

CAMPBELL  COUNTY

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Virginia

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Est. 1781

Economic Development

Economic Development Annual Update

June 2025

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Executive Summary

Campbell County spans a 507-square-mile area with both suburban and rural environments. Its boundaries include the towns of Altavista and Brookneal, with the County seat in Rustburg. There is a strong agricultural history in the County, but there are also industrial and business clusters.

Campbell County's Department of Economic Development is responsible for engaging local and regional partners to provide positive interactions with educators, business owners, and employers. In 2024-2025, Economic Development promoted community involvement and business growth.

The Campbell County Comprehensive Economic Development Strategy (CEDS) was completed by Phoenix Advantage, LLC. The CEDS is a tool for planning the County's future economic development. The County's strategic blueprint was developed through a CEDS process that involved individuals, organizations, local governments, educational institutions, and private companies. The final report was presented to the community in January garnering over 60 people in attendance at a Summit marking the culmination of the project. The finished product outlines a clear path to focus economic development efforts over the next five years.

Small business programs are a key offering from the Economic Development Department. The Start Small Campbell program helped establish new businesses in the County. Businesses that qualify for this program are eligible to receive a grant of \$5,000. Four new businesses received grants this fiscal year. The Department of Economic Development's Campbell Connects event is presented in partnership with the Lynchburg Regional Business Alliance. Business owners and professionals are invited to attend this quarterly event to stay updated on local business news.

The Department continues to be active in the business community. Commercial and industrial properties in Campbell County are comprehensively listed on the website using the site selector tool from the Virginia Economic Development Partnership. In addition to social media, the Department's website, advertising, and earned media campaigns have increased visibility.

Several companies sought information about the Industrial Development Authority's Campbell Low-interest Momentum Building Fund, however, no one applied.

Development kicked off at Seneca Commerce Park. After securing the necessary permits, site work for the 100,000 square foot shell building began in March 2025 and is nearly complete. Construction is projected to begin in 2026. Looking forward to the next phase of development in the park, Economic Development staff presented the Board of Supervisors with a project to finish the last phase of water and sewer utility. This will serve potential development on parcels E, D, and V.

The Campbell County Department of Economic Development applied for six grants and received five of them totaling \$955,977 in the past year.

The Department continues to provide oversight and administrative support for the Brookneal Campbell County Airport Authority (BCCAA), who is dedicated to continuing a base level of facility maintenance.

The Campbell County Industrial Development Authority (IDA) is also served and administrated by the Department of Economic Development. In FY2025 the IDA kicked off their own 45,000 square foot shell building construction project.

Capital Investment



Figure 1

148 new businesses opened between June 2024 and May 2025, as shown in Figure 1. Among the new businesses, 40 were in the retail sector. The General Contractor category had the second-highest number of 13 licenses obtained. Other businesses included:

- Professional Counseling
- Cleaning Services
- Restaurant

This is the same amount as from June 2023 to May 2024.

Business Prospects

New business prospects are connected to the Department through lead generation. Partnerships with Lynchburg Regional Business Alliance, and Virginia Economic Development Partnership (VEDP), and word of mouth are a few ways the department obtains leads. The department responded to ten RFIs this year. An RFI asks for details about the property that are relevant to the industry, such as water and sewer capacity, road and highway accessibility, and workforce training. This process can assist expanding local businesses in finding new locations within the County.

Statistical Data

Demographic Overview

Campbell County's population as of 2018-2022 was 55,398. There are 27,951 civilians working in the region with a participation rate of 61.0%. The percentage of Campbell County residents with a bachelor's degree or higher is 26.9%, compared to 36.5% nationwide. Campbell County's median household income is \$62,608, and its median house value is \$199,200.

