

Year One Measures to Goal Forward2028



Talent Attraction & Retention



Business Retention, Expansion & Attraction



Sites & Infrastructure



Priority I: Talent Attraction & Retention

- Developed and implemented a Digital Marketing campaign driving traffic to our quality of life site, Shenandoah Valley Living. Target populations include area alumni, Millennials, Gen Z, veterans and remote workers. This campaign will continue in the 24-25 fiscal year with expansion of tactics.
- Used testimonials to highlight living, working, playing and serving in the Shenandoah Valley through a newly created talent attraction video and a refresh of website ambassadors.
- Supporting the Shenandoah Valley Workforce Development Board in a grant for career and talent pathways that utilizes digital tools to connect young talent with career opportunities.
- Addition of interactive tools on the Shenandoah Valley Living site include a cost of living calculator and regional jobs board tool. The tool utilizes data from Indeed.com and allows for customization such as types of jobs to include and exclude as well as radius parameters.

Priority II: Business Retention, Expansion & Attraction

- Implemented a quarterly Manufacturing Forum in 2023 which fosters direct and candid feedback to SVP, our partner VEDP, and the local economic developers.
- Continuation of SVP Virtual Cooking Show to site location consultants with addition of follow-up messaging to capitalize on outreach.
- SVP initiated and participated in numerous outreach activities, completing 10 marketing missions in FY23-24, including the reinstated I-81 Corridor Partners Program in late 2023.
- Developed a Business Perspectives video to use in outreach featuring business and education leaders from across the Valley.

Priority III: Site Development & Infrastructure

- Completed a Site Enhancement Project in 2023 leveraging \$831,000 of due diligence site work into investments of \$315 million and 485 jobs.
- Received a GO Virginia grant to conduct a feasibility study on the Blue Mountain site in Weyers Cave to create a 500 acre regional business park.
- Implemented GIS WebTech for a state-of-the-art building/site database that incorporates ESRI data.
- Exploring a grant to perform a robust analysis of land parcels in the Shenandoah Valley Partnership footprint.