



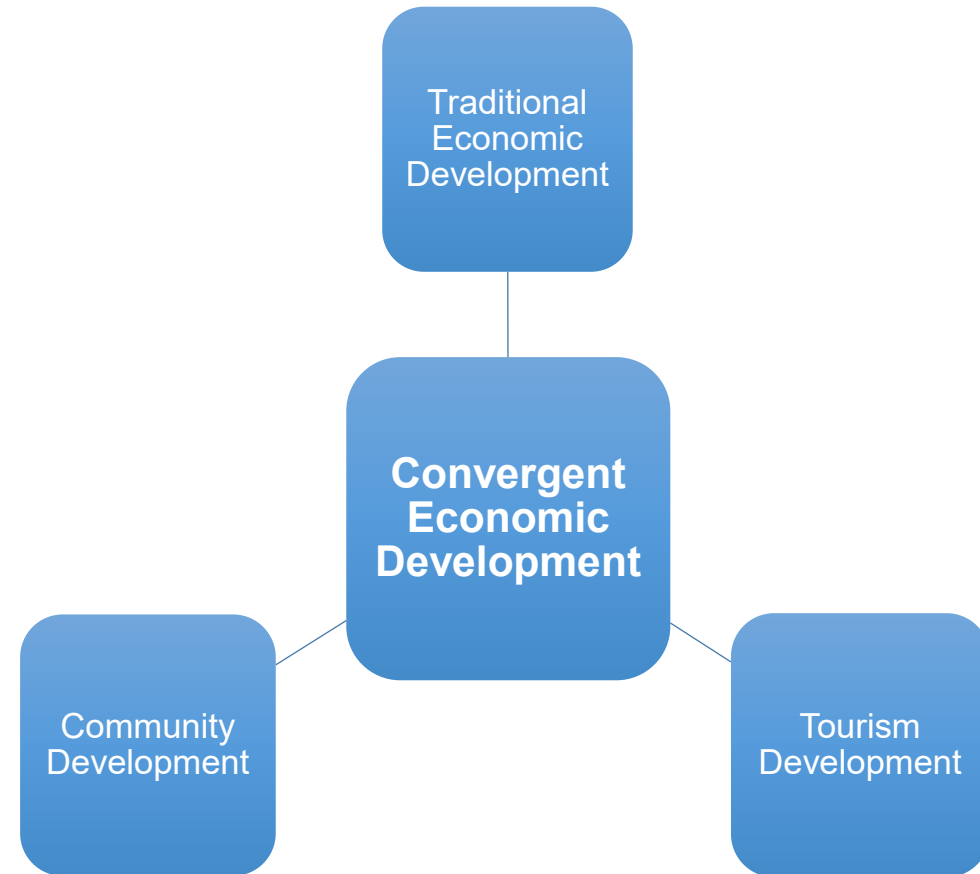
Shenandoah Valley Partnership Annual Meeting

July 25, 2025

SVP Operating Plan

SVP is leading a refocused direction through **convergent economic development** by combining traditional economic development activities with community development and tourism development initiatives.

Through this shared, long-term vision and a region-wide commitment, we are seeing measurable results including the announcement of over **\$2 billion** in new capital investments and over **3,100** new jobs throughout the region over the last five years.