	Percent			Value		
	Campbell County, Virginia	Virginia	USA	Campbell County, Virginia	Virginia	USA
Demographics						
Population (ACS)				55,398	8,657,499	332,387,540
Male	48.7%	49.4%	49.5%	27,003	4,278,490	164,545,087
Female	51.3%	50.6%	50.5%	28,395	4,379,009	167,842,453
Median Age ²				43.2	38.8	38.7
Under 18 Years	19.6%	21.9%	22.2%	10,884	1,893,985	73,645,238
18 to 24 Years	8.0%	9.3%	9.1%	4,434	804,599	30,307,641
25 to 34 Years	13.2%	13.5%	13.7%	7,294	1,172,799	45,497,632
35 to 44 Years	11.5%	13.4%	13.1%	6,374	1,164,053	43,492,887
45 to 54 Years	12.4%	12.6%	12.3%	6,864	1,091,469	40,847,713
55 to 64 Years	14.5%	12.9%	12.8%	8,058	1,120,434	42,626,382
65 to 74 Years	11.7%	9.7%	10.0%	6,494	842,592	33,293,127
75 Years and Over	9.0%	6.6%	6.8%	4,996	567,568	22,676,920
Race: White	77.9%	61.7%	63.4%	43,153	5,344,175	210,875,446
Race: Black or African American	14.4%	18.7%	12.4%	7,968	1,623,031	41,070,890
Race: American Indian and Alaska Native	0.1%	0.3%	0.9%	76	27,216	2,924,996
Race: Asian	1.1%	6.9%	5.8%	597	593,606	19,352,659
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	36	5,679	629,292
Race: Some Other Race	0.8%	4.1%	6.6%	466	351,544	21,940,536
Race: Two or More Races	5.6%	8.2%	10.7%	3,102	712,248	35,593,721
Hispanic or Latino (of any race)	3.4%	10.7%	19.0%	1,862	929,140	63,131,589
Population Growth						
Population (Pop Estimates) ⁴				55,270	8,715,698	334,914,895
Population Annual Average Growth ⁴	0.0%	0.5%	0.6%	18	45,984	1,885,495
People per Square Mile ⁴				109.8	220.8	94.8
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	61.0%	65.0%	63.3%	27,951	4,450,159	168,567,852
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	79.8%	84.3%	83.0%	16,393	2,813,329	107,055,165
Work from Home	9.0%	16.2%	13.5%	2,358	699,959	21,267,373
Armed Forces Labor Force	0.0%	1.9%	0.5%	9	130,751	1,287,774
Veterans, Age 18-64	6.7%	7.5%	4.2%	2,203	392,878	8,410,268
Veterans Labor Force Participation Rate and Size, Age 18-64	74.0%	81.8%	77.0%	1,631	321,258	6,478,181
Median Household Income ²				\$62,608	\$90,974	\$78,538
Per Capita Income				\$33,847	\$49,217	\$43,289
Mean Commute Time (minutes)				23.3	27.6	26.6
Commute via Public Transportation	0.2%	2.6%	3.5%	50	112,219	5,528,841
Educational Attainment, Age 25-64						
No High School Diploma	7.4%	7.7%	10.0%	2,102	349,733	17,176,172
High School Graduate	34.2%	22.7%	25.0%	9,767	1,033,997	43,057,491
Some College, No Degree	21.7%	18.0%	19.3%	6,204	818,338	33,315,654
Associate's Degree	9.9%	8.1%	9.2%	2,823	370,415	15,894,085
Bachelor's Degree	18.2%	24.9%	22.8%	5,212	1,133,488	39,256,774
Postgraduate Degree	8.7%	18.5%	13.8%	2,482	842,784	23,764,438
Housing						
Total Housing Units				25,363	3,654,784	142,332,876
Median House Value (of owner-occupied units) ^{2,5}				\$199,200	\$360,700	\$303,400
Homeowner Vacancy	1.7%	0.9%	1.0%	285	20,213	850,724
Rental Vacancy	5.9%	4.9%	5.5%	345	57,205	2,605,688
Renter-Occupied Housing Units (% of Occupied Units)	24.5%	32.8%	35.0%	5,403	1,091,768	44,590,828
Owner-Occupied Housing Units (% of Occupied Units)	75.5%	67.2%	65.0%	16,677	2,234,492	82,892,037
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	4.2%	6.0%	8.3%	936	199,529	10,602,826

Social						
Poverty Level (of all people)	10.1%	9.9%	12.4%	5,517	834,866	40,390,045
Households Receiving Food Stamps/SNAP	11.4%	8.8%	11.8%	2,526	293,101	15,004,950
Enrolled in Grade 12 (% of total population)	1.5%	1.3%	1.3%	837	113,724	4,405,676
Disconnected Youth ³	4.5%	1.8%	2.4%	127	8,401	420,352
Children in Single-Parent Families (% of all children)	30.3%	31.3%	34.0%	3,148	561,755	23,701,745
Uninsured	5.0%	7.1%	8.6%	2,746	597,774	28,000,876
With a Disability, Age 18-64	12.2%	10.0%	10.7%	3,988	513,773	21,269,700
With a Disability, Age 18-64, Labor Force Participation Rate and Size	48.9%	49.1%	47.0%	1,952	252,183	10,001,264
Foreign Born	3.6%	12.9%	13.9%	1,973	1,120,207	46,108,901
Speak English Less Than Very Well (population 5 yrs and over)	2.5%	6.1%	8.4%	1,309	501,183	26,299,012

Source: JobsEQ®

- American Community Survey 2019-2023, unless noted otherwise
- Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.
- Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.
- Census Population Estimate for 2023, annual average growth rate since 2013.
- The Census's method for calculating median house values changed with the 2022 data set, so pre-2022 values are not directly comparable with later data.

