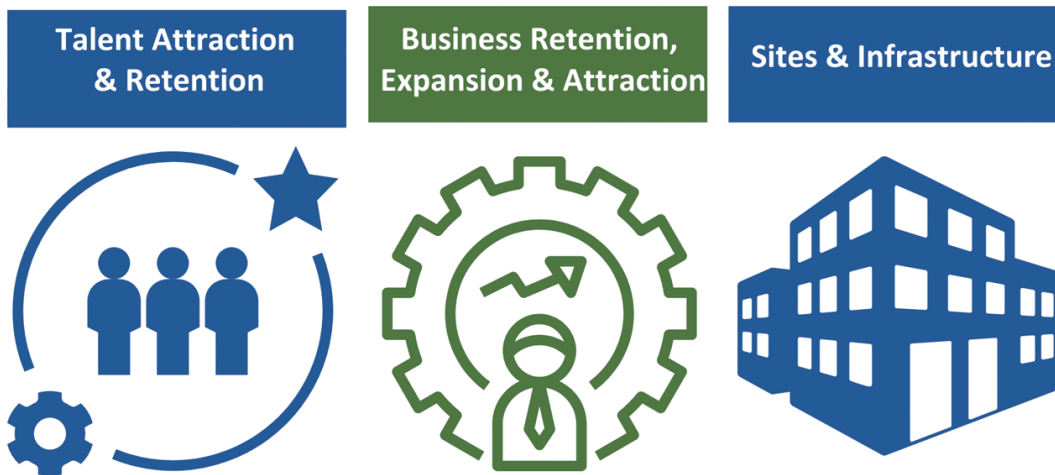


Forward2028 Measures to Goal: Years 1-2



Priority I: Talent Attraction & Retention

New and Expansion of Initiatives

- Years 1-2 : Create and share the narrative about career path opportunities in the Shenandoah Valley footprint.
- Years 1-2: Provide a custom approach to connect existing employers with workforce programs and service providers
- Years 2-5: Conduct a marketing campaign to enhance the Shenandoah Valley Living website

Steps Toward Goal

- SVP developed and implemented a digital marketing campaign driving traffic to our quality of life site, Shenandoah Valley Living. Target populations include area alumni and students, Millennials, Gen Z, veterans and remote workers. This campaign will continue in the 25-26 fiscal year with expansion of outreach tactics.
- Created a “This is Home” talent attraction video with resident testimonials used to highlight living, working, playing and serving in the Shenandoah Valley.
- Supported 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.
- Added interactive tools on the Shenandoah Valley Living site, including a cost of living calculator and regional jobs board tool. These features include comparison costs between the Shenandoah Valley and other regions, a corporation density and identification search, and positions availability.
- Created a Fostering Talent podcast series to highlight workforce assets in the Valley.
- Continuation of the SV Life podcast which features guest who are living, working and serving in the region.
- On going evolution of the Shenandoah Valley Living quality of life website to enhance messaging and depth of data.

Priority II: Business Retention, Expansion & Attraction

New and Expansion of Initiatives

- Years 1-2: Develop a new outreach methodology and marketing campaign
- Years 1-5: Develop specific messaging for site location consultants
- Year 1: Develop a site location consultants visitation campaign
- Year 1: Build a campaign for targeted business sectors, specifically the professional and business services that align with JMU’s Office of Advancement and VEDP’s Innovative Framework analysis
- Years 2-5: Expand SVP Economic Forum to reach additional business sectors to support business expansion

Steps Toward Goal

- Implemented a quarterly Manufacturing Forum in 2023 which fosters direct and candid feedback to SVP, our partner VEDP, and the local economic developers. In 2025, SVP added a Construction Sector Roundtable with a similar format.
- Continuation of SVP Virtual Cooking Show to site location consultants with addition of follow-up messaging to capitalize on outreach.

Continued on back

Forward2028 Measures to Goal: Years 1-2

- In 2025, SVP evolved its Virtual Cooking Show to an At the Table forum. While this forum still has a focus on agriculture and food + beverage, it also allows for expanded topics of interest to the site selection community.
- SVP initiated and participated in numerous outreach activities, completing 10 marketing missions in both FY23-24 and FY24-25.
- SVP initiated a reinstated 1-81 Corridor Partners Program in 2023 that includes neighboring regional economic development offices from the Roanoke, New River Valley and Frederick regions. Since 2023, the group has combined their resources to sponsor consultant events and plan outreach trips, maximizing efforts as a regional group.
- Developed a Business Perspectives video to use in outreach featuring business and education leaders from across the Valley.
- In 2025, SVP hosted an inaugural Shenandoah Valley Food + Beverage Trail with VEDP and seven consultants from across the county, highlighting the region's strengths and existing infrastructure for F+B companies.

Priority III: Site Development & Infrastructure

New Initiatives

- Year 1: Perform an analysis of SVP prospect parameters and those of the Virginia Economic Development Partnership to determine site inventory gaps
- Year 1: Identify potential sites working with local economic developers
- Years 2-5: Begin work to secure a regional park

Steps Toward Goal

- Completed a Site Enhancement Project in 2023 leveraging \$831,000 of due diligence site work into investments of \$315 million and 485 jobs.
- Completed 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. This site is adjacent to Shenandoah Valley Airport and is complementary to the work conducted on the SHD Aviation Technology Park.
- A third grant to complete the due diligence work on the the remaining 288 acres of the Blue Mountain site has been awarded and work is nearly complete on this project. It also includes preparing a grading plan for the first phase of the site.
- SVP has held numerous locality meetings to share about and discuss the formation of a Regional Industrial Facilities Authority (RIFA).
- Implemented GIS WebTech for a state-of-the art building/site database that incorporates ESRI data. Have expanded upon the effectiveness of GIS WebTech by incorporating additional software features, enhancing site detail.
- Continue to explore a grant to perform a robust analysis of land parcels in the Shenandoah Valley Partnership footprint with a goal of identifying sites within the next 2 years.
- Hosted the VEDP Real Estate Solutions (RES) team and visited more than 50 sites across our footprint so that VEDP can better understand our inventory for projects. Based upon feedback, SVP has a strong portfolio, particularly when considering the potential to create 200+ acre sites.

