



ANNUAL REPORT 2022-2023

Shenandoah
 **Valley**
PARTNERSHIP

www.theshenandoahvalley.com

www.shenandoahvalleyliving.com

FROM THE EXECUTIVE DIRECTOR

This last year has been one of capacity and asset building in the Shenandoah Valley. Last year, I wrote of the SVP Board making Talent Retention and Attraction our highest priority. They were prescient in their recommendation. When we surveyed the marketplace for opinions on our focus, the 68 companies interviewed cast their priorities in this order; 1) Talent Retention and Attraction, 2) Business Retention and Attraction, and 3) Site and Infrastructure Development. I would say our private sector-led Board nailed it.

The survey purpose in June 2022 was to validate SVP's direction and to test the market for a capital campaign – our first ever. We heard what you said and created the Forward2028 Campaign built upon the priorities derived from the survey. This 5-year plan delineates our workplan to address the 3 priorities. We carried this message to the market with the goal of raising \$1.7 million, and you responded – we met goal! Anticipating success, we are ahead of schedule on the highest priority of Talent Retention and Attraction, and will hit the market with a targeted effort immediately.

The topic of Talent leads me to a reflection of the dynamic market place and the changing nature of successful economic development – and why we are paying so much attention to it. As of the printing of this Annual Report, I will have been engaged in economic development for 39 years. While I could always point to Talent, which we used to call the “workforce”, as a critical need, especially for rural regions, I never thought that I would be ending my sentences with terms like “housing, childcare and transportation.” When talking about our region's long-term

growth, the focus on talent and the infrastructure are the drivers of our business retention and attraction success. Infrastructure is capacity building, and housing is critical to our success. Businesses need people, and people need a place to live, and they want the amenities to have a good quality of life. A rather simple logic chain, but one that is not easy to solve. Know that SVP is engaged in the housing discussion and we are investigating models with the private sector that might not solve the issue but at the very least help ease it. I have complete faith in the resourcefulness of the Shenandoah Valley companies and citizens to tackle any problem and make a difference.

At SVP, we touch a lot of sectors in order to fulfill our mission of continued economic growth for our region. Although our region benefitted from five announcements for 319 jobs and \$46 million investment, this was a low year in investment – at least by my standards – and know that if we work on talent and the business infrastructure, we will be successful. I am forever mindful that we cannot accomplish this without the private sector and our public sector partners. Thus, I want to say thank you for your phenomenal support for our Forward2028 Campaign and commitment to making the Shenandoah Valley such a wonderful place to work, live, play and serve.



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



The Shenandoah Valley Partnership (SVP) is your resource to explore investing in this region and connecting with key business, government, and workforce leaders. Serving as the regional economic development and marketing organization, SVP promotes the region's economic prosperity through capital investments and job creation by working collaboratively with 12 localities, over 120 private-sector investors and numerous state-wide strategic partners. Contact our team today to learn more about the opportunities and advantages for finding your company's future in Virginia's iconic Valley.



JAY A. LANGSTON, PH.D.
EXECUTIVE DIRECTOR
540.568.3259

jlangston@theshenandoahvalley.com



NATHAN GARRISON
BUSINESS DEVELOPMENT MANAGER
540.568.3166

ngarrison@theshenandoahvalley.com



BEKKA HARSH
MARKETING & COMMUNICATIONS MANAGER
540.568.3106

bharsh@theshenandoahvalley.com



JEN WEAVER
ADMINISTRATIVE COORDINATOR
540.568.3100

jweaver@theshenandoahvalley.com

SNAPSHOT 2022-2023

11 Lead Generation & Site Selection Trips

The SVP Team participated in 11 marketing mission trips, sharing the Shenandoah Valley story with prospective businesses and site selectors.

5 Site Selector Virtual Cooking Shows

Five virtual cooking shows were livestreamed to site selection consultants across the country. The shows are a unique way to highlight our strong food & beverage industry along with other key Shenandoah Valley strengths.



10 SV Life Podcast Episodes

The SV Life Podcast aired 10 new episodes. Guests from a wide range of backgrounds share how they are thriving in the Shenandoah Valley. SVP Executive Director Jay A. Langston serves as host.

4

Connect Networking Events

Our Connect events are an opportunity to network with fellow investors, localities and education partners.

