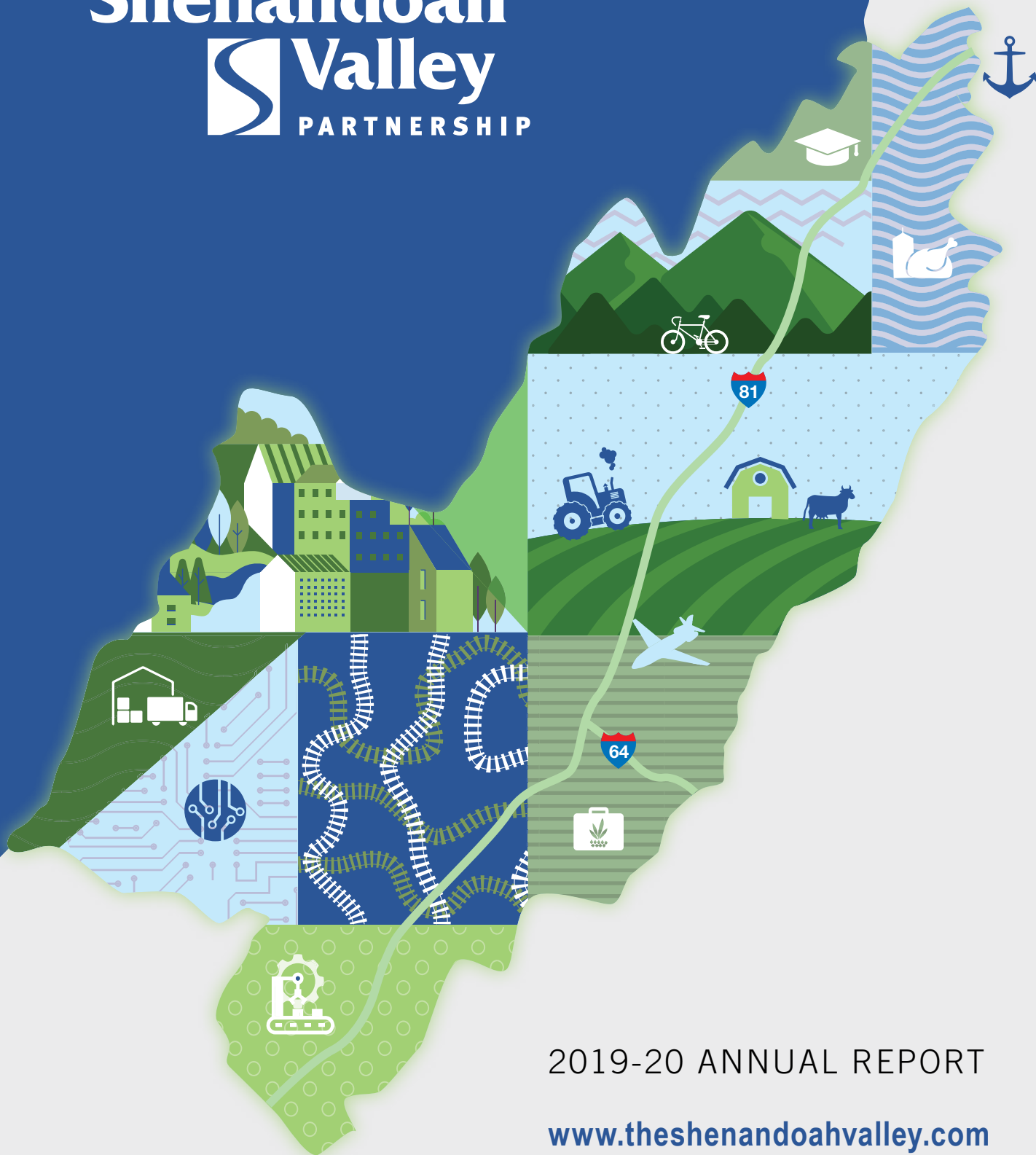


Shenandoah Valley

Valley
PARTNERSHIP



2019-20 ANNUAL REPORT

www.theshenandoahvalley.com

EXPLORE INVESTING IN OUR ICONIC VIRGINIA VALLEY

LETTER FROM THE EXECUTIVE DIRECTOR & CHAIRMAN

Dear Shenandoah Valley Partnership Investors and Partners,

The collaborative spirit of our Shenandoah Valley companies, higher-education partners and community leaders has proven our region's resiliency during the past 12 months. We acknowledge and appreciate our comprehensive community support efforts as we manage an ever changing environment.

