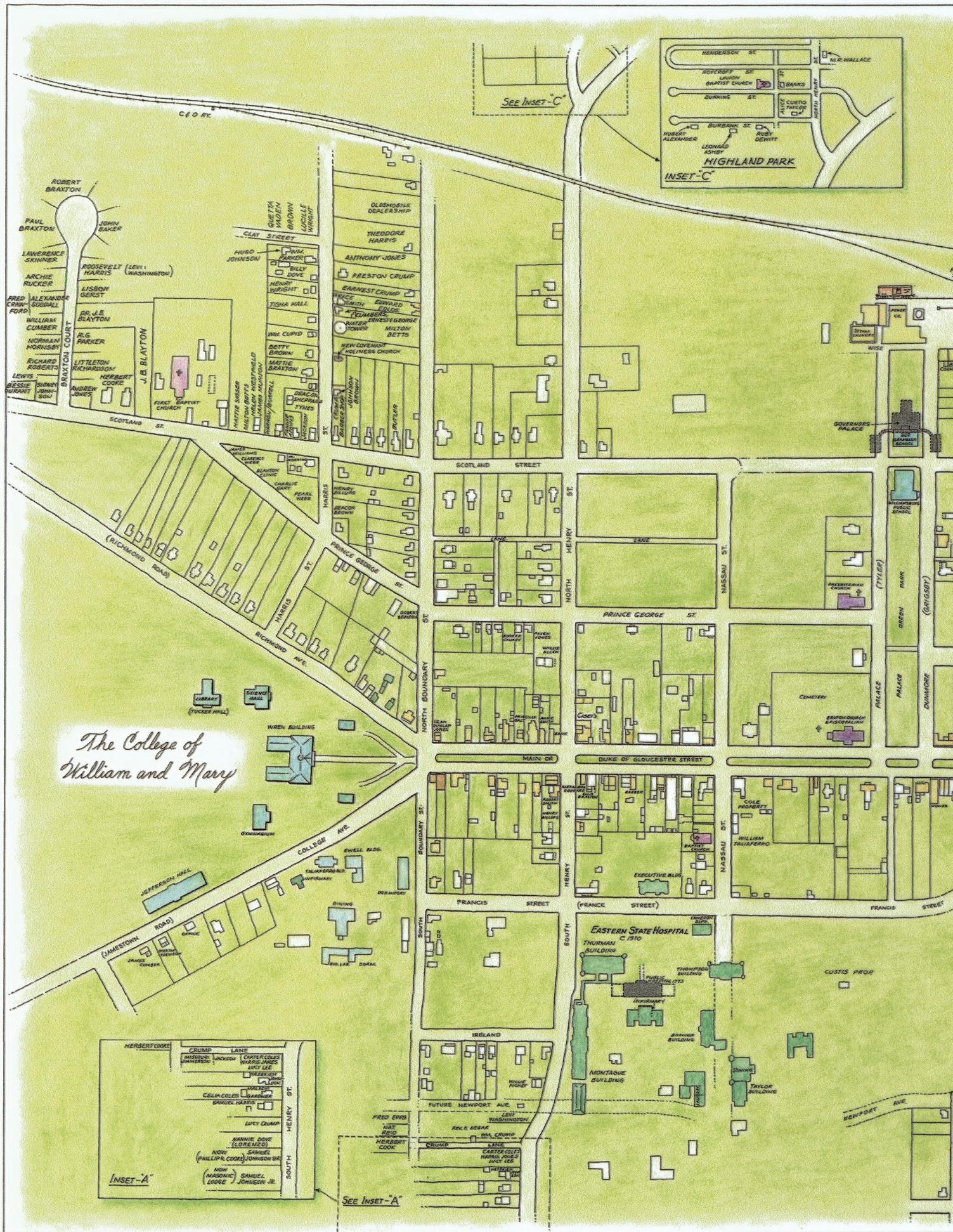


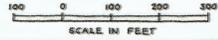
FY 2021 COMMUNITY PROFILE





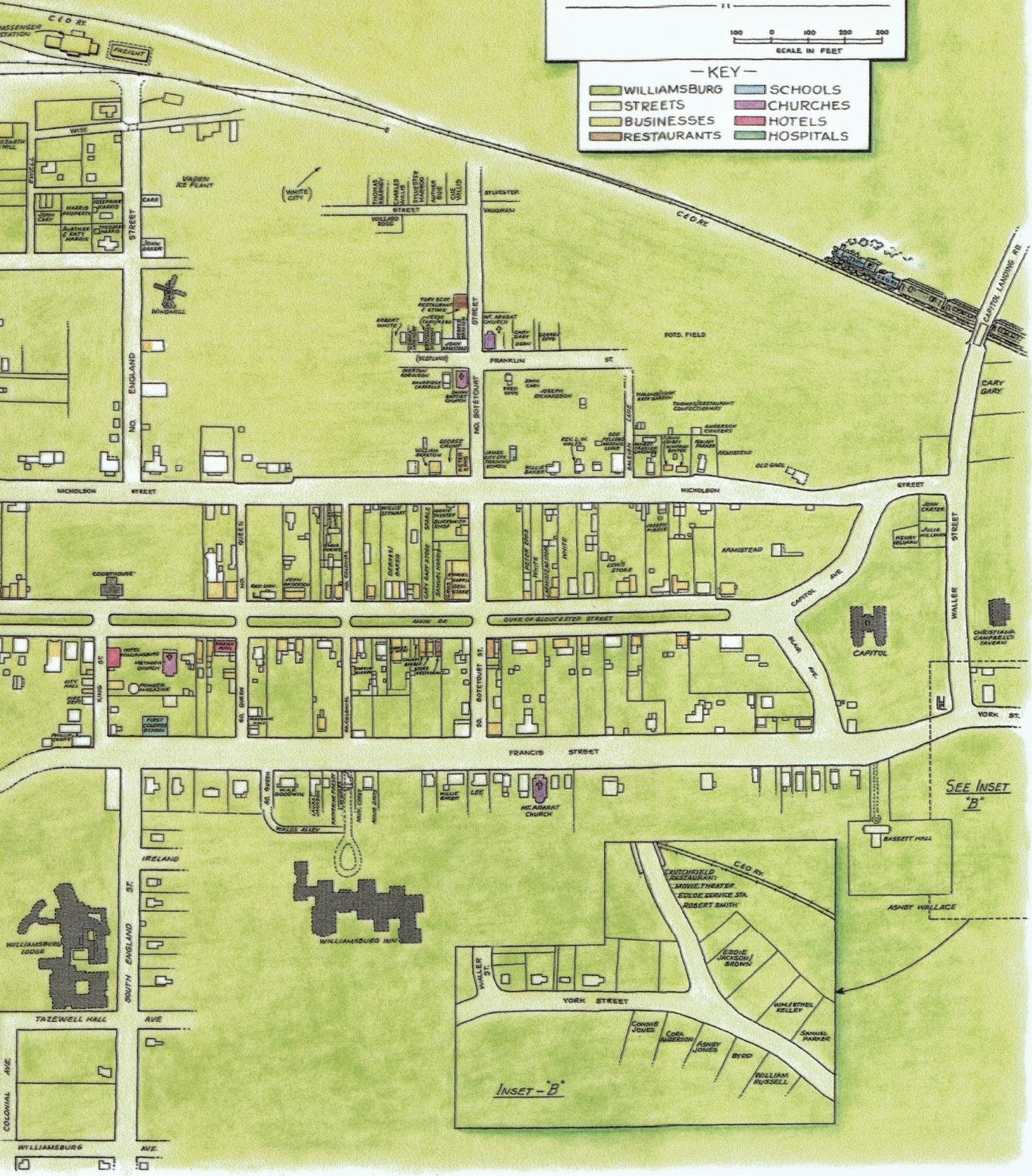


Pre-Restoration
WILLIAMSBURG
 As Recalled By Lydia F Gardner
 From 1912 to -----



— KEY —

WILLIAMSBURG	SCHOOLS
STREETS	CHURCHES
BUSINESSES	HOTELS
RESTAURANTS	HOSPITALS



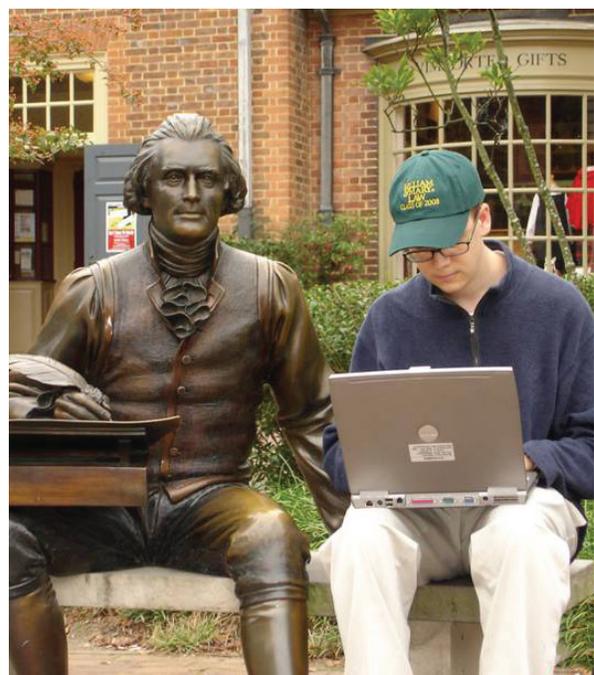
WILLIAMSBURG VIRGINIA

WHERE THE PAST MEETS THE FUTURE

Williamsburg was founded as the capital of the Virginia Colony in 1699 and celebrated its 300th Anniversary in 1999. The original capital of Jamestown