Quality of Life

Campbell County is an affordable place to live. Figure 2 shows that Campbell County's cost of living is lower than Virginia and the U.S. Its average salary is \$54,007, which is considerably lower than that of Virginia and the U.S. The cost of living is 9.8% lower in Campbell County than the U.S. average.

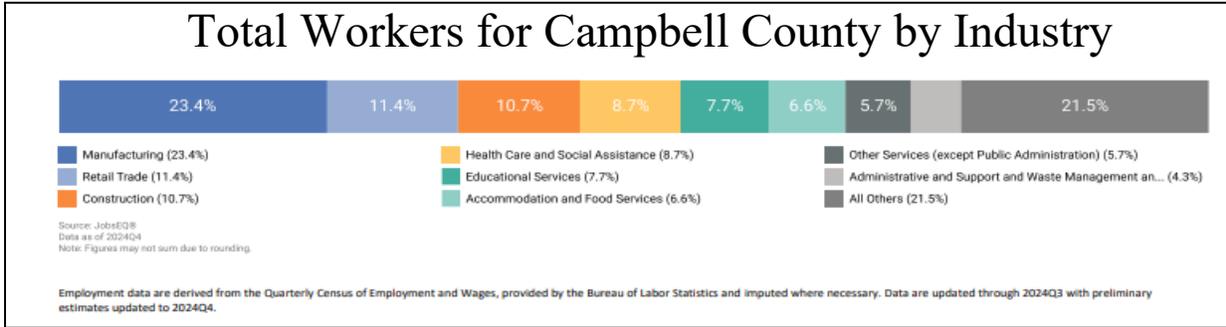
Cost of Living			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Campbell County, Virginia	\$54,007	90.2	\$59,865
Virginia	\$75,076	106.0	\$70,840
USA	\$73,145	100.0	\$73,145

Data courtesy of Chmura Economics & Analytics JobsEQ (May 2025).

Figure 2

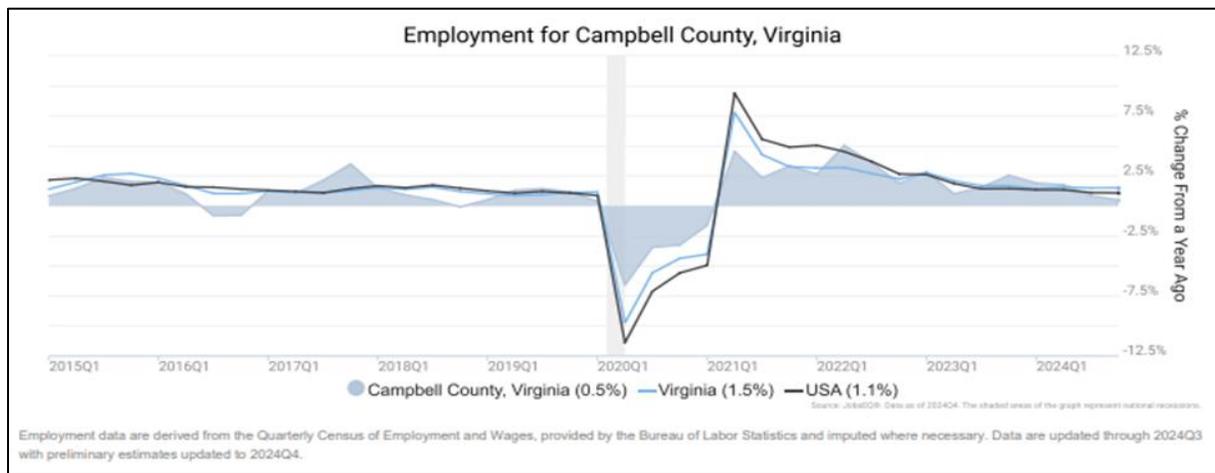
Labor

Campbell County’s largest sector is manufacturing, with 4,780 workers (Figure 3). Construction (2,194) and retail trade (2,323 workers) are the next-largest sectors in the region. A high location quotient (LQ) indicates a region’s high concentration of employment in a particular sector. Construction (1.79), agriculture, forestry, fishing, and hunting (1.44), and manufacturing (LQ = 2.97) are the three sectors with the highest LQs in this region.



