

Shenandoah Valley Partnership Annual Meeting

Shenandoah Valley Electric Cooperative

July 28, 2023



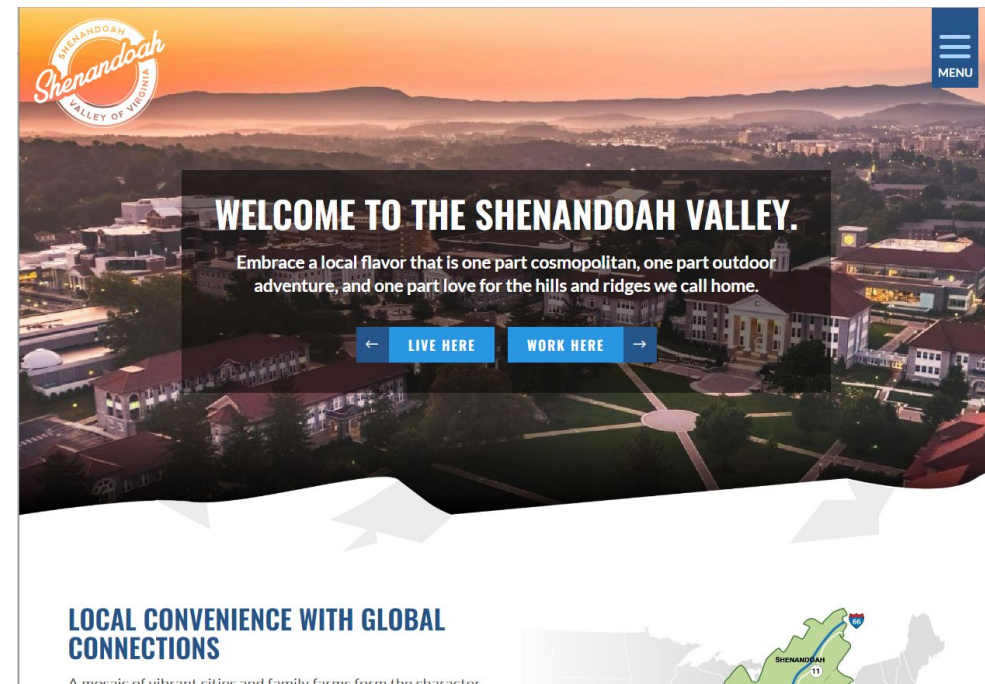
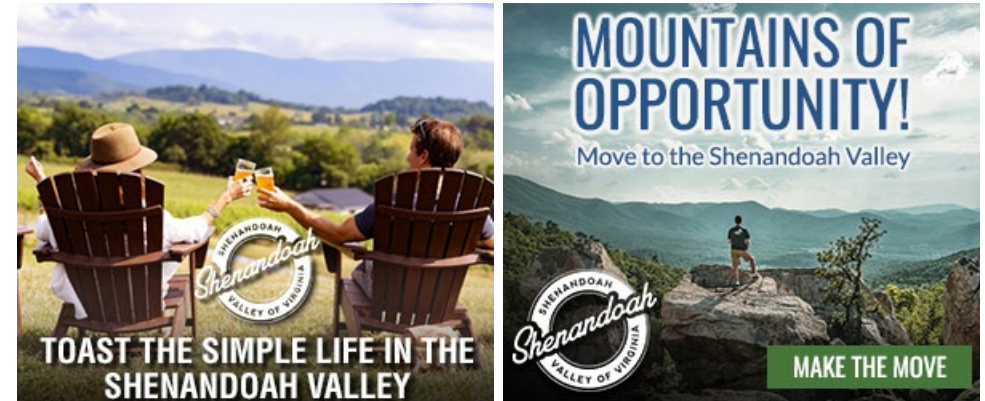
Inaugural Capital Campaign – Forward2028

- Three Priority Areas:
 - Talent Attraction & Retention
 - Business Retention, Expansion & Attraction
 - Sites & Infrastructure
- Commitments from more than 115 companies
- Exceeded the **\$1,700,000** goal