was the first permanent English-speaking settlement in the New World founded in 1607. Colonial leaders petitioned the Virginia Assembly to relocate the capital from Jamestown to Middle Plantation, five miles inland between the James and the York Rivers. The new city was renamed Williamsburg in honor of England's reigning monarch, King William III. From 1699 to 1780 Williamsburg was the political, cultural, and educational center where the dream of American freedom, independence, and self-government was nurtured by the leadership of patriots such as George Washington, Thomas Jefferson, George Mason, and Peyton Randolph.¹

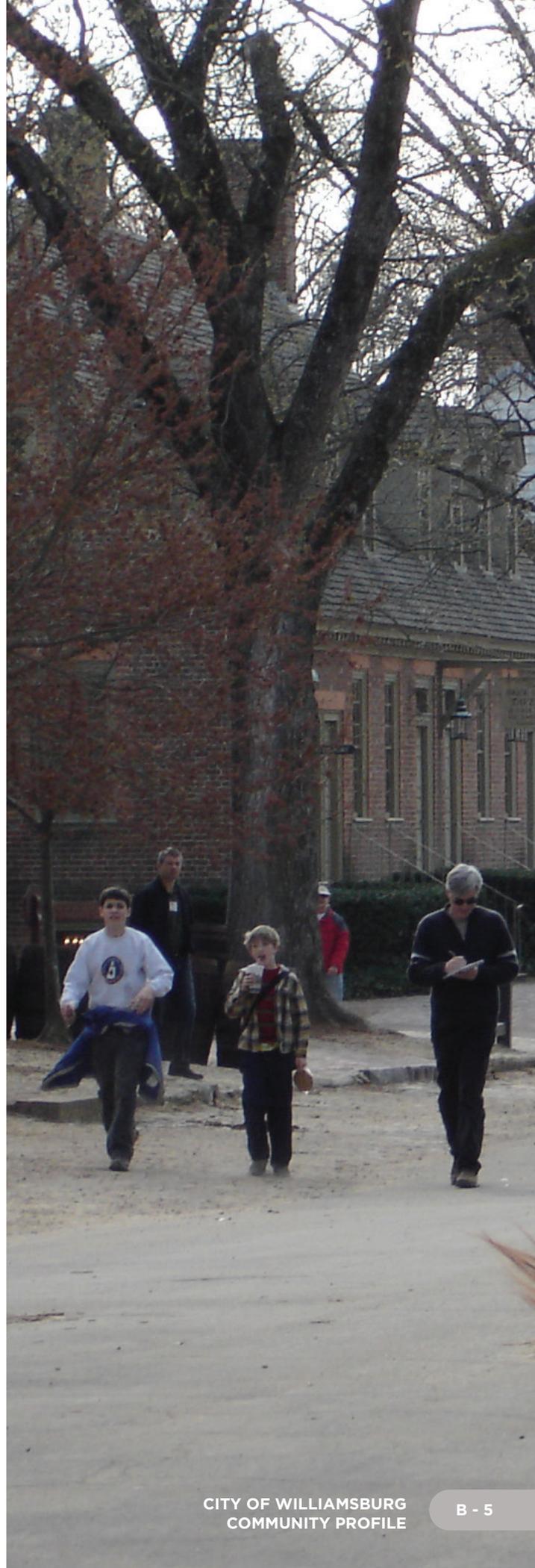
Williamsburg was one of America's first planned cities. Laid out in 1699 under the supervision of Governor Francis Nicholson, it was to be a "new and well-ordered city" suitable for the capital of the largest and most populous of the British colonies in America. A succession of beautiful capitol buildings became home to the oldest legislative assembly in the New World. The young city grew quickly into the center of political, religious, economic, and social life in Virginia.