Data courtesy of Chmura Economics & Analytics JobsEQ (2024Q4).
Figure 3

Based on a four-quarter moving average, Campbell County had 20,465 employees in 2024 Q4. The region’s employment grew by 0.5% over the year ending 2024 Q4 (Figure 4).



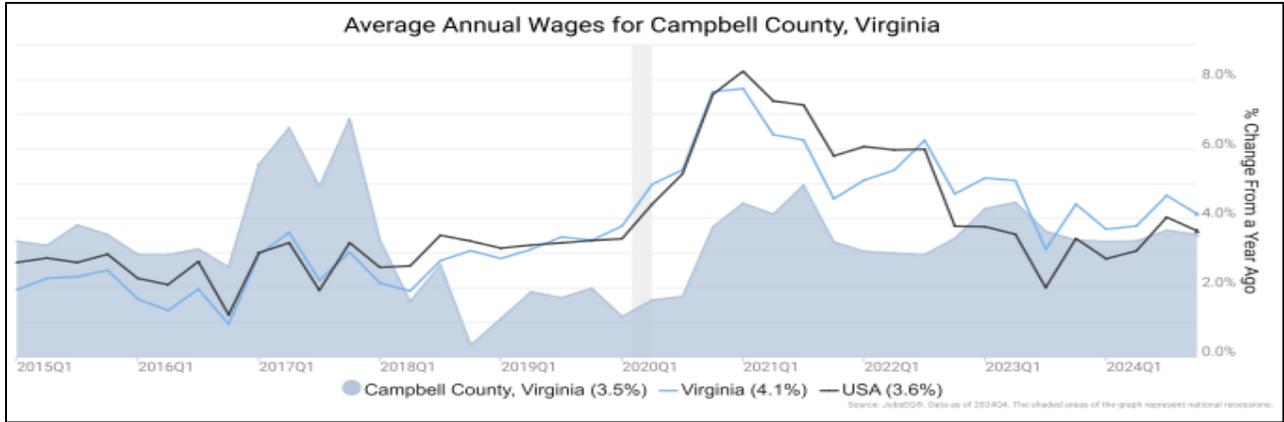
Data courtesy of Chmura Economics & Analytics JobsEQ.
Figure 4

Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Health Care and Social Assistance (+484 jobs), Administrative and Support and Waste Management and Remediation Services (+150), and Accommodation and Food Services (+116).

In the next year, employment is expected to grow by 3 jobs. With a +1.1% year-over-year growth rate, Health Care and Social Assistance will be the fastest growing sector in the region. Over this period, Health Care and Social Assistance will add 19 jobs, Construction will add 6, and Professional, Scientific, and Technical Services will add 4.

Wages

The average worker in Campbell County earned annual wages of \$54,007 as of 2024 Q4 (Figure 5). Average annual wages per worker increased 3.5% in the region over the preceding four quarters. The national annual average wages were \$73,145 as of 2024Q4.

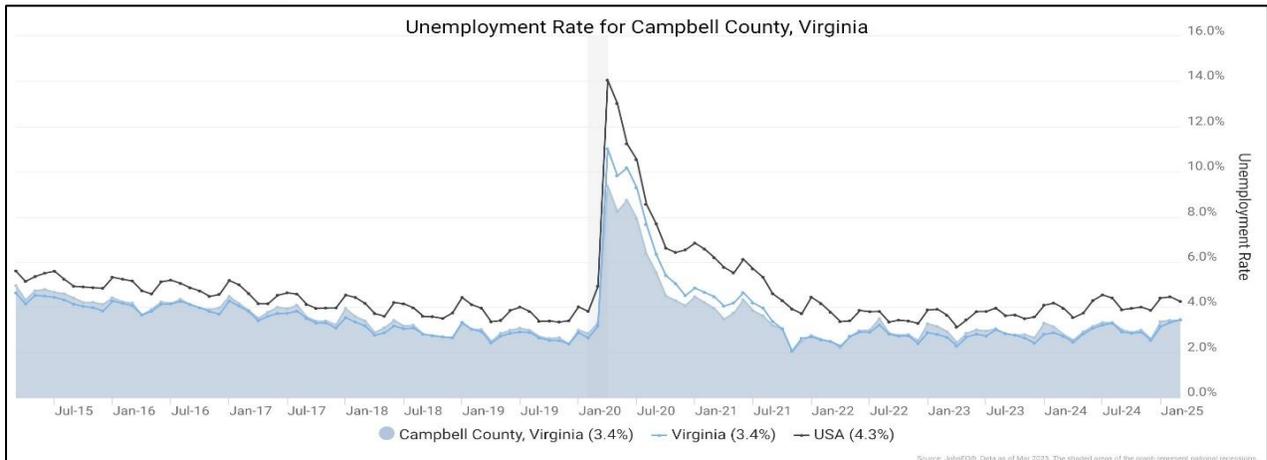


Data courtesy of Chmura Economics & Analytics JobsEQ.
Figure 5

Sectors with the highest average wages per worker are utilities (\$92,609), manufacturing (\$88,343), and management of companies and Enterprises (\$78,709).