Talent Retention & Attraction

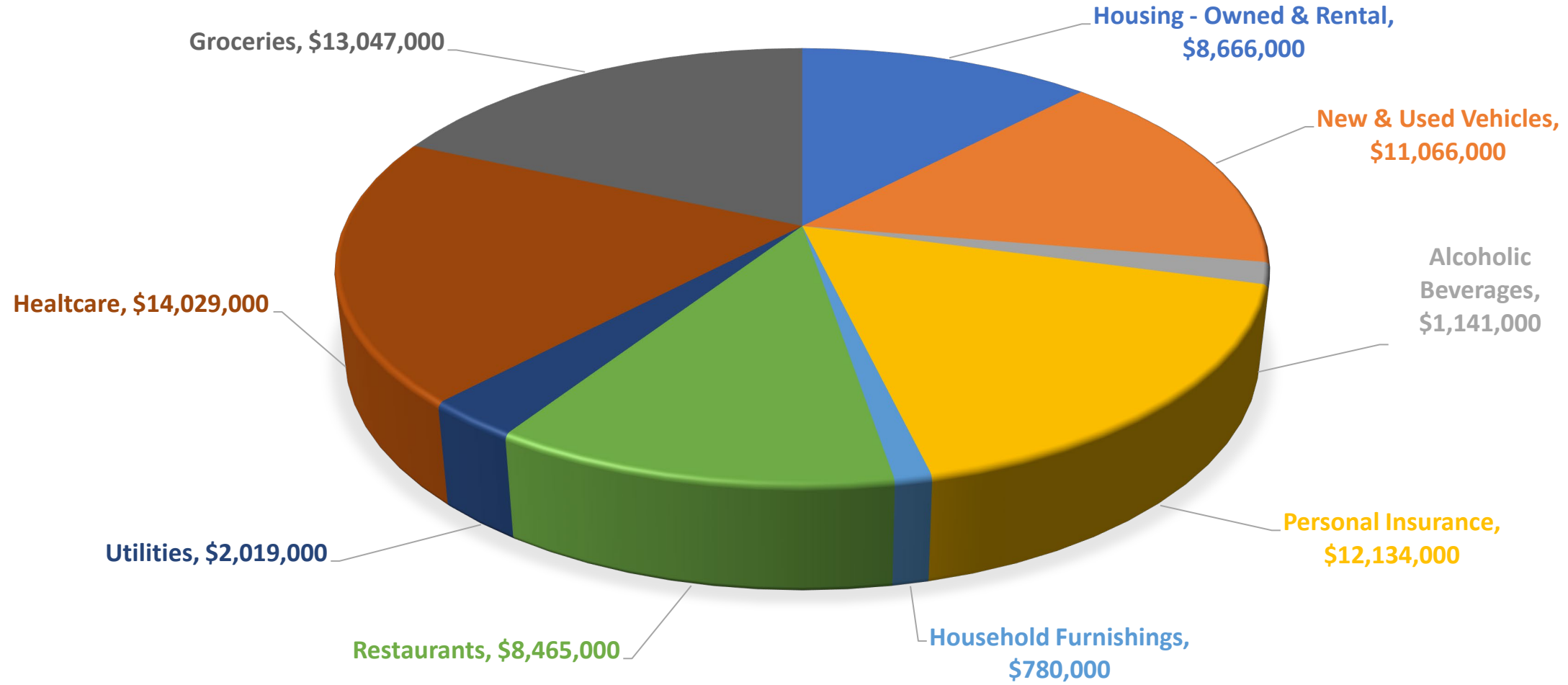
- Digital Marketing Campaign
 - Six month, three-prong approach including paid search, display advertising and targeted social on Facebook and LinkedIn driving traffic to Shenandoah Valley Living Site
 - Target audiences include the remote worker, alumni living outside the area and current area college students
- Shenandoah Valley Living website – portal
 - Live Here
 - Work Here
 - Play Here (coming in 2023)



Talent Retention & Attraction

Economic Impact of our Potential

JOB CREATION ANNUAL CONSUMER SPENDING



Sites & Infrastructure



GIS WebTech

GIS WebTech

- Sites data and graphics
- ESRI data
- Brochures

The screenshot displays the GIS WebTech interface for the Shenandoah Valley Partnership. The top navigation bar includes links for ABOUT SVP, WHY SHENANDOAH VALLEY, WORKFORCE & TALENT, RESOURCES & REPORTS, LIVING HERE, CONTACT, GURU HELP, and ADMIN PORTAL. The main interface is divided into two sections: Properties and Communities. The Properties section shows 118 Properties, with a search bar and filters. The list of properties includes:

Address	City, VA	SQFT	Distance 1	Distance 2
90 Lee Jackson Highway	Staunton, VA, 24401	298,000	0.7 MI.	46 MI.
1030 Greystone Drive	Harrisonburg, VA, 22802	22,540	3.1 MI.	48 MI.
10379 Jackson River Turnpike	Bacova, VA, 24412	24,000	28 MI.	69 MI.
1067 Industrial Park Road	Quickburg, VA, 22847	2,720		

The map on the right shows the Shenandoah Valley region with several red circular markers indicating specific sites. The markers are numbered 1 through 7, with a larger marker labeled 20. The map includes a legend, layers, demographics, workforce, and analysis tools. The bottom of the map shows a scale bar (0 to 20 miles) and a copyright notice for VGIN, Esri, HERE, Garmin, Swire, GeoGraph, FAO, METI/NASA, USGS, EPA, NPS, and Federal Communications Commission.