Williamsburg also became a center of learning. Famous political leaders emerged from the College of William and Mary, which had been founded in 1693, such as Presidents Thomas Jefferson, James Monroe, and John Tyler. Today, the College of William and Mary is the second-oldest higher learning institution in the United States. In 2018, the university ranked number 32 in National Universities and number 7 in Best Undergraduate Teaching.² Although William and Mary has a 325-year history, it remains a cutting-edge research university that is innovative, vibrant, and engaged. As a public university, William and Mary is an important partner in the region's economic success, both in terms of local and regional impact as they collaborate with businesses, non-profits, and the public sector to strengthen the economic core.³



The first hospital established in America for the care and treatment of mental illness was founded in Williamsburg in 1773. The public hospital was built near the College of William and Mary in what is now known as Colonial Williamsburg. The hospital is still in operation today; however, it is no longer in the original restored building but is located on the outskirts of Williamsburg.

In 1789, the capital was again moved, this time up the James River to Richmond, where it remains today. Williamsburg reverted to a quiet college town and rural county seat. In retrospect, Williamsburg's loss of capital city status was its salvation, as many 18th-century buildings survived into the early twentieth century. The restoration of Williamsburg began in 1926, after the Rector of Bruton Parish Church, the Reverend Doctor W.A.R. Goodwin, brought the city's importance to the attention of John D. Rockefeller, Jr., who then funded and led the massive reconstruction of the 18th century city we see today. National attention soon focused on the restoration effort. During a landmark visit in 1934, Franklin D. Roosevelt proclaimed its main thoroughfare, the Duke of Gloucester Street, "the most historic avenue in America."





WILLIAMSBURG TODAY

Today Colonial Williamsburg is still the only place that takes you back to a time when our country was being born, and the ideals that established America were being defined. In the Historic Area of the city, the 18th century is happening right now. You can step back in time and experience the people who made America.⁴

Just a few blocks away, Merchants Square offers 21st century shopping and dining experiences. On Saturday mornings from March through November, you can enjoy a Saturday morning at Williamsburg's Farmers Market. Flowerbeds and benches offer a tranquil setting for market shopping while listening to live music. This award winning producer-only market offers produce, fruit, fish, meats (including free-range chickens, beef, lamb and pork), artisan cheese, honey, peanuts, baked goods, pasta, handmade soap, potted plants, cut flowers, and many other offerings.

The Shops at High Street offer the perfect combination of dining, entertainment and shopping. This area also offers a special community of luxurious condominiums,

townhomes, and apartments – a vibrant downtown within a neighborly embrace.

Midtown Row, Williamsburg's new city center, is currently under construction in the heart of Williamsburg. This unique experience-based retail, entertainment, and residential district is adjacent to the campus of William & Mary, less than a mile from Colonial Williamsburg, and less than five miles from Jamestown, Yorktown, Busch Gardens, and Water Country USA. The development is designed to be a pedestrian and cycle friendly community with a village green featuring outdoor programming and community events. The district includes restaurants, 233,047 square feet of retail shops, 6,219 square feet of premium office space, entertainment, and brand new residential apartments accommodating up to 628 residents.

Quarterpath at Williamsburg is a community designed to support a life of wellness. The neighborhood has walking trails, greenspaces, and world-class healthcare. This mixed-use village also features shops, restaurants, and office space.



EDUCATION

Williamsburg-James City County Public Schools (WJCC) serves the students of the City of Williamsburg and the County of James City. There are 15 schools: 9 elementary, three middle and three high schools. Of the 11,712 students served, about 8.3% are City residents. All WJCC schools have earned full accreditation for the 11th year in a row. WJCC ranked 16th out of 132 Virginia school divisions in Niche's 2017 Best School Districts rankings, scoring an overall A grade in this rigorous assessment of academic and student-life data.

TOURISM

Tourism has historically been the economic backbone of this region. The area's rich history that birthed a nation provides a journey into the battles and sacrifices that secured the nation's liberty and independence. However, sharing this rich history requires both marketing and infrastructure. Legislation passed by the General Assembly of Virginia (Senate Bill 942) on April 18, 2018, creates a revenue stream to assist with promoting the region's many attractions. The bill established a one percent sales tax for the Historic Triangle (City of Williamsburg, James City County, and York County). Fifty-percent of this tax will fund the marketing, advertising, and promoting of the Historic Triangle as a tourism destination. The other half of this tax will be distributed to the locality in which the tax was collected. Williamsburg will use the City's share of this tax to fund a local Tourism Fund. The goal of the fund is to partner with the private sector in building tourism infrastructure, creating experiences, and marketing local attractions. Grants will be awarded annually through an application process, with the first series of grants being awarded in fall of 2019.



