





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.



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MESSAGE FROM THE EXECUTIVE DIRECTOR

Earlier in 2025 I began a presentation by stating that this year has been...turbulent, to the amusement of the audience. You hear it on the news constantly that business likes stability. Yet in a time of unpredictability, SVP has been extremely busy with business activity.

We finished our last fiscal and calendar year on an upswing in terms of business activity. As we closed out December, we had roughly 15-20 strong prospect leads – a healthy number for us. Even better, these leads were almost all manufacturing projects and cumulatively, the projected investment totaled more than \$7 billion. We were feeling very positive about the pipeline leading into 2025 but assumed that with the start of a new federal administration that business would likely take a pause and pick up in the late spring.

January began with a flurry of new leads and the activity has not stopped. We have added approximately 20 new leads to our pipeline and total investment is exceeding \$25 billion. This project and investment pipeline is the highest in the history of SVP. Better yet, the portfolio of the sectors represented is equally impressive. While almost exclusively based in manufacturing, we have prospects representing advanced materials and polymers, heavy equipment and fabrication, chemicals, pharmaceuticals, data centers, R&D, and of course, food and beverage. We fully realize that we will turn very few of these projects into announcements. However, as anyone in sales understands, if you don't have leads, you cannot win projects. We have shown that the location, infrastructure and people of the Shenandoah Valley make a great case for business locations. I am also forever the optimist and when we get the chance, we do our best by working harder and outperforming our competition.

Last year, the subjects of housing, childcare and transportation were a part of my message. Some might think that these topics represent mission creep for economic development, and if you had asked me about our role in these issues ten years ago, I would have agreed with that sentiment. However, all three of these issues have become foundational to economic prosperity and are encompassed within the community development engagement strategy the Shenandoah Valley Partnership adopted in 2019, 2021 and 2024. Specifically, housing needs across Virginia have become such an issue that the Youngkin Administration has created the Workforce Housing Investment Program within Virginia Housing. SVP provided support to Harrisonburg and was invited to participate in a May 21 event with Governor Youngkin at the Harrisonburg Innovation Hub to announce the \$1.2 million grant supporting the Flats at West Market, and nine other projects across the Commonwealth for a total of \$16.9 million.

Site development remains a focus for SVP. We completed the feasibility study on a Regional Industrial Facility Authority for the purpose of a regional business park in which multiple localities could participate, and the results were positive for that study. Subsequently, SVP was awarded a third grant from GO Virginia to complete the due diligence work on a site in which we and the community have been steadily investing. We are moving forward with the creation of a regional park authority and developing the largest site in the region.

All the efforts, programs, and initiatives thus discussed require the partnership of many public, private and nonprofit partners. We are so fortunate to have the backing and faith of an amazing community supporting our efforts, and ultimately, success. Through the collective work partners, the region announced more than \$100 million in investment and more than 175 jobs last year. We are committed to sharing this story and have been aggressively doing so and have great plans for our next fiscal year. Thank you to all our partners for supporting SVP in driving economic growth and helping make our region a vibrant place where people and businesses choose to live, work, and thrive.

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

MARKETING & OUTREACH TRIPS FY24-25

**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 BOARD OF DIRECTORS AND EXECUTIVE COMMITTEE FY24-25

LOCALITY

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Board of Supervisors,
County of Augusta

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City Manager,
City of Lexington

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Economic Development
Director, City of Waynesboro

Mr. Robin Sullenberger
Economic Development
Authority, County of Highland

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County Administrator,
County of Rockingham

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Assistant Director of
Economic Development,
City of Harrisonburg

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Director of Tourism &
Economic Development,
County of Shenandoah

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Director of Economic
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Rockbridge

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Buena Vista

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Economic Development &
Tourism Director, County
of Page

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Director of Economic
Development, City of
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NON-LOCALITY

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Huntington National Bank

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CEO, Farm Credit of
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Economic Development
Manager, Shenandoah
Valley Electric Cooperative