Forward2028 Priority Areas



**Talent Attraction
& Retention**



**Business Retention,
Expansion & Attraction**



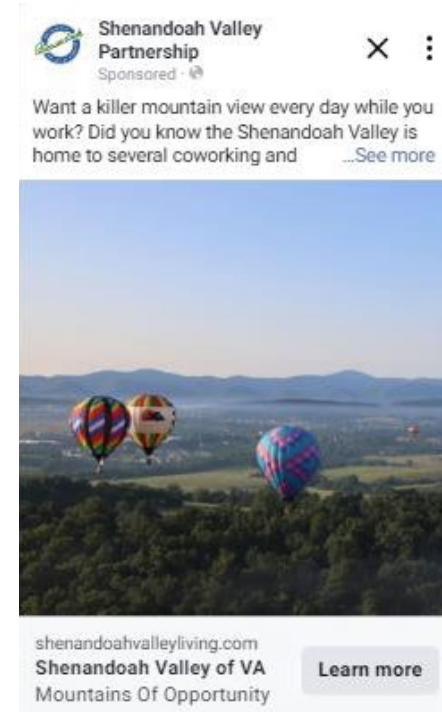
Sites & Infrastructure



Measures Toward Goal | Forward2028

Talent Attraction & Retention

- Continued Digital Marketing campaign to **build awareness** of career and quality of life opportunities in the Shenandoah Valley by driving traffic to our Shenandoah Valley Living website
 - Targeted populations include regional alumni, current students, Millennials, Gen Z, veterans and remote workers
 - Advertising channels include LinkedIn, Google, JMU Sports Properties
- Created a **Fostering Talent** podcast series showcasing workforce assets across the region from three perspectives: community-based, university-based and community-college/technical center based



Fostering Talent

A Workforce Assets Podcast Series



Measures Toward Goal | Forward2028

Business Retention, Expansion & Attraction

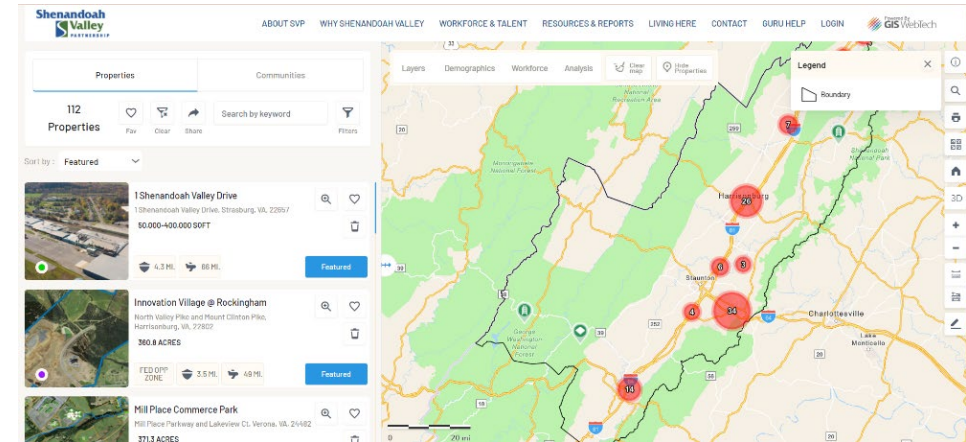
- Implemented additional **sector-specific roundtables** that foster direct and candid feedback to SVP, our partner VEDP and local economic developers
- Evolved the SVP Virtual Cooking Show into the ***At The Table*** forum
- Initiated and participated in numerous outreach activities, completing **10 marketing missions** in FY24-25
- Continued the reinstated **I-81 Corridor Partners Program** with coordinated efforts for sponsorship of consultant events and a site selector trip



Measures Toward Goal | Forward2028

Site Development & Infrastructure

- Completed the second GO Virginia grant for a feasibility study on the Blue Mountain site in Weyers Cave to explore a **500-acre regional business park**. The study outcome was positive, have held numerous meetings to discuss the regional park.
- Received a **third GO Virginia grant** to complete the due diligence on the balance of the site (288 acres) and create a grading plan for Phase A of the property to **advance the regional park** concept.
- Exploring a grant to perform a robust analysis of land parcels in the Shenandoah Valley Partnership footprint.



SVP Foundation

SVP Foundation

- Created a 501(c)3 corporation to address issues that are typically beyond the scope of SVP:

Housing Transportation | Transportation | Child Care

- Received a Virginia Housing grant to discern development best practices

Key Findings

- Extremely low housing inventory is pushing prices up drastically, **60%** since 2017
- Public-private partnerships recommended

Key Industries & Target Sectors



Agribusiness



Manufacturing



Transportation &
Logistics



IT & Professional
Services

Traditional Economic Development Programs

Manufacturing
Includes all facets,
regardless of subsector

Logistics &
Transportation

Business &
Professional
Services, IT

Agribusiness
Food & Beverage

Consultants
Brokers
Others

Non-Traditional Economic Development Initiatives

Talent
Attraction &
Retention

Workforce

Sites &
Buildings

Destination
Project
Attraction

Int'l Trade
&
Int'l Markets

Supply Chain

Adventure
Tourism Mfg.