Sites & Infrastructure



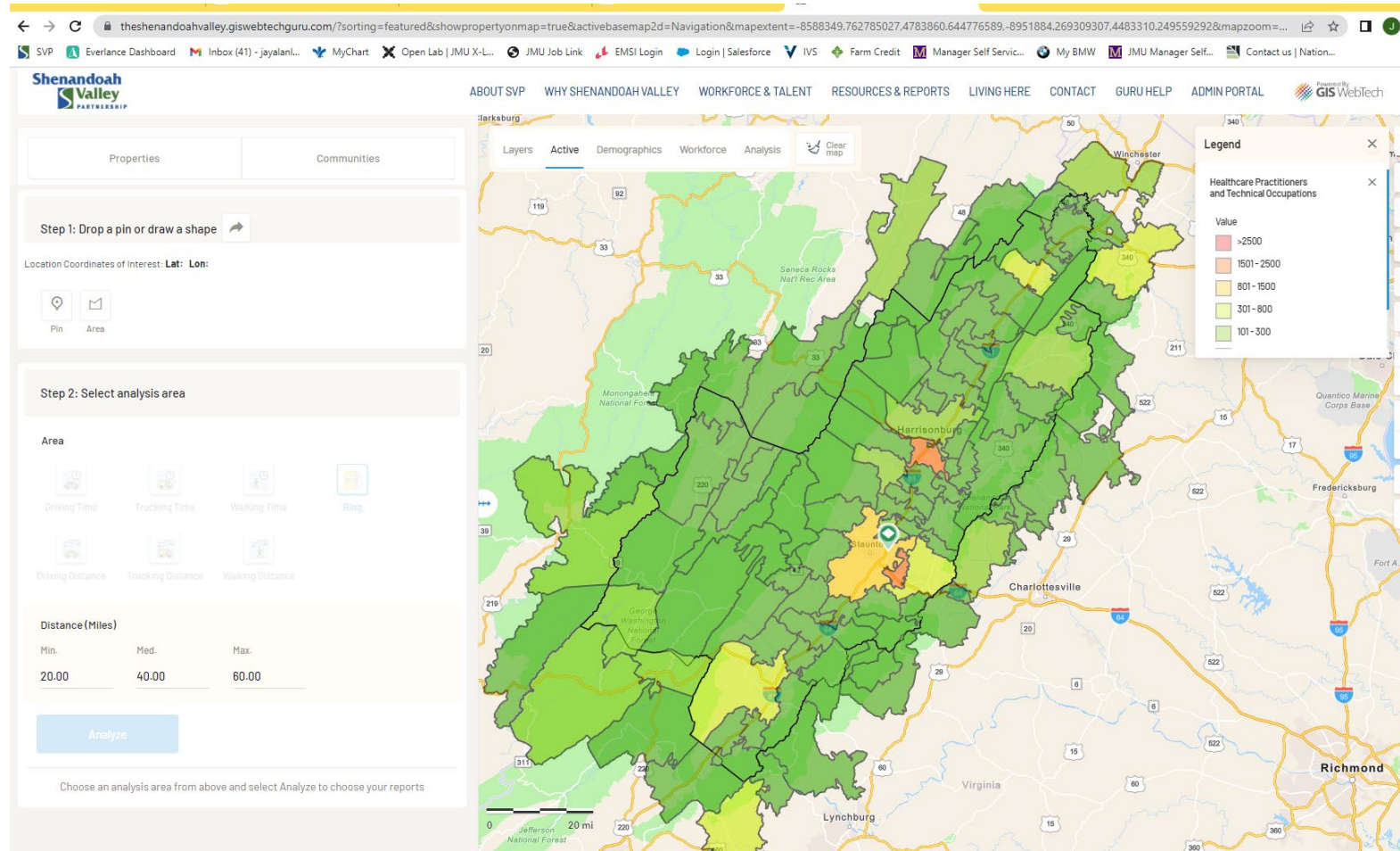
Site Page

- Pertinent data
- Map
- Options for analysis

A screenshot of the GURU website interface. The top navigation bar includes the Shenandoah Valley Partnership logo and links for ABOUT SVP, WHY SHENANDOAH VALLEY, WORKFORCE & TALENT, RESOURCES & REPORTS, LIVING HERE, CONTACT, GURU HELP, and ADMIN PORTAL. The main content area is titled "Mill Place Commerce Park" with the address "Mill Place Parkway and Lakeview Ct, Verona, VA, 24482". It features a map of the property with a legend for "Boundary". To the left of the map, there is a profile for Nathan Garrison, Business Development Manager, with contact information for email (ngarrison@theshenandoahvalley.com) and phone (540) 271-4984. Below the profile, there are tabs for "Property Details", "Services / Utilities", and "Transportation". The "Property Details" tab is active, showing a table with columns for "Location", "Property Name", and "Type". The table contains one row: "Mill Place Commerce Park" is the Property Name, and "Site" is the Type. A scale bar at the bottom of the map indicates 0 to 0.3 miles.

Sites & Infrastructure

Focused site analysis



Sites & Infrastructure

Site Brochure:

	Available Site Site Mill Place Commerce Park 180 Acres
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Location		Description	
LOCATION:	Mill Place Pkwy. Verona, VA, 24482	SMALLEST TRACT:	5 acres
COUNTY:	Augusta	LARGEST TRACT:	68 acres
LATITUDE/LONGITUDE:	38.18869512, -79.00798893	CURRENT USE:	Business Park
For Additional Information Contact		ZONING:	Industrial
Nathan Garrison 540-271-4964 ngarrison@theshenandoahvalley.com		SURROUNDING AREA:	Industrial/Business
		ELEVATION:	Rolling
		MULTI-COUNTY PARK:	No

Site Enhancement Project

Project Details

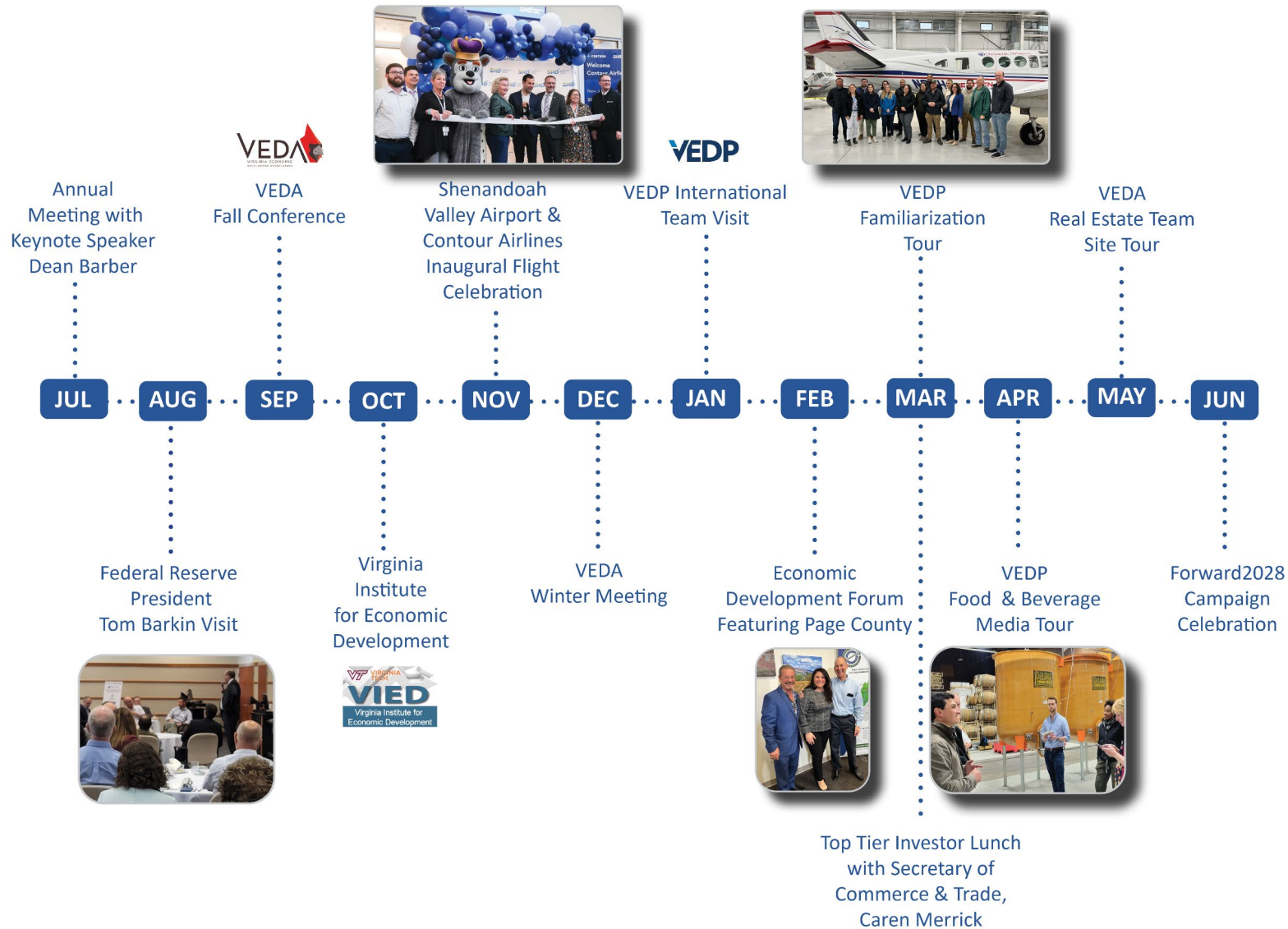
- 8 sites
- Approximately 1,200 acres
 - Tier 4 – 1007.9 acres, 7 sites
 - Tier 2 – 174 acres, 1 site



