

# JOIN THE MOVEMENT

**ALL TOGETHER BETTER**



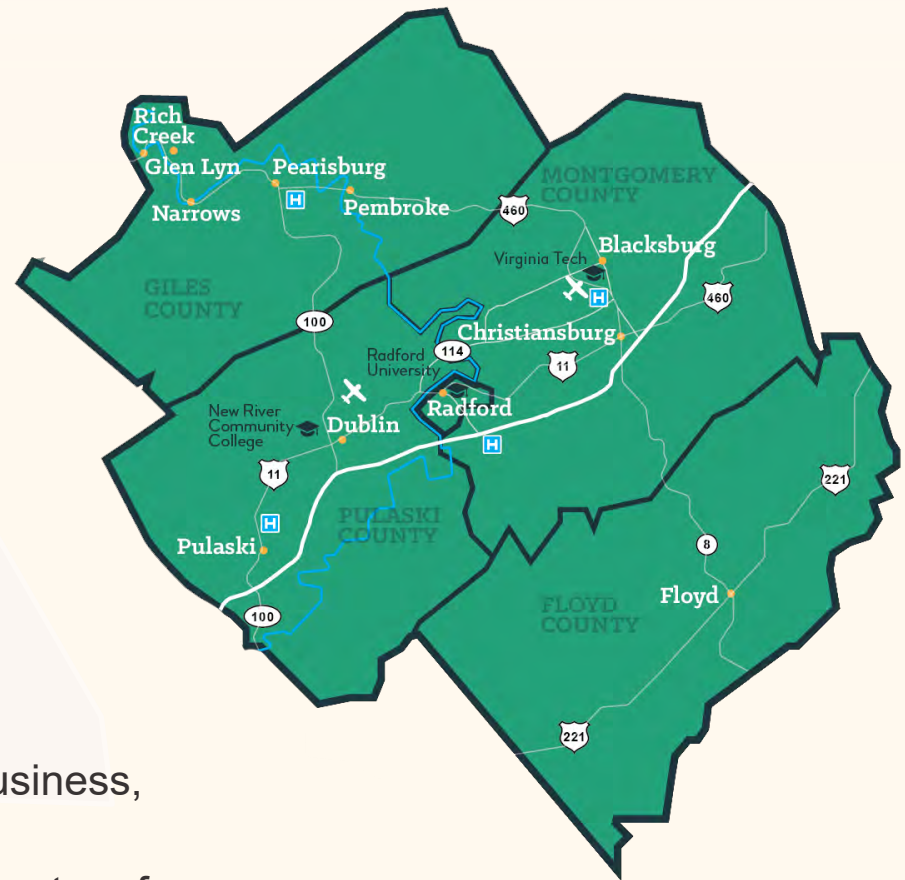
# ABOUT ONWARD NRV

# WHO WE ARE

The Onward NRV is an regional economic development organization (EDO) representing the four counties, one city and ten towns in the NRV.

## ORGANIZATION

- Formed in 1990
- public/private non-profit - 501(C)(6)
- 115 investing organizations
- Board of Directors (32 members from business, local govt., and higher ed.)
- 4 Staff Members (Executive Director, Director of Marketing & Communications, Director of Business Engagement, and Office Manager)



*“To attract and retain world-class jobs, investment, and talent in Virginia’s New River Valley by **marketing the region** as a premier destination to live, work, and do business by **building collaborative partnerships** that support economic vitality.”*

OUR  
MISSION

Onward NRV is one of 16 regional economic development organizations in Virginia, among hundreds in the U.S.



# ONWARD 2023 5-YEAR STRATEGY



# ONWARD 2023: JOIN THE MOVEMENT.

## GOALS

### ECONOMIC DEVELOPMENT

### ORGANIZATIONAL

**1** Enhance Cluster Competitiveness to Stimulate Job Growth & Investment

1. Position the NRV as a competitive business location
2. Recruit new companies to the region
3. Enhance the competitiveness of companies already in the NRV

**2** Attract & Retain Talent to Strengthen Clusters and Grow Communities

1. Position the NRV as a desirable place to live, work, and play
2. Showcase job opportunities and career pathways in targeted clusters
3. Work to retain graduates from local colleges & universities

**3** Cultivate Assets and Regional Brand to Foster Economic Vitality

1. Foster place attachment in the NRV through a regional brand
2. Ensure NRV has business ready sites & buildings
3. Be an advocate for investment in quality of place assets and share placemaking best practices

**4** Be a Modern, High-Performing Regional EDO that Unifies Virginia's NRV

1. Cultivate an engaged Board of Directors
2. Staff alignment and development
3. Execute a meaningful investor relations program and fundraising campaign
4. Community outreach and public relations



To create economic success for Virginia's New River Valley, Onward NRV must focus on (1) business, (2) talent, and (3) place. With the changing landscape of a 21st economy, EDOs must adapt to keep up with what both businesses and people want. We must communicate that the NRV is not only a good place to do business, but also live, work, and play. Success comes from blending these three initiatives.