QUALITY OF LIFE

The City offers numerous festivals and special events throughout the year. Residents and visitors enjoy annual events such as:

- An Occasion for the Arts – an Arts and Music Festival, complete with food vendors
- Scrumptious – a festival featuring music, food, sidewalk sales; and craft beer venues
- Jazz Festival
- William & Mary Global Film Festival
- 2nd Sundays – an arts and music festival every second Sunday from March through December
- and many other opportunities throughout the year.

There is no better place to celebrate our nation's birth than in Williamsburg. Activities stretch from morning till after sundown. There are historic reenactments to enjoy as well as concerts, recreational activities, and a variety of foods – everything from hot dogs to gourmet dining. At nightfall, the historic area adds the finishing touch to the celebration with an amazing fireworks display.

The City of Williamsburg has a strong commitment to providing quality parks, recreation programs, and facilities that make Williamsburg a premiere community in which to discover, imagine, and grow. Williamsburg maintains ten parks which provide residents with varied uses from passive activities to structured play. Park amenities include playground equipment, sand volleyball, tennis, basketball, picnic pavilions, athletic fields, and outdoor fitness equipment.

Nestled among the trees is the scenic Waller Mill Park, a 2705-acre park. Featured at the park is a 360-acre reservoir that is open for fishing, boating, pedal boating, canoeing, and kayaking. There are over 7 miles of hiking trails with water and wooded views. Additional park features include an 18-hole disc golf course, a 1.5-acre fenced dog park with agility equipment, playground structures, picnic shelters, grills, wheelchair accessible docks, and watercraft rentals.

The Quarterpath Recreation Center is a 35,000 square foot facility providing a wide array of recreational activities and amenities. Various instructional classes, athletic programs for youth and adults, sports camps, open gym time and special events are held throughout the year at this facility. There are four rooms available for rent that are ideal for meetings, sports banquets, birthday celebrations, and other special events.

The Parks and Recreation Department is proud to host a variety of Special Events throughout the year that contributes to the individual, social, economic, and environmental health and well-being of our community. You can learn to play pickleball at one of our clinics or participate in one of our pickleball tournaments. Bring Fido to Pups in Pastels, our dog Easter egg hunt or join us at our Canine Carnival. Let your kids drop a line at our Kid's Fishing Derby or go dip netting for the invertebrates that call the reservoir their home in our Water Exploration Program. There are endless opportunities to get outside and get active with Williamsburg Parks and Recreation.

The Williamsburg Regional Library (WRL) enriches lives, opens doors to new learning experiences, and welcomes everyone. Offering collections, programs, and services for citizens of all ages, WRL is a key part of our vibrant community. Residents can watch and listen to thousands of streaming movies and music, as well as downloading ebooks, audiobooks, and magazines at wrl.org. People interested in learning a new life skill such as crocheting, using a green screen, or speaking a new language can access thousands of online instructional videos available on the library website.

Visitors to our library buildings can explore new book displays and discover copies of the hottest bestsellers as well as audiobooks and DVDs, pursue in-depth reading and research, consult expert staff, and experience the visual arts, multi-media presentations, and interactive learning. The library offers a wide range of film series, talks, book groups, concerts, and performances for all ages. Citizens can be part of a local community of readers and learners, make new friends, bring their family to take part in a hands-on learning activity, or just sit back and enjoy a great read. The Regional Library serves Williamsburg, James City County, and York County with two locations: one in downtown Williamsburg and one in James City County. Also available is a mobile library, which has scheduled stops in neighborhoods, adult care facilities, camps, preschools, and schools.