The Shenandoah Valley Partnership (SVP) is approaching 25 years of working on economic growth and vitality. And while we're not an organization that has sought credit for activity that we have been a part of, or even led at times, our organization has had a lasting positive impact on the region. **Over the past 12 months, the Shenandoah Valley has benefited from the announcement of more than \$150 million in new capital investment and 266 new jobs, resulting from the establishment of new business operations and the expansion of existing ones.**

Through traditional and virtual platforms over the past 12 months, we have enjoyed telling the story of our premier companies and partners who have made our region's recent investments possible. To continue our mission during these unique times, we have **personally connected with site selectors, maintained project activity, and developed innovative marketing initiatives that were implemented immediately.**

In October, **we concluded our InDemand jobs campaign with our partners WHSV-TV3 and the Shenandoah Valley Workforce Development Board.** This year-long look at in-demand jobs featured 24 different career paths with jobs that feature high pay but do not require a four-year college degree. This effort will serve as inspiration as we move forward with our workforce development and talent attraction efforts.

We've enjoyed celebrating the success of the Shenandoah Valley Regional Airport (SHD) including being endorsed as the official airport of James Madison University (JMU) in December. A critical driver behind these efforts is the work of the SHD Air Service Task Force launched by JMU. **We're proudly engaged with the Task Force and recognize the critical importance of incorporating SHD into travel plans for a positive economic development impact and enhanced quality of life.**

In April, the State GO Virginia Board approved funding for the Shenandoah Valley Business Scale-Up program. Developed in partnership with the National Center For Economic Gardening and the GO Virginia Region 8 local jurisdictions, the **Shenandoah Valley Business Scale-Up program provides qualifying second-stage companies with custom resources to identify and resolve distinct growth challenges that traditional business assistance and incentives do not address.** We're looking forward to working with our local partners and businesses to implement this program, and additional GO Virginia Region 8 opportunities, over the next year.

With your partnership and financial support, our organization will continue to encourage new capital investment and job creation, advocate for existing business expansions, and assist with regional workforce development efforts. We are confident the collaborative spirit among our counties and cities, businesses, educational institutions, and community partners is the foundation to endure the current challenging times and build the positive economic future for the Shenandoah Valley.

Sincerely,



Jay A. Langston, Ph.D.
Executive Director
Shenandoah Valley Partnership



Keith May
Chairman
Shenandoah Valley Partnership
Board of Directors

The Shenandoah Valley Partnership is your resource to explore investing in this region and connecting with key business, government, and workforce leaders. Contact our team today to learn more about the opportunities and advantages for finding your company's future in the Shenandoah Valley.



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FY19-20 ANNOUNCEMENTS

COMPANY NAME	LOCATION	BUSINESS DESCRIPTION	NEW JOBS	INVESTMENT (MM\$)
Hershey Chocolate of Virginia, Inc.	Augusta County	Expansion at leading North American chocolate producer and global snacks company	110	135
Devils Backbone Brewing Company	Rockbridge County	New can packing equipment on bottling line at existing craft brewery and beverage manufacturer	0	1.6
Artisan Packaging	City of Harrisonburg	Expansion of manufacturer of plastic bottles for pharmaceutical and personal care industry sectors	18	0
Rockbridge Vineyard	Rockbridge County	Addition of brewery operation to existing vineyard	4	0.3
Sage Bird Ciderworks	City of Harrisonburg	New production facility and tasting room for cidery	6	0.155
Raven Engineered Films	City of Waynesboro	New facility to design and manufacture flexible films and sheets	11	0.31
Artisan Packaging	City of Harrisonburg	Expansion of manufacturer of plastic bottles for pharmaceutical and personal care industry sectors	15	0
Howell Metal Co.	Shenandoah County	Expansion of manufacturer of copper tubes and fittings	102	8.039
Shenandoah Valley Organics	City of Harrisonburg	Expansion of organic poultry processing facility	0	5
TOTAL			266	\$150.4MM