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION



SVP Outreach: Traditional



MARKETING MISSIONS FY22-23

EVENT	LOCATION
Virtual Columbus Business Call Trip	Virtual
Global Security Exchange Trade Show	Atlanta, GA
Site Selector Guild Conference & Governors Reception	Richmond, VA
Virginia Maritime Association International Trade Symposium	Norfolk, VA
Canadian Greenhouse Trade Show	Ontario, Canada
Private Label Manufacturers Association Trade Show	Chicago, IL
Economix Site Selector Conference	Columbus, OH
Norfolk Southern Brosnan Forest	Charleston, SC
Retail Industry Leaders Association Supply Chain Conference	Orlando, FL
Site Selectors Guild Virtual Round Table	Virtual
Home Delivery Conference	Philadelphia, PA
Business Investment Call Trip	Cleveland, OH

SVP Outreach: Non-Traditional

Virtual Cooking Class

- Audience: Site Selection Consultants
 - Major corporate site discovery and influencers
- 10 shows since inception in 2022
- Features unique Shenandoah Valley industries, products and businesses.



Virtual Cooking Class - Accolades

Jay and Bekka,

Another wonderful cooking lesson today! Thanks so much for inviting me and giving me another great recipe for my family!

Today's "lesson" was wonderful! I always find it so helpful to hear real examples of companies utilizing the college systems to screen and train employees prior to hiring them and helping them become more marketable in the future for other projects in the area—that demonstrates great training with skills that are transferrable to multiple jobs/industries!!! I especially loved the story of the young woman who worked for one company but ended up switching companies because of (among other things) the opportunity to attend school at the company's cost; and the stories of the students getting multiple offers from companies after their Job Starter training is a huge win for the region. What a great program!!!

Minah C. Hall
Managing Director

Compass Key Site Solutions LLC

Jay,

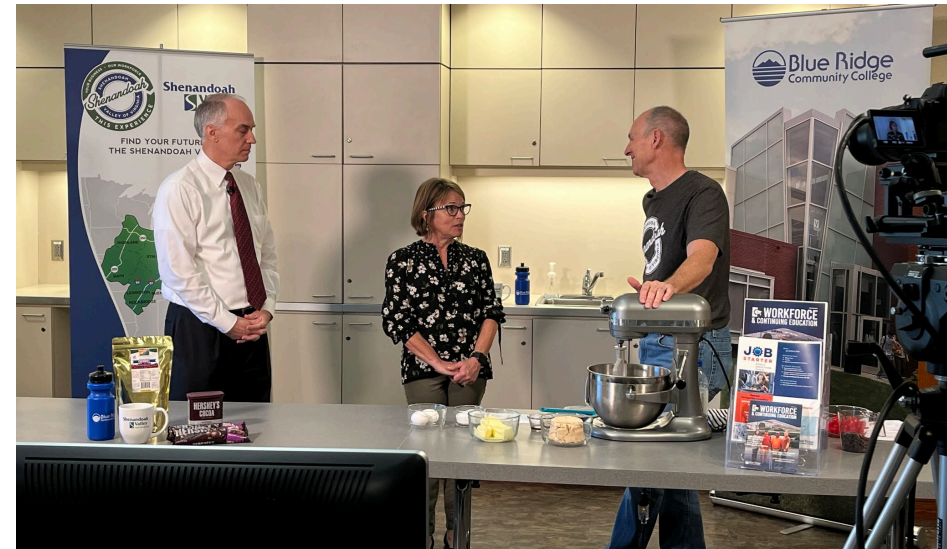
I enjoyed the program yesterday, even with technical difficulties. It is a creative way to deliver marketing messages. I had no idea you are a premier chef - one-handed egg breaking! Keep up the innovative marketing ideas.