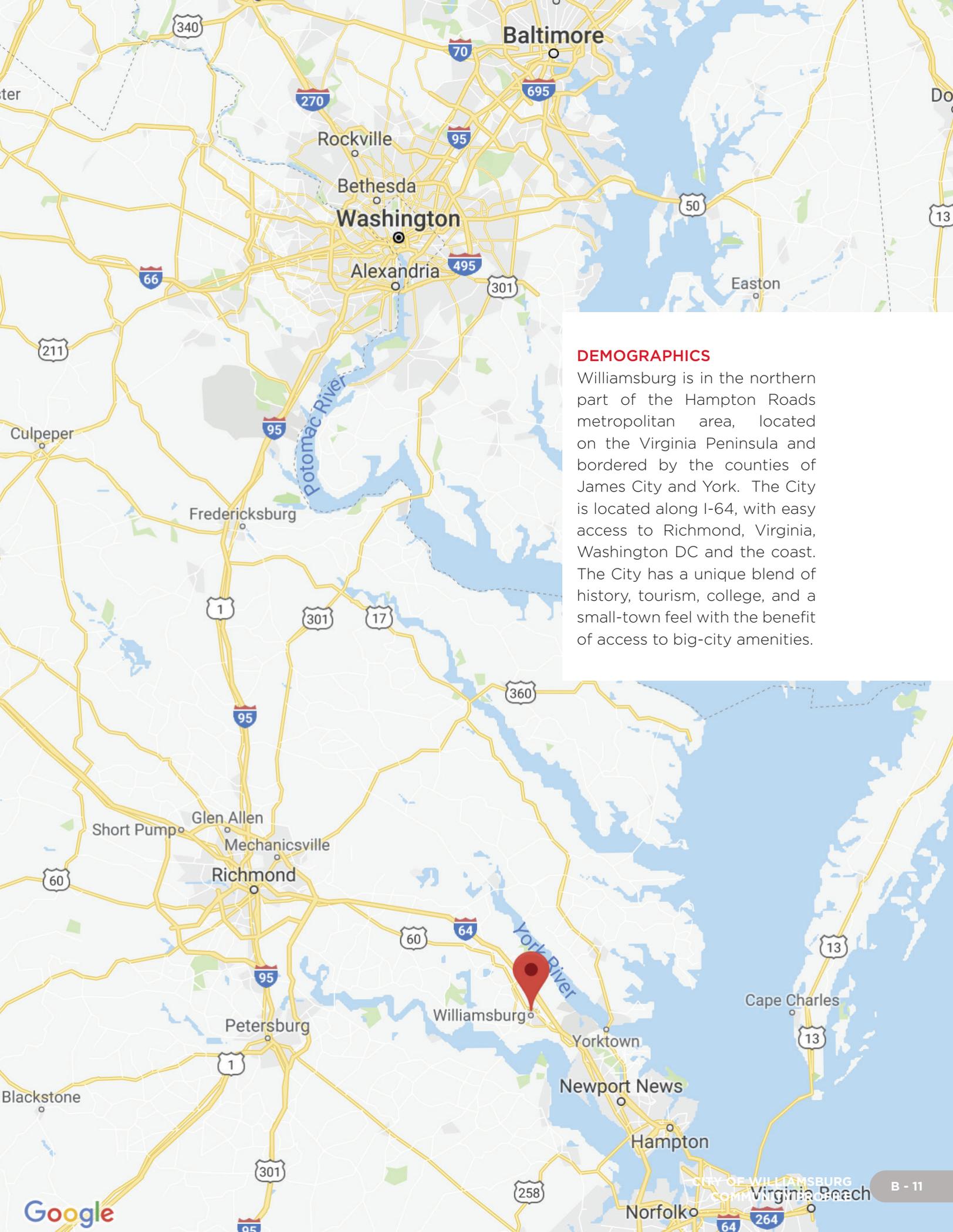


PHOTO BY WENDY MILLER @ CULTURE FIX



LOCAL GOVERNMENT

The City of Williamsburg operates under the Council-Manager form of government. The members of City Council are elected at-large and consist of a Mayor and four other members. City Council members serve four-year staggered terms, with the Mayor selected from among City Council members every two years. The Mayor serves as chair of City Council and the official head of City government. City Council performs the legislative function (establishes laws and sets policy) and appoints a City Manager to administer the day-to-day operations of the City and to serve as the chief advisor to City Council.



DEMOGRAPHICS

Williamsburg is in the northern part of the Hampton Roads metropolitan area, located on the Virginia Peninsula and bordered by the counties of James City and York. The City is located along I-64, with easy access to Richmond, Virginia, Washington DC and the coast. The City has a unique blend of history, tourism, college, and a small-town feel with the benefit of access to big-city amenities.



WILLIAMSBURG POLICE DEPARTMENT

The driving force of the Williamsburg Police Department is to ensure the safety and security of all residents and visitors to the City through community engagement in all areas of service. Individual events like Coffee with a Cop, Skate with a Cop, and Cone with a Cop provide an opportunity for members of the community to interact and ask questions with members of the department from all ranks and assignments in a casual setting.

The Williamsburg Police Department also conducts annual events to give back to the community:

- Stuff the Trailer School Supply Drive
- Stuff the Trailer Christmas Toy Drive
- Annual Easter Egg Hunt



The Neighborhood Resource Officer Program puts a dedicated police officer in each neighborhood district to act as a liaison between the officer, the community and available resources. Officers provide a “name and a face” for residents to contact when there are problems or need answers to questions. The officers patrol their dedicated neighborhoods in addition to their regularly assigned duties, and participate in activities such as neighborhood picnics, walk and talks, yard sales, providing information to the residents via texts and e-mails in reference to safety information and upcoming programs.