Unemployment

As of March 2025, the unemployment rate for Campbell County was 3.4%. The regional rate was lower than the national rate of 4.3%. In March 2024, the unemployment rate in Campbell County was 2.8% (Figure 6).



Data courtesy of Chmura Economics & Analytics JobsEQ (April 2025).
Figure 6

Comprehensive Economic Development Strategy

Campbell County must review its Comprehensive Economic Development Strategy (CEDS) every 5 years to maintain an Industrial Development Authority, a requirement set forth by the U.S. Economic Development Administration. CEDS is a nationwide strategic planning process designed to guide prosperity and resilience. It contributes to individual, firm, and community success by establishing and maintaining a robust economic ecosystem. Through CEDS, individuals, organizations, local governments, educational institutes, and private companies can engage in meaningful dialogue and debate on improving the County’s economic development.

Phoenix Advantage, LLC, was selected to facilitate the County's CEDS process through a request for proposal process. The Phoenix Advantage team, Michelle L. Coe and Miles M. Friedman, began the CEDS kickoff on December 11, 2023. The Department of Economic Development identified stakeholders and organized meetings for the Phoenix Advantage team. The team met with County and Town officials, civic groups, small and large County companies, and various organizations and people. Phoenix Advantage presented the completed CEDS in January 2025. The CEDS was presented to the Board of Supervisors on February 4, 2025.

The team came up with a SWOT (Strength, Weakness, Opportunity, Threat) Analysis from their time in Campbell County. The key positives are quality of life & low cost of living; stable economy with small businesses and manufacturing; and a pro-business government. The negatives were: not enough single-family housing; perception of “no brand”; and lacking infrastructure.

Their Strategic Direction & Action Plan recommendation was:

- Develop a strong Campbell County brand and marketing strategy
 - Clear, strength-based brand and marketing/communications strategy
 - The County formed a steering committee to address this goal and has applied for a Virginia Tourism Corporation grant to offset the implementation costs.
- Retain, enhance, and promote the quality of life
 - Increase availability of single-family homes and expand childcare options within the County.
- Grow the business base gradually and with intention
 - Strengthen the local business community
 - Expand career opportunities for Campbell County youth
 - Enhance infrastructure and tourism-related development
 - Aid town economic development initiatives

Marketing

The Campbell County Economic Development Department develops and distributes marketing materials aimed at attracting and retaining businesses. A breakdown of the initiatives and the performance metrics are illustrated below.

MARKETING IN FY-25

SOCIAL media



691+
followers +34%

1.2K
link clicks

3.7K
content interactions

Weeklong Fall Fun Giveaway campaign in October resulted in 399 likes, 457 comments, and reached 13,700 (\$120 budget for prizes and ads)



174+
followers

246
content interactions



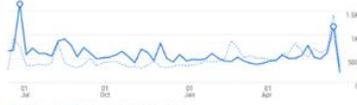
128+
followers +68%

website TRAFFIC

Active users
30K
↑ 26.4%

New users
30K
↑ 19.4%

Average engagement time per active user
52s
↑ 41.8%



← Last 12 months → • Preceding period (match day of week)

PROFESSIONAL photo gallery



243
PROFESSIONAL PHOTOS PROCURED



ADVERTISING property




Seneca Commerce Park & Yellow Branch parcel are listed on CoStar & LoopNet at the Silver level.

14.5k
unique prospects

1,452
detailed page views

VEDP Virginia Economic Development Partnership

10,763
property views

32 properties in Campbell County are listed on Virginia's Site Selector database. The most viewed were Airport Commerce Park (403), Yellow Branch (396), and Seneca Lot V (391).