Economic
Gardening

SVP Sector Wins 2019-2025

SECTOR	NUMBER IN SECTOR	INVESTMENT (MILLIONS)	JOBS
AG	1	\$14	79
ELECTRONICS	2	\$201	381
FOOD & BEVERAGE	16	\$610	1,002
LOGISTICS	3	\$121	237
MATERIALS	2	\$33	45
MANUFACTURED COMPONENT MFG.	15	\$90	802
PHARMACEUTICALS	1	\$1,000	152
POLYMERS	6	\$36	205
PRINTING	2	\$7	5
SERVICES	2	\$48	227

Agribusiness Impact

Agribusiness in the Shenandoah Valley

- Employment: 3,300 direct
- Agriculture output: **\$2 billion**, 4 of 5 top producers
 - Rockingham - \$1.2 billion
 - Augusta - \$448 million
 - Shenandoah - \$225 million
 - Page - \$205 million
- Virginia farmers: **\$5.5 billion**
- **11,800** work in the Food & Beverage sector with average wages of \$75,900

Economic Impact of Farming

- \$500+ million in earning
- 3,000 additional jobs supported by sector



SVP Activity Update

Pipeline Stats: *(as of June 2025)*

- Year to date leads: 23
- Total active leads in pipeline: 35
- Total pipeline Capex: \$25 billion

Sector Representation:

- Controlled Environment Agriculture (CEA)
- Construction Material Manufacturing
- Food & Beverage
- Agriculture
- Pharmaceuticals
- Energy
- Chemical Manufacturing
- Data Centers
- R&D
- Polymers

24-25 Marketing & Outreach Trips:

Trip	Location
Site Selectors Guild Regional Roundtable	Virtual
Virginia Maritime International Trade Symposium	Norfolk, VA
Consultant Connect ECONOMIX	Salt Lake City, UT
Area Development Consultants Forum	Coral Gables, FL
I-81 Corridor Site Selector Visit	Atlanta, GA
RILA Link 2025: The Retail Supply Chain Conference	Kissimmee, FL
VCCS Skilled Trades Summit	Roanoke, VA
Toronto Call Trip with VEDP	Toronto, Canada
Virginia Consultants Forum	Tysons Corner, VA
Summer Fancy Food Conference	New York, NY

SVP Activity Update

SVP Investor Engagement & Outreach

- Connect Networking Events - *quarterly*
- Virtual Cooking Show/At the Table Forum - *quarterly*
- Sector Roundtables - *quarterly*
- In-person Investor Forums - *semi-annually*

VEDP Food & Beverage Trail & Real Estate Solutions Team Tour

SVP, along with VEDP, hosted an inaugural Shenandoah Valley Food & Beverage trail with seven food & beverage industry leaders—including executives, real estate experts, and site consultants—to highlight the Shenandoah Valley's advantages for F+B companies.

SVP hosted the VEDP Real Estate Solutions Team (RES) for a 4-day tour of more than 50 sites across our region.



SVP Outreach: Non-Traditional Initiatives

Site Selector Virtual Cooking Show Evolves to *At The Table* Forum

- Debuted in 2021 to highlight our strong **food and beverage sector** to the **site selector** community
- Registrants of the show receive a goodie box for each episode that includes **local items** relevant to the theme
- Transitioned to a new format in January 2025 to keep the outreach topical and fresh



SVP Outreach: Non-Traditional Initiatives

Shenandoah Valley Life Podcast

- The SV Life Podcast tells the unique stories of people **living, working and serving** in the Shenandoah Valley.
- Began in 2021 and recorded more than **50 episodes** at end of FY 24-25.



Looking ahead...



Looking ahead...



**SHENANDOAH
VALLEY**
PARTNERSHIP



theshenandoahvalley.com
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