The Parking Ambassadors have had a huge positive impact on our community. The Ambassadors provide information to residents and visitors about City services, available parking locations, entertainment, and area restaurants. Ambassadors are highly visible in their royal blue shirts and hats.



WILLIAMSBURG FIRE DEPARTMENT

For more than 265 years the Williamsburg Fire Department has protected our Nation's Colonial Capital and stands ever ready to serve all those who visit and call Williamsburg home. Through comprehensive emergency response to all-hazard types and community focused programs we strive to ensure the safety and wellbeing of all.

The department is currently staffed with 42 career personnel 24 hours a day. Personnel are cross trained to handle both fire and emergency medical services (EMS). In 2019 the department responded to 4,548 calls for service.

1,177 Fire responses | 3,371 EMS responses

Call volume continues to increase approximately 5% on an annual basis.

The Williamsburg Fire Department performs a global approach to safety in the community through Community Risk Reduction. This global approach has several supporting programs like smoke alarm checks & installations, child safety seat education, fire inspections, home safety surveys, and public education events. In 2019 the department performed over 260 inspections, educated approximately, 1500 people, installed more than 45 smoke alarms, and helped with the installation of 80 child safety seats. The Community Emergency Response Team (CERT) is a program that utilizes community members to assist with the safety and well-being of our neighborhoods. CERT is an integral part of the City's emergency management and preparedness assisting in the emergency operations center as well as augment staffing needs during special events.

VOLUNTEER FIRE & EMS PROGRAM

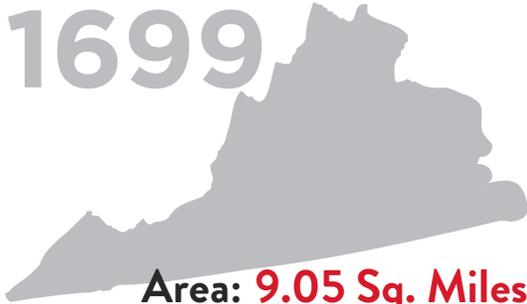
Since 1754 the Williamsburg Volunteer Fire Department has supported the Williamsburg community. The organization is made up of 25 local and collegiate members. In 2019 members of the program provide more than 5,100 service hours to the community. The volunteer organization is a 501(c)(3) and assists with purchasing supplies and equipment to support Williamsburg's career staff needs.



CITY OF WILLIAMSBURG

Date Established
by Virginia General Assembly

1699



Area: 9.05 Sq. Miles



15,383
Population
(2019)*



Number of
Public
Libraries
(Regional)

2



Number of Items
Circulated - FY 2019

1,139,816

Fireman

40
full-time

25
volunteer



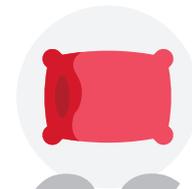
Number of
Police Officers

41

Number of



144
Restaurants



26
Hotels & Motels

Number of

11
Parks



6
Ball
Fields



10
Tennis
Courts



Population by gender



8.027
Female



7.004
Male

Population by age



1.414
Under 15



2.420
15-19



4.308
20-29



1.495
30-39



2.349
40-59



1.439
60-69



1.606
Over 70

Weldon Cooper - 2017 estimate

PRINCIPAL EMPLOYERS - CURRENT & NINE YEARS AGO

EMPLOYER	2010			2019		
	EMPLOYEES ¹	RANK	% OF TOTAL CITY EMPLOYMENT	EMPLOYEES ¹	RANK	% OF TOTAL CITY EMPLOYMENT
College of William & Mary	1,000+	1	18.31%	1,000+	1	21.87%
Colonial Williamsburg Foundation	1,000+	2	9.23%	1,000+	2	8.52%
Colonial Williamsburg Company	500 to 999	3	5.90%	250 to 499	3	6.46%
Aramark	250 to 499	4	1.39%			
City of Williamsburg	100 to 249	5	1.03%	100 to 249	7	2.39%
Red Lobster & The Olive Garden	100 to 249	6	0.56%	100 to 249	8	1.25%
Walsingham Academy	100 to 249	7	0.56%	100 to 249	10	0.76%
National Center for State Courts	100 to 249	8	0.56%	100 to 249	9	1.23%
Outback Steakhouse	50 to 99	9	0.28%			
Yankee Candle	50 to 99	10	0.28%			
W-JCC Schools				250 to 499	5	2.85%
Sodexo				250 to 499	4	2.79%
Riverside Doctors' Hospital				100 to 249	6	1.97%

