



NEW IMAGE

Photo courtesy of Neal Lewis

Chapter 16

Economic Development

Utilities & Infrastructure Property Enhancements

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Industrial & Commercial

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Available Properties

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New Products & Services

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Work Force Education

By placing emphasis on developing a trained workforce that meets the needs of our employers, we build and strengthen our workforce and assist with job placement for those in pursuit of successful careers. Luray continues to build partnerships with its local public school system, and promote expansion of the Technical Center and Lord Fairfax Community College.

Tourist Zone

Luray plays host each year to events such as the Festival of Spring and Page County Heritage Festival. The area is home to Luray Caverns, Skyline Drive and Shenandoah National Park, various year-round live theater and music performances, art events, a vitalized and vibrant Old Town and other assets such as farm markets, historic homes, and natural resources that bring travelers and their tourism dollars to the area.

Tourism Incentives Program

The Luray Tourism Incentives Program purpose is to promote the town's tourism industry by providing incentives to eligible businesses within the designated tourism zone. Such incentives allow mutually beneficial circumstances that reward the developer and the locality. The purpose and intent of this ordinance is to incentivize businesses that support and stimulate investment in Luray's economic development and enhance the local business environment.

For more information and updates on the progress of this program please contact the Town Office.

Enterprise Zone

The Virginia General Assembly established the Virginia Enterprise Zone program in 1982, a program intended to join the Department of Housing and Community Development with local governments in providing incentives for investment in capital improvements and new employees. Under this program, qualifying businesses can receive grants for making real property investments and for creating permanent, full-time jobs.

A business located in the Enterprise Zone may be eligible for various State and/or Local incentives. These incentives are primarily based on the amount of financial investment and jobs created by your business and the incentives may be combined.

HUBZone

A HUBZone is a Small Business Administration (SBA) program for small companies that operate and employ people in Historically Underutilized Business Zones (HUBZones). Page County is one of the few HUBZones in the Shenandoah Valley and is the only county-wide HUBZone in the northern portion of Virginia.

Eligibility Requirements:

- Principle office located in a HUBZone
- At least 35% of employees must reside in a HUBZone
- Small by SBA standards for selected NAICS codes
- Ownership and control by at least 51% of U.S. citizens

Federal contracting opportunities for HUBZone businesses, may include the following:

- 3% of all federal prime contract dollars is targeted to HUBZone businesses
- Set-aside awards
- Sole source awards
- 10% price evaluation preference (PEP) in full and open contract competitions
- Subcontracting opportunities

Opportunity Zone

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Community Design & Beautification

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CDAC Study

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Dark Sky Initiative

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