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Commercial Realty

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President, Blue Ridge
Community College

Ms. Lisa Botkin
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Mr. Chris Weaver
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Principal, The Gaines
Group Architects

Mr. Andy Vanhook
Imaginative Producer,
Appeal Production

Mr. Aaron Lorson
Executive Vice President,
Dynamic Aviation

Mr. Bill Wiley
Business Development,
Howard Shockey & Sons

PARTNERS

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Greater Augusta Chamber
of Commerce

Dr. Patrice Ludwig
Interim Assistant Vice President
for Research & Innovation,
James Madison University

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CHAIR
Principal, The Gaines
Group Architects

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VICE CHAIR
Imaginative Producer,
Appeal Production

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SECRETARY/TREASURER
Senior Vice President,
Huntington National Bank

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CITY DESIGNEE
Director of Economic
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Buena Vista

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COUNTY DESIGNEE
Economic Development &
Tourism Director, County
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PAST CHAIR
Owner, Cottonwood
Commercial Realty

Dr. Patrice Ludwig,
JAMES MADISON UNIVERSITY
REPRESENTATIVE
Interim Assistant Vice President
for Research & Innovation,
James Madison University

ANNOUNCEMENTS FY24-25

EXPANSION

ANNOUNCED JUNE 2025



Cidery

AUGUSTA COUNTY

Headquarters: Virginia
6 new jobs

EXPANSION

ANNOUNCED APRIL 2025



Software development and
IT consultancy company

CITY OF HARRISONBURG

Headquarters: Virginia
20 new jobs

EXPANSION

ANNOUNCED MARCH 2025



Provides marketing, printing
and digital services

CITY OF WAYNESBORO

Headquarters: Virginia
\$5m investment

NEW

ANNOUNCED FEBRUARY 2025

SERIOPLAST

Global manufacturer of rigid
plastic packaging material

SHENANDOAH COUNTY

Headquarters: Italy
45 new jobs • \$26m investment

EXPANSION

ANNOUNCED NOVEMBER 2024



Manufactures insulated
copper linesets, coils, and mini
splits for HVAC equipment

SHENANDOAH COUNTY

Headquarters: Virginia
25 new jobs • \$1m investment

EXPANSION

ANNOUNCED OCTOBER 2024



Produces dairy products

AUGUSTA COUNTY

Headquarters: Arizona
28 new jobs • \$59m investment

EXPANSION

ANNOUNCED AUGUST 2024



Manufactures material
handling equipment

CITY OF STAUNTON

Headquarters: Ohio
5 new jobs • \$7m investment

EXPANSION

ANNOUNCED AUGUST 2024



Manufactures broths
and seasonings

CITY OF HARRISONBURG

Headquarters: Ireland
47 new jobs

EXPANSION

ANNOUNCED JULY 2024



Designs and manufactures
interconnect solution
products for various industries

CITY OF WAYNESBORO

Headquarters: Virginia
\$11m investment

176
TOTAL NEW JOBS

\$109m
TOTAL INVESTMENTS



HIGHLIGHTS

FY24-25

Investor Forums and Events

In addition to quarterly Connect events, SVP was pleased to host two in-person economic insights forums for investors and partners featuring guest speakers Tom Barkin, President & CEO Federal Reserve Bank of Richmond and Jason El Koubi, President & CEO Virginia Economic Development Partnership.



WATCH NOW

At The Table Forum Debuts

SVP debuted a new format for its virtual site selector show in January of this year. What started as the virtual cooking show has evolved into the 'At the Table' forum, a quarterly show that brings the Shenandoah Valley to life through the voices of the people who are shaping its future. Each episode dives into key topics tied to economic growth, highlighting the stories, partnerships and initiatives fueling the region's prosperity.



Sector Specific Roundtables

Modeled after the successful launch of the manufacturer's roundtable in 2023, SVP added a construction roundtable to its offerings in 2025. These roundtables are facilitated by SVP and are an opportunity for those in specific sectors to come together to discuss challenges and opportunities.