LEAD GENERATION ACTIVITIES – TRADITIONAL TO VIRTUAL

In November 2019, SVP hosted four site location consultants (SLCs) from the Greenville, SC, area with our partners at the Virginia Economic Development Partnership. While in our region, the **SLCs were able to see our best transportation assets and logistics opportunities, learn about our collaborative workforce and higher education partners, and meet a variety of local, regional and state public and private-sector leaders.** The accolades we received from the consultants included:

“Very impressed with the collegial spirit of such a diverse group of people that share the same passion.”

“We have phenomenal quality of life assets that are great for talent attraction.”

“The Shenandoah Valley is a beautiful, unique region that has so much going for it.”

“Impressive activity and investment from existing businesses that recognize a dedicated workforce and top-notch quality of living.”



SLCs enjoyed a behind-the-scenes tour of Dynamic Aviation, an active workforce development partner and leading provider of innovative special-mission aviation solutions worldwide, before a flight on their restored DC-3 airliner, Miss Virginia.

In reaction to the COVID-19 pandemic, the SVP quickly pivoted our traditional outbound and inbound lead generation efforts to a virtual platform. We **leveraged our twelve 60 second virtual site tours to provide consultants the advantage to site select from their home office.** We hosted a **Virtual Roundtable event to describe how the Shenandoah Valley’s interstate infrastructure, rail lines, third-party logistics providers, inland port facility and regional air service create a complete support system for industry in our region.** During the Roundtable, SLCs heard from The Port of Virginia, Shenandoah Valley Regional Airport, Mercury Paper and InterChange Group, Inc. who experience daily how this network fully supports businesses in the Shenandoah Valley. Lastly, we hosted a **Virtual Familiarization Tour where SLCs experienced our economic development assets through “video stops” and had the opportunity for discussion with partners along the way** representing Merck, Cadence, Route 11 Potato Chips, InterChange Group, Inc., Shenandoah Valley Regional Airport, James Madison University, and Blue Ridge Community College.



Stop #2 of 5 highlighted our food manufacturing industry with a tour of Route 11 Potato Chips.



In August 2019, Governor Northam announced that Howell Metal, an established manufacturer of copper tubing and line sets for residential and commercial construction markets, would invest \$8 million and create 102 new jobs to expand production at its operation in Shenandoah County.

PHOTO COURTESY
OF THE GOVERNOR'S OFFICE

FY 19-20 LEADERSHIP

BOARD OF DIRECTORS

The Board includes public officials, business leaders and partner organizations representing industry sector and regional diversity. The Board of Directors oversees development and implementation of regional economic development initiatives and provides a balanced approach to economic growth and stability.

NON-LOCALITY

Mr. Greg Campbell	Executive Director, Shenandoah Valley Regional Airport
Mr. Tony Biller	President & CEO, Nielsen Builders, Inc.
Mr. Scot Lilly	Agribusiness/Farm Credit Express Specialist, Farm Credit of the Virginias
Mr. Bryan Smith	Economic Development Manager, Dominion Energy
Mr. Keith May	Owner, Cottonwood Commercial Realty
Mr. Greg Godsey	Senior Vice President, Commercial Market Executive, Atlantic Union Bank
Dr. John Downey	President, Blue Ridge Community College
Ms. Beth Alltop	Marketing & Communications Specialist, Cadence
Mr. Chris Kyle	Vice President of Industry Relations & Regulatory, Shentel
Dr. Melissa Lubin	Dean, Professional & Continuing Education, James Madison University
Mr. Charles Hendricks	Principal, The Gaines Group
Mr. Chris Thompson	VP of Business Development, InterChange Group, Inc.