DIRECT TO mailbox

250
holiday cards

750
business directory invite postcards

1700
CLIMB Fund promotional postcards

Programs

Campbell Connects

Through Campbell Connects, business owners and professionals strengthen connections and relationships. The program also allows them to discover upcoming grant and funding opportunities, business resources, and programs offered by other local organizations. Quarterly meetings are held at various locations throughout the County. In FY2025 the event was held at the following locations:

Region	Location	Registered	Attendees	Catering
Wards Rd	Home 2 Suites	44	23	Hangry Joes
Timberlake	Earth Right Mid-Atlantic	11	8	Chick-fil-A
Brookneal	Community Building	15	10	Food Lion
Altavista	Train Depot	24	8	Broad Street Deli

In reflection on the attendance rate and overall interest of the program, staff conducted an evaluation of the event and solicited feedback from the community and past participants to assess the viability for the future success of the event. After feedback was received, it was determined that the event should start earlier in the day and eliminate the additional presentation from guest speakers. Participants are most interested in hearing the updates from economic development. With an unpredictable turnout, staff will only plan events at restaurants to avoid over catering with unreliable RSVPs.

Restaurants That Rent:

The Restaurants That Rent program is geared toward restaurants opening for the first time or establishing their first Campbell County location and offers rent reimbursement for up to one year. The restaurant must: sign a lease commitment for three or more years, occupy up to 3,500 square feet, and not be located within town limits. The only business so far to request assistance from the program was Angus Mexican Grill, located at 13955 Wards Road. They occupy 4,200 square feet of space, so the program provides partial relief of their monthly rent payment.

Start Small Campbell Grant

The Start Small Campbell Grant (SSCG) offers \$5,000 to new businesses and existing businesses. Four businesses were awarded the grant.

sLearning Edge Tutoring Center LLC and Homegrown Garden Supply were the SSCG recipients in the winter of 2024. Learning Edge Tutoring Center, LLC provides high-quality, research-driven tutoring and educational support services for K-12 students. The focus of Homegrown Garden Supply is to provide gardening products that are organic and non-toxic.

The Spring 2025 SSCG recipients were ZLL Designs and Premier Supervision and Consultation. ZLL Designs specializes in custom 3D-printed tool storage solutions and accessories. Premier Supervision and Consultation seek to elevate mental health care standards by supporting supervisors and guiding counselors as they pursue master's degrees or post-master's licensure.

Other Incentives

Campbell Low-interest Momentum Building (CLiMB) Fund

The IDA dedicated \$50,000 to seed the Campbell Low Interest Momentum Building Fund (CLiMB) offers the following terms:

- Loans up to \$25,000
- Interest rate set to 1% below Prime Rate
- 60-month terms with no pre-payment penalty
- Available exclusively to licensed small businesses, including farms, located in Campbell County

The IDA expressed a desire to support existing businesses in a way similar to the Start Small Campbell Grants, which are limited to only new businesses and startups.

Business Retention & Expansion Visits

In addition to the regular communication with various businesses throughout the Comprehensive Economic Development Strategy, staff completed two business retention and expansion visits. These visits are designed to bring all resource providers into one room and check in with business owners and decision makers on the current business climate and ways to ease business operations in the area.

VEDP initiated a familiarization tour with their Advanced Materials Team. The team, Megan Lucas of the Lynchburg Regional Business Alliance and staff visited with Graham Packaging leadership as well as the CTP Advanced Composite team.

The report out of these visits spoke to the informational value of these business' operations that state partners were not as aware of. CTP Advanced Composites reported new prospects with pending contracts from the Federal Department of Defense. A bright outlook for a new innovator operating in Campbell County.

Site Development at Seneca Commerce Park

100,000 square-foot industrial building:

Following the FY2024 decision to utilize excess funds from the Brookville Highschool project to build a dark shell speculative building, staff began soliciting proposals from architecture and engineering firms to design and administrate the construction of the building. The dark shell indicates that utility will not be immediately installed in the shell. This will allow the potential user to design the inside to suit their needs and still eliminate the bulk of a timeline to be able to move in.