Shenandoah Valley Food + Beverage Trail

In April, SVP hosted seven food & beverage industry leaders—including executives, real estate experts, and site consultants—to highlight the Shenandoah Valley's advantages for F+B companies. These leaders, along with representatives from VEDP were able to explore the Valley's robust manufacturing workforce, strong distribution and logistics network, supporting industries and economies of scale in food manufacturing and agriculture, reinforcing the region as a prime location for food and beverage businesses.





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

Site Development

SVP completed a feasibility study on a Regional Industrial Facility Authority (RIFA) for the purpose of a regional business park in which multiple localities could be involved. With a positive result from that study, SVP was awarded a third GO Virginia grant to complete the due diligence work on the potential Blue Mountain site in Weyers Cave.



Projects & Site Visits

In FY24-25, SVP was involved with 67 projects and 8 company site visits. As of June 2024, there are approximately 35 active projects.



SV LIFE

Fostering Talent Podcast Series Released

Our newest podcast series, *Fostering Talent* is a mini-series that spotlights some of the people, programs and powerhouse initiatives shaping the region's talent pipeline. This series showcases what makes the Valley a hub for opportunity and growth.



< LISTEN NOW



SV Life Celebrates Episode 50

The SV Life podcast reached a milestone 50th episode in 2025 and celebrated by turning the mic around and interviewing SVP's own Jay A. Langston as the guest. Special thanks to Andy Vanhook of Appeal Production for being the guest host.



LISTEN NOW >



SVP Establishes Foundation

The SVP Foundation was established in 2024 to support initiatives, programs and services that serve as foundational assets for Shenandoah Valley economic growth or assist the partnership for economic development. Inaugural board members include: Troy Suter, Chair – LD&B; Kevin Baker, Vice Chair – The Frazier Quarry; Greg Godsey, Treasurer-Secretary - Atlantic Union Bank; Martha Kidd – InterChange Group; Debra Callison – First Citizens Bank; Wayne Whitmer – Harman Construction; Bryan Smith – Dominion Energy; Scot Lilly – Farm Credit of the Virginias.

REGIONAL HIGHLIGHTS

Learn more about the highlights shown
at theshenandoahvalley.com/news



VIRGINIA DEPARTMENT
OF AGRICULTURE AND
CONSUMER SERVICES

Bath County was awarded a \$50,000 grant from the Governor's Agriculture and Forestry Industries Development (AFID) Fund Infrastructure Grant program that will support The Village Kitchen, a commissary kitchen and food aggregator.



Highland County received a \$1.75M grant from the Virginia 250 Preservation Fund for the Highland Inn revitalization project.

HIGHLAND COUNTY



A \$4.5M Virginia Business Ready Sites Program (VBRSP) grant was awarded to **Rockingham County** to develop an approximately 20-acre pad-ready site in Innovation Village.



Caf2Code, a software development and IT consultancy company, announced an expansion in the **City of Harrisonburg** with a \$135,000 investment and the creation of 20 new tech jobs.



The **City of Staunton** was awarded a \$9M grant from the Virginia Business Ready Sites Program (VBRSP) to fund infrastructure improvements, specifically the construction of a 1-million-gallon water tower and water supply lines, at the 300-acre Staunton Crossing industrial site.



Waynesboro Economic Development received two Excellence in Economic Development awards from the International Economic Development Council (IEDC), receiving a gold award for the Grow Waynesboro Main & Wayne program and a bronze award for the 'Mug Mailing' business attraction initiative.

CITY OF WAYNESBORO



The Joe Wilson Workforce Center in the **City of Buena Vista** hosted a grand opening ribbon cutting for the newly renovated Mountain Gateway Community College workforce center.

CITY OF BUENA VISTA



Italian-based plastics manufacturer Serioplast announced **Shenandoah County** as the site of a new manufacturing facility with a \$25.75M capital investment and projection of 45 new jobs.