Crystal

Crystal Morphis, CEcD

Founder and CEO

Creative. It's a good thing.



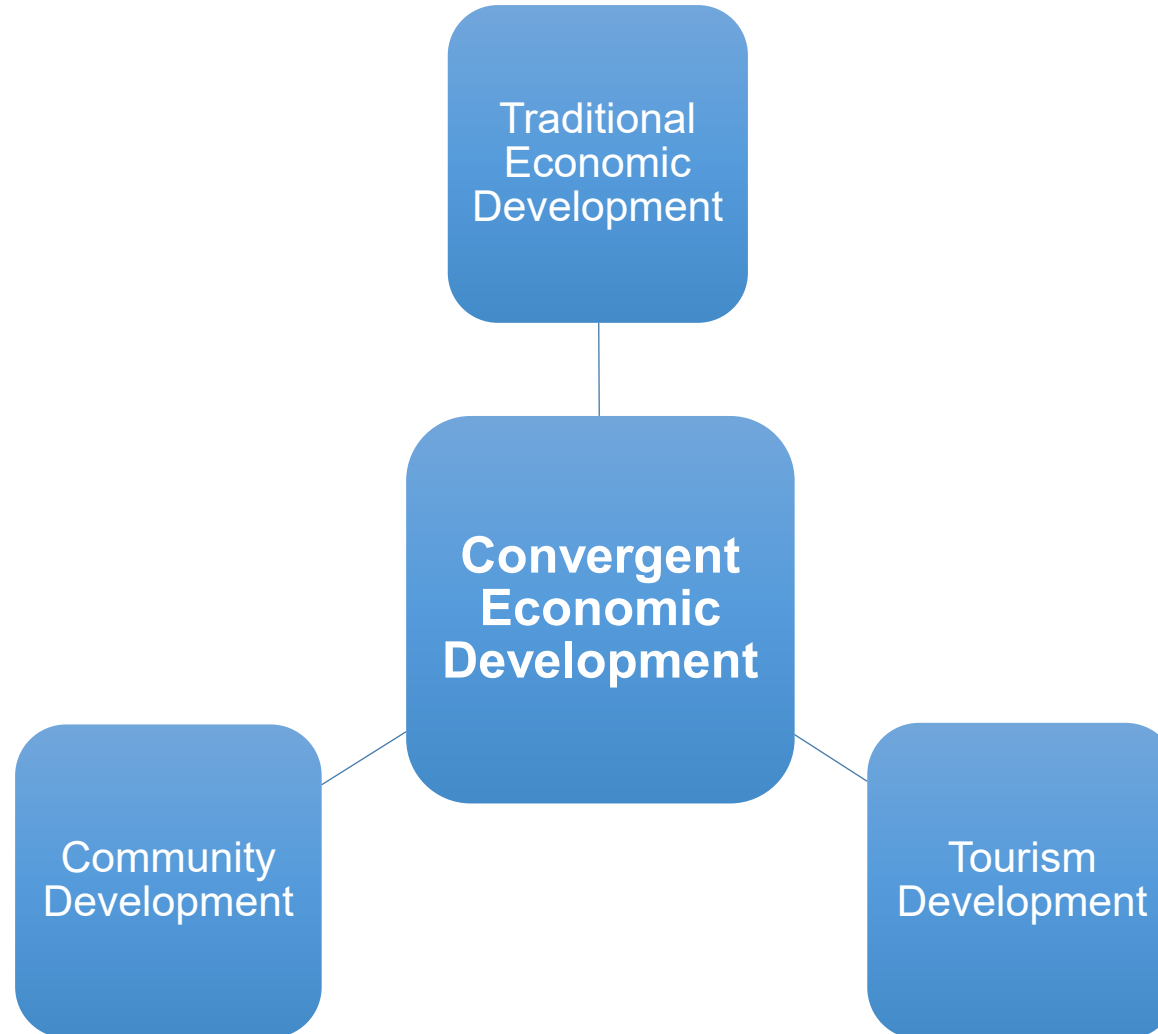
SVP Outreach: Non-Traditional

Shenandoah Valley Life Podcast

- More than 30 podcasts recordings since 2021
- Stories about the Valley & its people
 - Living
 - Working
 - Playing
 - Serving