LOCALITY

Ms. Pam Carter	Board of Supervisors, County of Augusta
Mr. James M. Halasz	City Manager, City of Lexington
Mr. Greg Hitchin	Economic Development Director, City of Waynesboro
Mr. Robin Sullenberger	Economic Development Authority, County of Highland
Mr. Casey Armstrong	Assistant County Administrator, County of Rockingham
Mr. Peirce Macgill	Assistant Director of Economic Development, City of Harrisonburg
Ms. Jenna French	Director of Tourism & Economic Development, County of Shenandoah
Mr. Sam Crickenberger	Director of Community Development, Rockbridge County
Mr. Roy Burns	Board of Supervisors, County of Bath
Mr. Jay Scudder	City Manager, City of Buena Vista
Mr. Mark Stroupe	Board of Supervisors, County of Page
Mr. Billy Vaughn	Director of Community & Economic Development, City of Staunton

PARTNERS

Ms. Bonnie Riedesel	Executive Director, Central Shenandoah Planning District Commission
Mr. Brandon Davis	Executive Director, Northern Shenandoah Valley Regional Commission

EXECUTIVE COMMITTEE

Mr. Keith May	Chair
Mr. Chris Kyle	Vice-Chair & Development Committee Chair
Mr. Greg Godsey	Treasurer/Secretary
Mr. Peirce Macgill	Lead Generation Committee Chair
Dr. Melissa Lubin	Workforce & Education Committee Chair
Dr. John Downey	Past-Chair

OVERVIEW

The Shenandoah Valley Partnership (SVP) serves as your regional economic development organization that continues to lead the growth and progress of economic development activity in the Shenandoah Valley. The SVP promotes the region's economic prosperity through capital investments and job creation by working collaboratively with 12 localities, over 130 private-sector investors and numerous state-wide strategic partners. Through regional cooperation, the SVP brings together business, government, education leaders and strategic partners to improve the region's prosperity and quality of life.

UNIVERSITY-BASED ECONOMIC DEVELOPMENT

The Shenandoah Valley Partnership (SVP) is a Sponsored Program of James Madison University (JMU). Operating under JMU's Department of Professional and Continuing Education, SVP serves as a catalyst by utilizing JMU's resources to create mutually beneficial partnerships and advance educational opportunities. This strategic partnership ensures a direct collaboration among the university, businesses, non-profit organizations and government.



INVESTORS & PARTNERS 2019-2020

DIAMOND

InterChange Group, Inc.
James Madison University
Truist

PLATINUM

Atlantic Union Bank
Augusta Health
Dominion Energy
Farm Credit of the Virginias
Holtzman Corp.
Nielsen Builders, Inc.
Shentel

GOLD

Bank of America
Cottonwood Commercial Realty
Fahrenheit Advisors
Froehling & Robertson, Inc.
Lantz Construction Company
Massanutten Resort
United Bank

SILVER

Alliance Engineering
Andros Foods North America
AT&T
Augusta Cooperative Farm Bureau
Balzer and Associates
Bank of the James
Blue Ridge Bank
Blue Ridge Insurance Services, Inc.
Branch & Associates, Inc.
Cadence, Inc.
Cathcart Group
Classic Kitchen & Bath