Onward NRV's mission is to attract and retain world class jobs, investment and talent in Virginia's New River Valley by marketing the region as a premiere destination to live, work, and do business, and by building collaborative partnerships that support economic vitality.

# HOLISTIC & MODERN STRATEGY

- **INDUSTRY** | SUPPORT AND GROW TARGETED INDUSTRIES TO STIMULATE JOB OPPORTUNITIES AND INVESTMENT.
- **TALENT** | ATTRACT AND RETAIN TALENT TO STRENGTHEN TARGETED INDUSTRIES AND GROW COMMUNITIES.
- **PLACEMAKING** | CULTIVATE REGIONAL ASSETS AND VIRGINIA'S NEW RIVER VALLEY BRAND TO FOSTER ECONOMIC VITALITY.
- **REGIONALISM** | BE A HIGH-PERFORMING REGIONAL ECONOMIC DEVELOPMENT ORGANIZATION THAT UNIFIES THE NRV.



# PROJECTED IMPACT

**\$180 million**

Total New Capital Investment

**3,488**

Total New Jobs

**\$84 million**

Consumer Expenditures

**\$13 million**

Deposit Potential for Financial Institutions

# REGIONAL BRAND



VIRGINIA'S

NEW  
RIVER  
VALLEY

# REGIONAL BRAND



## TAGLINE:

A Natural Fit

## KEY MESSAGING:

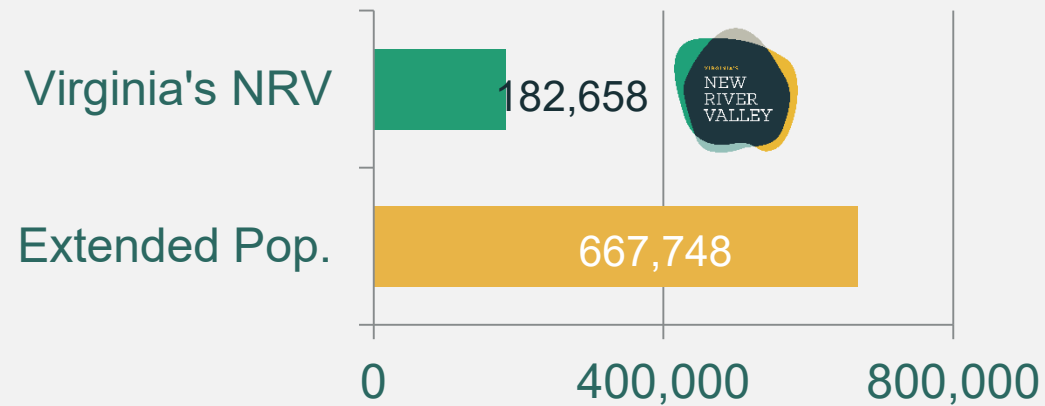
- Loyal, Highly Skilled and Educated Workforce
- Diverse & Innovative Business Community with a Collaborative Culture
- Eclectic and Intentional Small Town Living

## POSITIONING STATEMENT:

Virginia's New River Valley is an eclectic mix of interconnected small towns that each offer their own unique vibe and appeal. The region provides an abundance of cultural and social offerings due to the presence of three world-class universities, while retaining the charm and benefits of small town living. The NRV is home to a diverse and innovative business community with companies that range from high-tech startups to foreign-based corporations to specialty agribusiness. These organizations benefit from the collaborative spirit of our region and a loyal, highly-skilled, and educated workforce. The scenic beauty of the region also fosters a deep connection to nature, which is deepened by access to outdoor recreation and the preservation of our natural environment. It's clear why Virginia's New River Valley is "A Natural Fit."

# EXTENDED POPULATION

## Population









# WELCOME TO VIRGINIA'S NEW RIVER VALLEY



[www.NewRiverValleyVA.org](http://www.NewRiverValleyVA.org)  
1010 Kraft Drive, Suite 2000, Blacksburg, VA 24060  
[info@onwardnrv.org](mailto:info@onwardnrv.org)





**ECLECTIC MIX OF  
SMALL TOWNS &  
WORLD-CLASS UNIVERSITIES**





# WORLD-CLASS UNIVERSITIES

Virginia Tech #39 in the U.S.  
\$515 Million in R&D  
Expenditures

National Science Foundation



30,000 + STUDENTS  
6,400 GRADUATES/YR



10,000 + STUDENTS  
2,400 GRADUATES/YR



4,000 + STUDENTS  
500 GRADUATES/YR



# TARGETED INDUSTRIES



*Volvo*



*Rackspace*



*Chateau Morrisette*



*TORC Robotics*

## ADVANCED MANUFACTURING

- Automotive
- Electronics & Components
- Chemicals
- Materials

## INFORMATION TECHNOLOGY

- Software Development
- Cybersecurity
- IT Support Services
- Digital Creative

## FOOD & BEVERAGE PROCESSING

- Food Processing
- Beverages
- Packaging
- Agriculture

## UNMANNED SYSTEMS

- Advanced Manufacturing
- Information Technology
- Research & Development



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VALLEY

# INFORMATION TECHNOLOGY

The talented and loyal  
the highest levels of  
Candles, manufact  
provides over 12,000