1

Capital Campaign Launch

SVP's inaugural capital campaign began with a quiet phase in fall 2022 and officially kicked off in February 2023. It officially wrapped in May 2023 with \$1.7M raised.



VEDA
Fall Conference



Shenandoah
Valley Airport &
Contour Airlines
Inaugural Flight
Celebration



VEDP International
Team Visit



VEDP
Familiarization
Tour

VEDA
Real Estate Team
Site Tour

JUL

AUG

SEP

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUN

Annual
Meeting with
Keynote Speaker
Dean Barber

Federal Reserve
President
Tom Barkin Visit



Virginia
Institute
for Economic
Development



VEDA
Winter Meeting

Economic
Development Forum
Featuring Page County



VEDP
Food & Beverage
Media Tour



Forward2028
Campaign
Celebration

MARKETING MISSIONS FY22-23

| TRIP | LOCATION |
|---|------------------|
| Virtual Columbus Business Call Trip | Virtual |
| Global Security Exchange Trade Show | Atlanta, GA |
| Selector Guild Conference & Governors Reception | Richmond, 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 |
| | |

LEADERSHIP FY22-23

BOARD OF DIRECTORS
The SVP 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.

| EXECUTIVE COMMITTEE | |
|-----------------------|---|
| Mr. Chris Kyle | Chair |
| Mr. Charles Hendricks | Vice-Chair |
| Mr. Greg Godsey | Secretary/Treasurer |
| Ms. Jenna French | County Economic Development Designee |
| Mr. Jim Halasz | City Economic Development Designee |
| Mr. Keith May | Past Chair |
| Dr. Nick Swartz | James Madison University Representative |

| LOCALITY | |
|------------------------|--|
| Mr. Casey Armstrong | Assistant County Administrator, County of Rockingham |
| Mr. Roy Burns | Board of Supervisors, County of Bath |
| Ms. Pam Carter | Board of Supervisors, County of Augusta |
| Ms. Amanda Dimeo | Economic Development Specialist, City of Staunton |
| Ms. Brandy Flint | Director of Economic Development, Rockbridge County |
| Ms. Jenna French | Director of Tourism & Economic Development, County of Shenandoah |
| Mr. James M. Halasz | City Manager, City of Lexington |
| Mr. Greg Hitchin | Economic Development Director, City of Waynesboro |
| Mr. Peirce Macgill | Assistant Director of Economic Development, City of Harrisonburg |
| Mr. Jason Tyree | City Manager, City of Buena Vista |
| Mr. Mark Stroupe | Board of Supervisors, County of Page |
| Mr. Robin Sullenberger | Economic Development Authority, County of Highland |

| NON-LOCALITY | |
|-----------------------|--|
| Ms. Beth Alltop | Executive Projects and Communications Manager, Cadence |
| Mr. Tony Biller | President & CEO, Nielsen Builders, Inc. |
| Mr. Brad Cornelius | CEO, Farm Credit of the Virginias |
| Ms. Kathleen Gass | Manufacturing Liaison, Blue Ridge Community College |
| Mr. Greg Godsey | Commercial Market Executive, Atlantic Union Bank |
| Mr. Charles Hendricks | Principal, The Gaines Group |
| Mr. Chris Kyle | Vice President of Industry Relations & Regulatory, Shentel |
| Mr. Keith May | Owner, Cottonwood Commercial Realty |
| Mr. Joel Shank | Vice President Human Resources, Dynamic Aviation |
| Mr. Bryan Smith | Economic Development Manager, Dominion Energy |
| Dr. Nick Swartz | Interim Dean. Professional & Continuing Education, JMU |
| Mr. Andy Vanhook | Imaginative Producer, Appeal Production |

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

FY22-23 ANNOUNCEMENTS

| COMPANY NAME | NEW/EXPANSION | LOCATION | BUSINESS DESCRIPTION | NEW JOBS | INVESTMENT (MM\$) |
|---|---------------|----------------------|--|----------|-------------------|
| Blue Ridge Rubber & Industrial Projects | Expansion | City of Harrisonburg | Industrial rubber hose fabricator | 0 | .7 |
| Commonwealth Crush | New | City of Waynesboro | Custom crush winery processing grapes from independently owned vineyards throughout Virginia | 6 | 1.5 |
| Farmer Focus | Expansion | City of Harrisonburg | Organic chicken processor | 300 | 17.8 |
| Bowman Andros | Expansion | Shenandoah County | R&D; fruit processing, frozen desserts, dairy and confectionary products manufacturer | 0 | 40 |
| AccuTec | Expansion | Augusta County | Industrial blade manufacturer | 13 | 6.6 |
| TOTAL | | | | 319 | \$46MM |