Economic Drivers



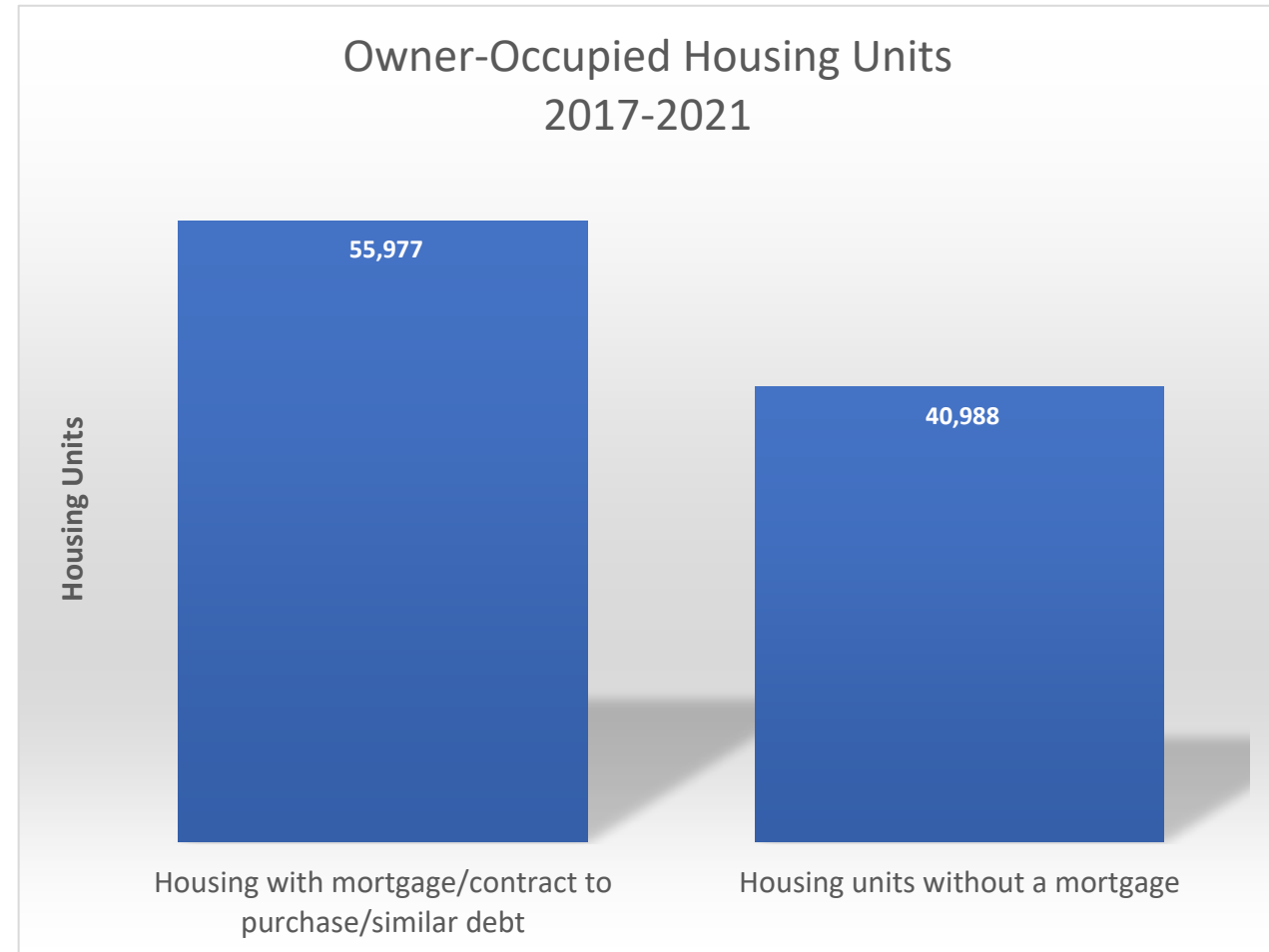
Housing

- Owner-Occupied Housing units – 96,965 (2021)