Page County Economic Development and Tourism received a 2025 Achievement Award from the National Association of Counties (NACo) for its #WHYPageCounty communications campaign.

PAGE COUNTY



The **City of Lexington's** Threshold Housing Commission completed a city-wide housing and infrastructure assessment with grant funding provided by the Virginia Department of Housing and Community Development.



Dairy product manufacturer Shamrock Farms invested \$59M to expand its operation in **Augusta County**. The project will create 28 new jobs and add 81,000SF to the existing 250,000 footprint at Mill Place Commerce Park.



The **County of Rockbridge** celebrated the opening of the Rockbridge Innovation Center, a modernized and expanded career and technical education hub, at Rockbridge High School.

SVP INVESTORS, PARTNERS AND LOCALITIES

Diamond Level Investors

Augusta Health
InterChange Group, Inc.
James Madison University
Sentara RMH Medical Center

Platinum

Atlantic Union Bank
Dominion Energy
Dynamic Aviation
Partners Excavating Co.
Shenandoah Valley Electric Cooperative
Truist

Gold

Avotek
Bank of America
Cottonwood Commercial Realty
DuPont Community Credit Union
F&M Bank
Farm Credit of the Virginias
FirstBank
Frazier Quarry
Goodwill Industries of the Valleys
Huntington National Bank
Nielsen Builders, Inc.
Port of Virginia
Riddleberger Brothers, Inc.
Rockingham Petroleum
Shentel
United Bank
Virginia Poultry Growers Cooperative

Silver

Appeal Production
Augusta Cooperative Farm Bureau
Balzer and Associates
Bank of the James
Blauch Brothers
Blue Ridge Bank
Blue Ridge Beverage Company
Blue Ridge Insurance Services, Inc.
Cadence, Inc.
Carilion Rockbridge Community Hospital
Cathcart Group
Cave Hill Corporation
Clark & Bradshaw
Columbia Gas
CornerStone Bank
CrossKeys Vineyards
Design Electric
Dewberry
Environmental Standards
Farmer Focus

First Citizens Bank
Flora Pettit
Friendship Industries
Froehling & Robertson, Inc.
Funkhouser Real Estate Group
Gaines Group Architects
GENEDGE
GreeneHurlocker PLC | Attorneys at Law
Harman Construction
Harrisonburg Electric Commission
Houff Corporation
Hourigan
Howard Shockey & Sons, Inc.
Kjellstrom+Lee
Lantz & Gochenour Investment Group of
Janney Montgomery Scott LLC
Lantz Construction Company
LD&B Insurance and Financial Services
Matchbox Realty
McClung Companies
Merck & Company
Merrick (Alliance Engineering)
Momentum Earthworks
NIBCO Inc.
PBMares, LLP
Pioneer Bank
Precision Concepts International
Queen City Creative
Rockingham Cooperative Farm Bureau
Rockingham Insurance
Rockydale Quarries Corporation
Shenandoah Valley Airport
Shenandoah Valley Railroad Co.
Skyline Roofing
Spencer Home Center
Staunton Innovation Hub/
Harrisonburg Innovation Hub
Sunnyside Communities
The Whiting-Turner Contracting Company
Timmons Group
Triangle Realtors
Valley Engineering
Vector Industries
Virginia Mennonite Retirement Community
Washington Gas
Wharton, Aldhizer & Weaver

Bronze

Baker Roofing Company
Blue Ridge Safety Association
Branch
Brown, Edwards & Company, LLP
Ecosystem Services, LLC IT Decisions
Les Helmuth
Pendleton Community Bank
Williams Mullen

Education Partners

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

Localities

City of Buena Vista
City of Harrisonburg
City of Lexington
City of Staunton
City of Waynesboro
County of Augusta
County of Bath
County of Highland
County of Page
County of Rockbridge
County of Rockingham
County of Shenandoah

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 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



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www.theshenandoahvalley.com
www.shenandoahvalleyliving.com

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