INVESTORS & PARTNERS 2022-2023

DIAMOND

InterChange Group, Inc.
James Madison University
Shenandoah Valley Electric
Cooperative
Truist

PLATINUM

Atlantic Union Bank
Augusta Health
Bank of America
Dominion Energy
Farm Credit of the Virginias
Frazier Quarry
Holtzman Corp.
Nielsen Builders, Inc.
Port of Virginia
Sentara RMH Medical Center
Shentel

GOLD

Appeal Production
Cottonwood Commercial
Realty
Froehling & Robertson, Inc.
Lantz Construction Company
Massanutten Resort
Nest Realty
Riddleberger Brothers, Inc.
United Bank
Washington Gas

SILVER

Alliance Engineering (Merrick
& Company)
AT&T
Balzer and Associates
Bank of the James
Blue Ridge Bank
Blue Ridge Insurance
Services, Inc.
BLUELINE
Branch Builds, Inc.
Cadence, Inc.
Cathcart Group
Clark & Bradshaw
Classic Kitchen & Bath
Columbia Gas
CornerStone Bank
Design Electric
Dewberry
DuPont Community Credit
Union
Dynamic Aviation
F&M Bank
First Bank & Trust Company
First Citizens Bank
FirstBank
Flora Pettit
Friendship Industries
Gaines Group Architects
GENEDGE
Harman Construction
Harrisonburg Electric
Commission
Howard Shockey & Sons, Inc.
Kjellstrom+Lee

Lantz & Gochenour
Investment Group of Janney
Montgomery Scott LLC
LD&B Insurance and Financial
Services
Lumos
Mathers Construction
McClung Companies
Merck & Company
NIBCO Inc.
PBMares, LLP
Pioneer Bank
Precision Concepts
International
Qualified Staffing
Railside Enterprises
Rockingham Cooperative
Farm Bureau
Rockydale Quarries
Corporation
Shenandoah Regional Airport
Spencer Home Center
Sunnyside Communities
SW Funk Industrial
Contractors
The Whiting-Turner
Contracting Company
Timmons Group
TRC Companies
Triangle Realtors
Valley Engineering
Vector Industries
Virginia Mennonite
Retirement Community
Virginia Poultry Growers
Cooperative
Wharton, Aldhizer & Weaver

BRONZE

Blue Ridge Safety Association
Cave Hill Corporation
CHEFS Catering
CrossKeys Vineyards
Cushman & Wakefield |
Thalhimer
Ecosystem Services, LLC
Environmental Standards
IT Decisions
Queen City Creative
Shenandoah Valley Railroad Co.
Staunton Innovation Hub
Velocity Property Group

EDUCATION PARTNERS

Blue Ridge Community College
Bridgewater College
Eastern Mennonite University
Laurel Ridge Community
College
Mary Baldwin University
Massanutten Technical Center
Mountain Gateway
Community College

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 Community Capital Fund • Shenandoah County Chamber
of Commerce • Shenandoah Valley Builders Association • Shenandoah Valley Innovation Coalition • Shenandoah Valley Small Business Development Center
Shenandoah Valley Technology Council • Shenandoah Valley Tourism Partnership • Shenandoah Valley Travel Association • Shenandoah Valley Workforce
Development Board Virginia Career Works – Shenandoah Valley Region • Virginia Department of Agriculture and Consumer Services • Virginia Economic
Developers Association • Virginia Economic Development Partnership • Virginia Maritime Association • Virginia Port Authority



Shenandoah Valley

PARTNERSHIP

PHYSICAL ADDRESS: 220 University Boulevard
Suite 2100
Harrisonburg, Virginia 22807

MAILING ADDRESS: P.O. Box 2241
Harrisonburg, Virginia 22801

theshenandoahvalley.com
shenandoahvalleyliving.com

LOCALITY PARTNERS

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