Columbia Gas
Comcast Spotlight
CornerStone Bank
Devils Backbone Brewing Company
Draper Aden Associates
DuPont Community Credit Union
Dynamic Aviation
Elk Logistics
F&M Bank
First Bank & Trust Company
First Citizens Bank
FirstBank
Frazier Quarry
Friendship Industries
Funkhouser Real Estate Group
GENEDGE
Harman Construction
Harrisonburg Electric Commission
Hotel Madison & Shenandoah Valley
Conference Center
Howard Shockey & Sons, Inc.
IntraPac
Kjellstrom+Lee
Lantz & Gochenour Investment Group of
Janney Montgomery Scott LLC
LD&B Insurance and Financial Services
Lenhart Pettit
Lumos Networks
McKee Foods
Merck & Company
Molson Coors Beverage Company
NIBCO Inc.
PBMares, LLP
Qualified Staffing
Railside Enterprises
Rockingham Cooperative Farm Bureau

Rockydale Quarries Corporation
Route 11 Potato Chips
Shenandoah Valley Electric Cooperative
Shenandoah Valley Regional Airport
Skyline Roofing
Spencer Home Center
Speyside Bourbon Cooperage, Inc.
Sunnyside Communities
Superior Concrete
SW Funk Industrial Contractors
Sysco
The Gaines Group
The Whiting-Turner Contracting
Company
Timmons Group
Triangle Realtors
Valley Engineering
Vector Industries
Virginia Mennonite Retirement
Community
Virginia National Bank
Virginia Poultry Growers Cooperative
Washington Gas
Wharton, Aldhizer & Weaver
White's Travel Center, LLC

BRONZE

Appeal Production
Blue Ridge Safety Association
Bradford Staffing
Cave Hill Corporation
CHEFS Catering
Clark & Bradshaw
Converge Local
Crescent Development
CrossKeys Vineyards

CUED-In
Ecosystem Services, LLC
ECS
Environmental Standards
George Pace
IT Decisions
M.G. Newell
Nolen Frisa Associates
Pale Fire Brewing
Pioneer Bank
Queen City Creative
Secure Futures
Shenandoah Valley Builders Association
Shenandoah Valley Railroad Co.
Shenandoah Valley Technology Council
SKA Consulting Engineers, Inc.
Staunton Innovation Hub
Thalhimer
Valley Global
Velocity Property Group
Well Planned Financial, LLC
Williams Mullen

EDUCATION PARTNERS

Blue Ridge Community College
Bridgewater College
Dabney S. Lancaster Community College
Eastern Mennonite University
Fishburne Military School
Lord Fairfax Community College
Mary Baldwin University
Massanutten Technical Center
Washington & Lee University

LOCALITIES

Augusta County • Bath County • City of Buena Vista • City of Harrisonburg • Highland County • City of Lexington • Page County
Rockbridge County • Rockingham County • Shenandoah County • City of Staunton • City of Waynesboro

PARTNER ORGANIZATIONS

Bath County Chamber of Commerce • Central Shenandoah Planning District Commission • GO Virginia Region 8 • Greater Augusta Regional Chamber of Commerce
Harrisonburg-Rockingham Chamber of Commerce • Highland County Chamber of Commerce • Lexington, Buena Vista, Rockbridge Chamber of Commerce
Luray-Page Chamber of Commerce • Northern Shenandoah Valley Regional Commission • Shenandoah County Chamber of Commerce • Shenandoah Valley Innovation Coalition
Shenandoah Valley Small Business Development Center • Shenandoah Valley Tourism Partnership • Shenandoah Valley Travel Association
Shenandoah Valley Workforce Development Board • Staunton Creative Community Fund • Virginia Career Works – Shenandoah Valley Region
Virginia Department of Agriculture and Consumer Services • Virginia Department of Housing and Community Development
Virginia Department of Small Business and Supplier Diversity • Virginia Economic Developers Association • Virginia Economic Development Partnership
Virginia Manufacturers Association • Virginia Maritime Association • Virginia Port Authority



FIND YOUR FUTURE IN THE SHENANDOAH VALLEY



LOCALITY PARTNERS

COUNTIES	CITIES
Augusta	Buena Vista
Bath	Harrisonburg
Highland	Lexington
Page	Staunton
Rockbridge	Waynesboro
Rockingham	
Shenandoah	

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Shenandoah Valley Partnership

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