Virginia's New River Valley is a natural fit for companies in software development, cybersecurity security, IT support, digital creative, and other sectors in the Information Technology industry. With exceptional education programs out of local universities, the NRV produces some of the best IT workforce in the country who can flourish here, in a region with such excellent quality of life and low cost of living.

- #30 LEADING LOCATION FOR NEW & EXPANDING BUSINESSES -Area Development
- #10 IN HIGH-TECH EMPLOYMENT CONCENTRATION -SelectUSA (2017)
- #3 METRO WITH HIGH RATIO OF IT GRADS TO JOBS -Expansion Solutions (2017)
- TOP 10 AFFORDABLE AND ATTRACTIVE METRO FOR YPS -PEW (2017)
- 154 IT-RELATED COMPANIES THAT EMPLOY OVER 2,000 PEOPLE -EMSI (2016)
- 35% JOB GROWTH IN IT SECTOR, FASTER THAN U.S. (12%) & VA (2%) -EMSI (2012-16)

## ACCESS TO TALENT

The strength of higher education in the NRV generates a **talented workforce and supportive ecosystem**. Virginia Tech (VT), New River Community College (NRCC) and Radford University (RU) produce a steady supply of IT talent with degrees in **Computer & Information Sciences** (19 Associates; 295 Bachelor's; 132 Master's; and 22 Ph.D.'s) and **Computer Engineering** (113 Bachelor's; 40 Master's; and 11 Ph.D.'s). Companies in the region also have success recruiting alumni from these universities back to the area to fill mid and senior level positions. **Virginia Tech has 250,000+ living alumni** (55,000 in the Greater D.C. Area) and **Radford University has 73,000+ living alumni** (50,953 in Virginia). Entry-level and highly educated professionals remain in the NRV because of its vast and beautiful outdoor amenities, cultural events, and little to no sales tax.

## BUSINESS

What makes the  
expedient access  
Not to mention  
All of this is st

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NRCC

# FUNDRAISING CAMPAIGN LEADERSHIP

## CAMPAIGN CO-CHAIRS



**Ed  
Lawhorn**  
Union  
Bank &  
**DIRECTOR** Trust



**Dr. John  
Dooley**  
Virginia  
Tech  
Foundation

## CHAIRMAN

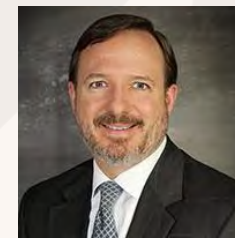


**Bill  
Flattery**  
Carilion  
NRV  
**AMBASSADOR** Medical  
Center

## PRESIDENT



**Richard  
Mitchell**  
Celanese



**Jim  
Cowan**  
CowanPerr  
y PC



**Sandra  
Davis**  
BCR  
Property  
Manageme  
nt



**Bif  
Johnson**  
Hurt &  
Proffitt



**Chadd  
Yeatts**  
Schnabel  
Engineering



**Tommy  
Via**  
Brown  
Insurance

## ADVOCATE



# FUNDRAISING CAMPAIGN LEADERSHIP

## CAMPAIGN CABINET



**Mayor  
Mike  
Barber**  
Town of  
Christiansbu



**Mayor  
David  
Clark**  
Town of  
Pulaski



**Mayor  
Robert  
Dickerson**  
Town of  
Pearisburg



**Mayor  
Leslie  
Hager-  
Smith**  
Town of



**President  
Brian  
Hemphill**  
Radford  
University



**Mayor  
David  
Horton**  
City of  
Radford



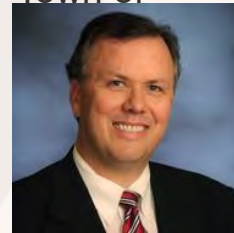
**President  
Pat Huber**  
New River  
Community  
College



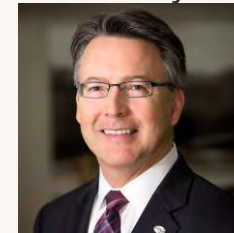
**Jeffrey  
Morris**  
Giles County  
Board of  
Supervisors



**Andy  
McCready**  
Pulaski  
County Board  
of  
Supervisors



**Chris Tuck**  
Montgomery  
County Board  
of  
Supervisors



**President  
Timothy  
Sands**  
Virginia  
Tech



**Lauren  
Yoder**  
Floyd County  
Board of  
Supervisors



James Cabler  
Onward NRV Director Of Business Engagement  
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