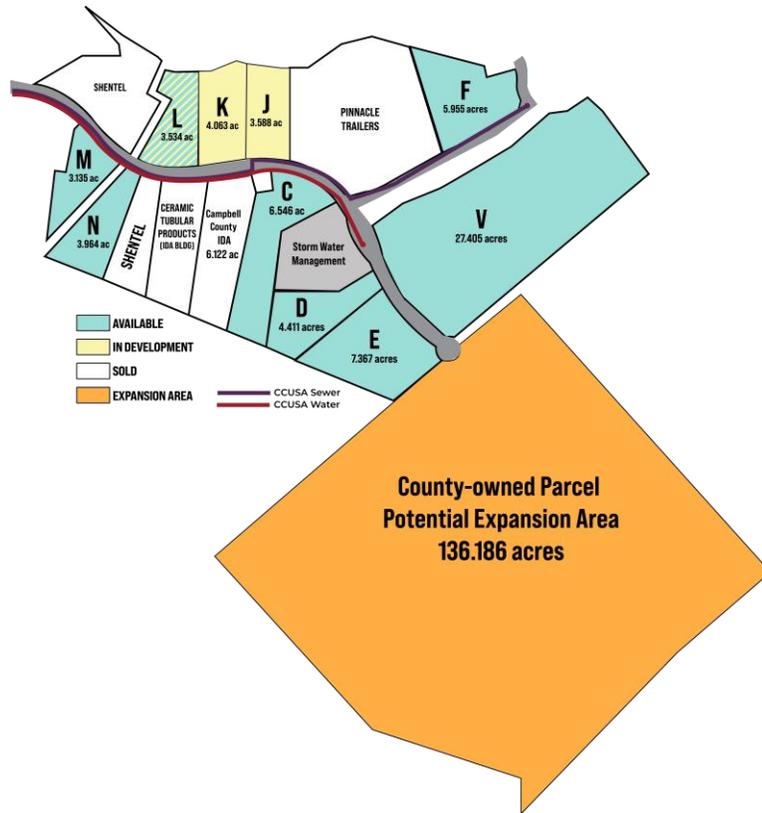
On October 28, 2024, Architectural Partners (AP) was awarded the contract design and administration of the development of the 100,000sf shell building in Seneca Commerce Park. On April 15, 2025, a groundbreaking was held for the project featuring comments from County Administrator Frank Rogers, Delegate Eric Zehr and Congressman McGuire, and Dale More representing the Tobacco Revitalization Commission who contributed grant funding to the site preparation work, among others.

The site work contract was immediately put out for bid and awarded to Best GC in January 2025 with a bid of \$659,000 to complete the necessary site work. After securing the necessary permits, the work began in March 2025 and is nearly complete. Construction is estimated to begin in 2026.

Lot L

While designing the shell building on the available 7.8 acres of Lot J and K the boundary line to the neighboring lot L was going to be relocated to accommodate the topography of the site. With this adjustment needed, staff authorized Perkins and Orrison to draft 60% engineered designs to determine the maximum square footage the site could accommodate. When the bids for site work were advertised, staff solicited pricing to do lot L at the same time. With the price set at \$159,000 by the low bidder, staff determined it was affordable given the amount of grant funds offsetting the cost of the main project. This site will be back on the market in early 2026 after the property new property lines are established. It will be positioned as a pad ready site that can accommodate up to 23,000sf building.

Next Phase of Seneca Commerce Park- 136-acre rezoning



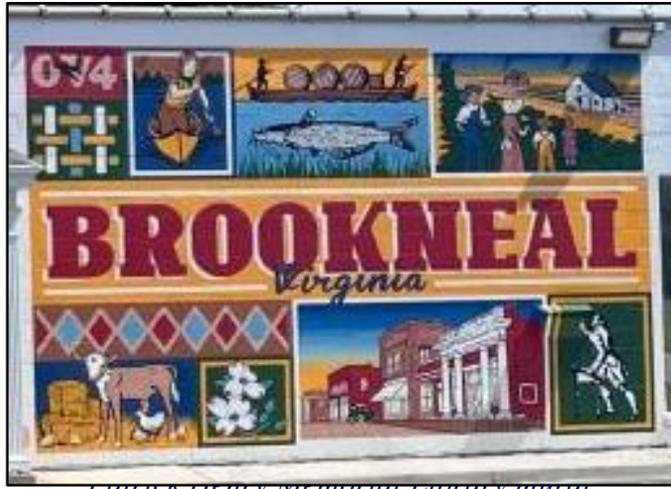
Anticipating future growth into Seneca Commerce Park and the lack of utility available to the end of Ewing Drive, staff presented the Board of Supervisors with a project to finish the last phase of utilities for potential developments on lots V, D, and E. Staff also identified a substantial grant that would be available to reduce the estimated \$1.2M project to have a local share of around \$400,000. The Virginia Ready Sites program is designed to accelerate the pre-development work done to be more competitive for large business investment. Campbell County must submit an application that the benefiting investment will result in at least a 55-acre site. To be eligible for this program, staff presented the Board of Supervisors with a proposal to rezone the 136-acres of County owned property to heavy industrial (I-H). In the staff presentation, a masterplan and due diligence would eventually be needed to determine the recreational amenities that may still be incorporated into the development once the industrial plans were identified. The public hearing on the rezoning garnered significant opposition by the recreational community. The 136 acres were originally intended to be an all-inclusive park to serve the entire County. The comprehensive master plan included various sport fields, golf, fishing, and so much more. This master plan was never included in budget plans for over 20 years, and this was an opportunity to call the Board of Supervisors to refocus goals for the property. Ultimately, the Board of Supervisors authorized the rezoning, expecting recreational amenities to be incorporated in the new master plan.