¹ includes part-time and seasonal employees

PRINCIPAL TAXPAYERS - CURRENT & NINE YEARS AGO

TAXPAYERS	2010			2019		
	TAXABLE ASSESSED VALUE	RANK	PERCENTAGE OF TOTAL CITY TAXABLE ASSESSED VALUE	TAXABLE ASSESSED VALUE	RANK	PERCENTAGE OF TOTAL CITY TAXABLE ASSESSED VALUE
Colonial Williamsburg Foundation	\$266,638,100	1	14.09%	\$255,086,000	1	13.68%
Bluegreen Vacations, Unlimited	25,126,200	2	1.33%	16,106,000	7	0.86%
Riverside Healthcare Associates	24,999,800	3	1.32%	40,555,400	2	2.17%
Westgate Resorts, LTD	21,812,600	4	1.15%	15,012,900	8	0.80%
Sterling Manor Apartments LLC	19,474,300	5	1.03%	28,275,300	4	1.52%
High Street Retail Phase I LLC	19,240,600	6	1.02%	19,743,600	6	1.06%
Virginia Landmark Hotels LLC	18,060,200	7	0.95%			
Williamsburg Improvements LLC	17,819,300	8	0.94%			
The Townehomes At Treyburn	11,264,900	9	0.60%			
JIN, Inc	10,740,300	10	0.57%			
Quarterpath Williamsburg LLC				35,598,300	3	1.91%
BRG Quarterpath LLC				25,677,000	5	1.38%
SLN Quarterpath Associates LLC				14,804,700	9	0.79%
BSV Colonial Owner LLC				12,962,600	10	0.69%

UNEMPLOYMENT RATE AND LABOR FORCE

YEAR	LABOR FORCE	EMPLOYED	UNEMPLOYED	UNEMPLOYMENT PERCENTAGE
2010	6,516	5,856	660	10.1%
2011	6,745	6,138	607	9.0%
2012	6,846	6,277	569	8.3%
2013	6,881	6,354	527	7.7%
2014	6,662	6,174	488	7.3%
2015	6,572	6,155	417	6.3%
2016	6,553	6,228	325	5.0%
2017	6,470	6,185	285	4.4%
2018	6,673	6,399	274	4.1%
2019	6,475	6,222	253	3.9%

(Source, Virginia Employment Commission)

LAND AREA OF ORIGINAL CITY OF WILLIAMSBURG & SUBSEQUENT ANNEXATIONS

YEAR	DESCRIPTION	ANNEXATION AREA (SQ. MILES)	ACCUMULATIVE AREA (SQ. MILES)
1722	Original City	0	0.86
1915	Annexation	0.11	0.97
1923	Annexation	0.48	1.45
1941	Annexation	1.66	3.11
1964	Annexation	2.06	5.17
1984	Annexation	3.88	9.05

DEMOGRAPHIC & ECONOMIC STATISTICS - LAST 10 FISCAL YEARS

FISCAL YEAR	CITY POPULATION ¹	AREA POPLUATION ²	INCOME (THOUSANDS) ²	PER CAPITA PERSONAL INCOME ²	PUBLIC SCHOOL ENROLLMENT ³	UNEMPLOYMENT RATE ⁴
2010	14,067	81,434	\$ 4,196,931	\$ 51,538	10,503	10.1%
2011	14,256	82,520	4,474,583	54,224	10,549	9.0%
2012	14,503	84,005	4,703,429	55,990	10,671	8.3%
2013	14,893	85,431	4,724,928	55,550	10,748	7.7%
2014	15,064	86,979	4,966,242	56,960	10,998	7.3%
2015	14,860	88,199	5,269,240	60,080	11,116	6.3%
2016	15,429	89,044	5,405,416	61,603	11,303	5.0%
2017	15,404	90,555	5,646,096	62,671	11,431	4.4%
2018	15,183	91,020	6,016,740	65,906	11,477	4.1%
2019	15,383	91,290	N/A	N/A	11,461	3.9%

*U.S. Census Bureau, City of Williamsburg and James City County Combined

¹ Source - Weldon copper center for Public Service - Demographics Research Group, www.demographics.coopercenter.org

² Source - U.S. Dept of Commerce, Bureau of Economic Analysis, Regional Accounts Data - income & area population figures based on figures for the City of Williamsburg and neighboring James City County combined

³ Source - Williamsburg-James City County Public Schools - Sept 30th figures

⁴ Virginia Employment Commission



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COMMUNITY PROFILE



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