- Housing Sales:

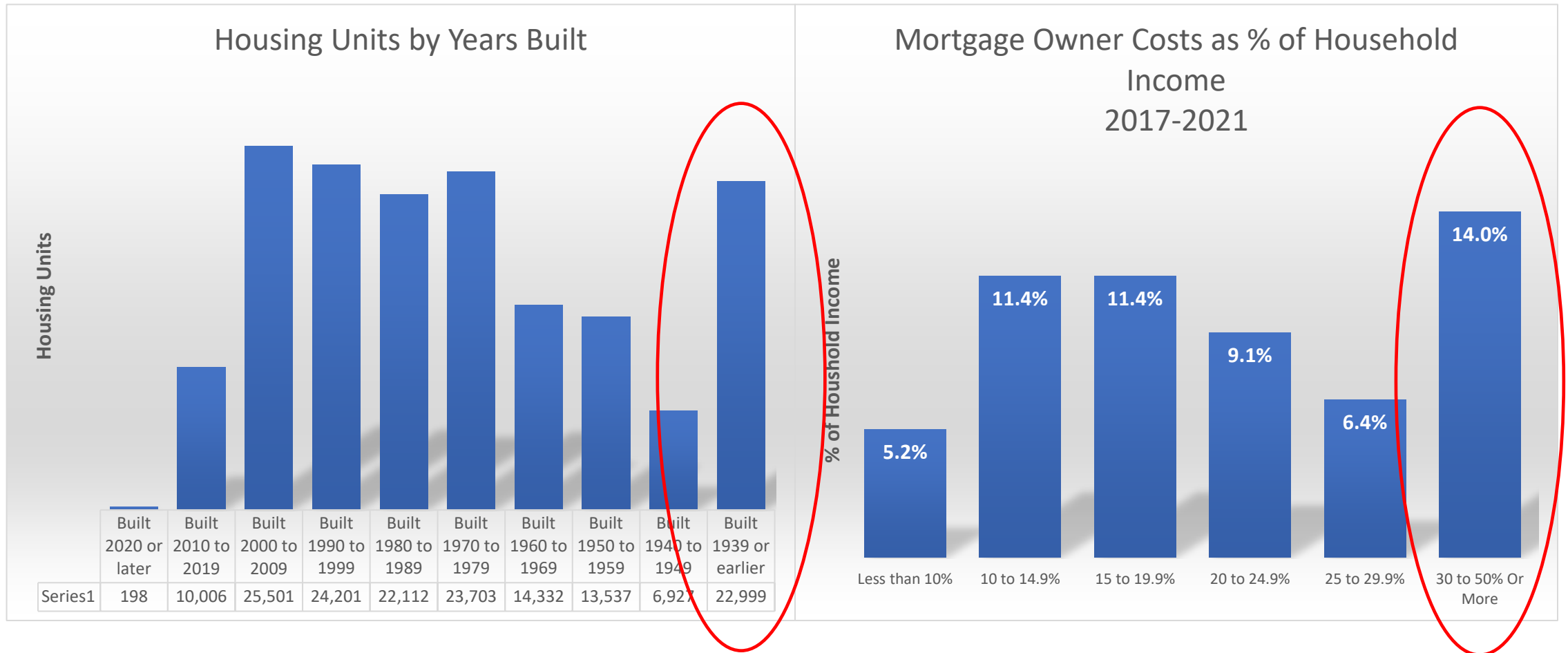
Harrisonburg - Rockingham (2019-2023)

- May 2019 – 1,300
- May 2020 – 1,325
- May 2021 – 1,575
- May 2022 – 1,675
- May 2023 – 1,500



Housing

Age and Mortgage Costs



Livability and the Shenandoah Valley

Regional Population
376,632

190,309
Labor Force

\$58,100 Average
Earnings

137 MILES
of Interstate



1 Day
Truck

Chicago 700
Detroit 500
Boston 500
Atlanta 500
Nashville 600
Indianapolis 500

Virginia ranks first for
Top Business Climate
2022

Site Selection Magazine

18+
Foreign Countries
Operate Facilities in
the Shenandoah Valley

120
Available Sites/Buildings

10 Colleges & Universities
9,000 Annual Graduates

Thank you!

Shenandoah
Valley
PARTNERSHIP