Grants

The Campbell County Department of Economic Development received several grants, applied for more grants, and assisted other organizations in submitting applications. In total \$955,977 grant funds were secure for Campbell County projects in FY25 that were matched to the local share of various projects.

Grant Project Updates

The Virginia Tobacco Region Revitalization Commission grant of \$404,918, and the Southeast Crescent Regional Commission State Economic and Infrastructure Development (SEID) \$202,459 matching grant are being used to grade and clear Seneca Commerce Park's Parcels J, K, and a portion of L. The project was awarded in January 2025 and is still underway.



The Department of Recreation received a National Endowment for the Arts Challenge America grant of \$10,000 to create an art mural at the Patrick Henry Memorial Library in Brookneal.

Awarded:

- A Virginia Business Ready Sites Program (VBRSP) grant was submitted for \$1,003,850 with a match of \$333,700 to extend Seneca Commerce Park's sewer and water lines. This will provide water and sewer to parcels C, D, E, V, and the 136-acres at the end of Ewing Drive. The infrastructure update will upgrade these parcels of 181.6 acres from Tier 2 to Tier 4. The VBRSP committee did not award this grant for the sewer and water lines. However, they did award the VBRSP Site Development Grant FY25 up to \$300,000 to support due diligence and master planning of the 136-acre parcel.
- The Campbell County Training School Complex received a \$48,600 Brownfield Grant. This will be used for their Museum and Classroom building.

Declined- An application for the Virginia Tourism Corporation Spring 2025 Marketing Leverage Program was submitted. This grant will create a recognizable and consistent brand that can elevate Campbell County's image as an attractive destination and place to live. This rebranding is to be used at the County gateways, websites, social media, advertisements, and documents. This grant was ultimately not awarded.

Authorities

Campbell County Industrial Development Authority (IDA)

The Campbell County Board of Supervisors established the Industrial Development Authority in 1969 to promote industry and develop trade.

The IDA contracted Coleman-Adams Construction Inc. to construct a 45,000-square-foot industrial shell building on a 6-acre property in Seneca Commerce Park. This is Seneca Commerce Park's second IDA industrial building project. The construction is broken into two phases. Phase 1 will complete the site work, erect the steel, and enclose the space. Phase 2 will install the concrete floor and finish out the interior and parking area. Phase 1 will conclude in the fall of 2025 and Phase 2 will commence once a tenant for the space has been identified.

Brookneal Campbell County Airport Authority (BCCAA)

The Department of Economic Development has continued to assist the Brookneal Campbell County Airport Authority (BCCAA).

The BCCAA was approved for a \$800,000 loan from the Virginia Resources Authority (VRA) under the Virginia Airports Loan Program. The loan was to build a prefab 10-unit T-hangar with a width of 51 feet and a length of 231 feet. Preconstruction work of the site revealed bedrock. The lowest bid was \$1.2 million, which made the project financially impossible to undertake with existing funding. The authority explored a few alternative ways to secure hangars, and nothing came in within budget. The authority is focused on maintaining a base level of standard of the airport facility.

Economic Development Commission (EDC)

For FY2025, the typical operations of the EDC were suspended, and they were utilized to serve as members of the advisory team during the Comprehensive Economic Development Strategy. Following the release of the strategy in January 2025, the EDC met to review the initiatives and give opinions on how to shape the first projects.

Cohesive Brand

EDC Members felt this was long overdue and they looked forward to seeing what the project would result in.

Residential Housing Incentives

Members expressed frustration that this topic has been suggested and nothing has yet resulted from the discussions. Many felt that assisting with infrastructure is the only impactful way to work with residential developers.

Moving forward, the EDC will convene with staff twice a year to provide feedback on previous projects that are completed- and shape the focus for the initiatives staff will undertake in the following six months.

Summary

Fiscal Year 2025 held a lot of milestones for many projects under leadership by Campbell County Economic Development Team. In addition to the programs that the community has become accustomed to, and ways to interact with the department from Campbell Connects to Start Small Campbell Grant programming, there is something being reported out of the department each month. The team of four is dedicated to the mission of economic development to retain the existing business by providing ongoing support and connection, attracting new investment through start up programming and promotion through consistent and highly visible initiatives. These areas of focus can be seen best through the small business programs, the increased visibility and the momentum built up with development in Seneca Commerce Park.