full time jobs in order to be eligible for economic incentives or regulatory flexibility.
- B. Economic incentives may be provided for up to 10 years, through the performance agreement. In the case of multi-year incentives, the business shall establish its qualification for the incentives on an annual basis.

## § 22-512. Administration.

[Ord. No. 07-31, 7-10-2007]

The City Manager is authorized to administer the Celebrate Virginia South Tourism Zone, through the Director of Economic Development and Tourism. The Director of Economic Development and Tourism shall develop criteria and guidelines for the level of investment required for any particular range of tax incentive or regulatory flexibility. The City Manager is authorized to negotiate performance agreements with potential new or expanded businesses. The City Council shall have final approval authority for performance agreements.

## § 22-513. through § 22-519. (Reserved)

# DIVISION 3. Kalahari Resort Tourism Zone

## § 22-520. Kalahari Resort Tourism Zone created.

[Ord. No. 08-07, 5-13-2008]

There is hereby established the "Kalahari Resort Tourism Zone," consisting of all the area designated on the map by Greenhorne & O'Mara, Inc. dated March 10, 2008, and entitled "Exhibit Plat, Showing Kalahari TIF Parcels in Celebrate Virginia South," attached hereto and incorporated herein. The purpose of this zone is to provide economic incentives and regulatory flexibility for Kalahari Resorts - Virginia, LLC, for the construction and operation of a new hotel/conference center/waterpark resort, in substantial accordance with the Performance and Incentive Agreement between the City of Fredericksburg, the Fredericksburg Economic Development Authority, and Kalahari Resorts, dated May 13, 2008 ("performance agreement.")

## § 22-521. Eligibility.

[Ord. No. 08-07, 5-13-2008]

Kalahari Resorts - Virginia, LLC its affiliates, or a Permitted Kalahari Successor, as defined in the performance agreement, shall be eligible for the tax incentives and regulatory flexibility provided in the performance agreement. The term for such tax incentives and regulatory flexibility shall be 20 years from the date of the performance agreement. If the incentive period (as defined in the performance agreement) is reduced to 10 years, then the term for such tax incentives and regulatory flexibility shall expire at the end of the incentive period.

## § 22-522. Administration.

[Ord. No. 08-07, 5-13-2008]

The City Manager is authorized to administer the Kalahari Resort Tourism Zone in accordance with the approved performance agreement.

## § 22-523. through § 22-539. (Reserved)

## DIVISION 4. Eagle Village Tourism Zone

## § 22-540. Eagle Village Tourism Zone created.

[Ord. No. 10-32, 10-26-2010]

There is hereby established the "Eagle Village Tourism Zone" consisting of approximately 23 acres of land located on the east and west side of U.S. Route 1, generally across from the University of Mary Washington campus, consisting of Fredericksburg Tax Map parcels 186-48-L1, 186-48-1209, 186-50-1221, 249-3-PB, 249-3-1201 and 240-3-1257; 186-50-1209, 1210, 1214, 2002, 2006, 2010, 2014 and 2018; 187-49-1309, 1313, 1323, L9B, 1317 and 1325; 187-49-2000, 2004, 2018, L16A, L16B, L16C and L16D; 187-54-1300; 187-54-1301, 1305, 1311, 1313 and 1315; 188-53-1221, 1223, 1224, 1229, 1240 and 1901; 190-74-1311, 1316 and 1321; 228-73-1401 and 1810; 229-55-1900 and P1. The purpose of this zone is to provide economic incentives and regulatory flexibility for eligible business entities which will advance the long term development goals of the JumpStart! 2006 Final Report and Action Plan, and the Comprehensive Plan (2007) Corridors goals and policies.

## § 22-541. Eligibility requirements.

[Ord. No. 10-32, 10-26-2010]

- A. Economic incentives and regulatory flexibility may be made available to any new, expanded, or existing business which seeks to attract customers from the Fredericksburg region and beyond. The business must commit to a performance agreement based upon investment, jobs, sales revenues, or other significant

criteria. The business must make a capital investment of at least \$500,000 within the Eagle Village Tourism Zone, or create and sustain at least 25 full-time jobs in order to be eligible for economic incentives or regulatory flexibility.

- B. Economic incentives may be provided for up to 10 years, through the performance agreement. In the case of multi-year incentives, the business shall establish its qualification for the incentives on an annual basis.

## § 22-542. Administration.

[Ord. No. 10-32, 10-26-2010]

The City Manager is authorized to administer the Eagle Village Tourism Zone through the Director of Economic Development and Tourism. The Director of Economic Development and Tourism shall develop criteria and guidelines for the level of investment required for any particular range of tax incentive or regulatory flexibility. The City Manager is authorized to negotiate performance agreements with potential new or expanded businesses. The City Council shall have final approval authority for performance agreements.

## § 22-543. through § 22-599. (Reserved)