

# ONWARD NRV WINTER LUNCHEON

December 14, 2017



# VEDP FAM TOUR - NRV



**Audience:**  
**VEDP Business**  
**Investment Team**

- 16 Participants
- 14 visits to assets in our targeted industries

# MARKETING UPDATE, CONT.



- **AUVSI SYMPOSIUM- NRV**
- Audience: UAS Industry Leaders
- 2-MIN Pitch to 180
- Quoted in Roanoke Times article, “NRV to lure robots to town as autonomous industry booms”



## **SITE SELECTORS GUILD - Seattle, WA**

- Audience: Site Selectors
- Directly connected with 12 site consultants
- Learned about trends in site selection



## **VEDP MARKETING TRIP - Richmond, VA**

- Audience: VEDP
- BI Presentation – 30+ attendees
- C&P Presentation – 6 attendees
- Reception – 12 attendees

# RU ALMUNI TRIP - NoVA



**Audience: RU  
Alumni in Tech**

- 60 attendees
- 4 brand box giveaways
- 2-minute pitch
- ~35 email addresses
- 3 outside appointments



# VT HOMECOMING ACTIVATION - NRV

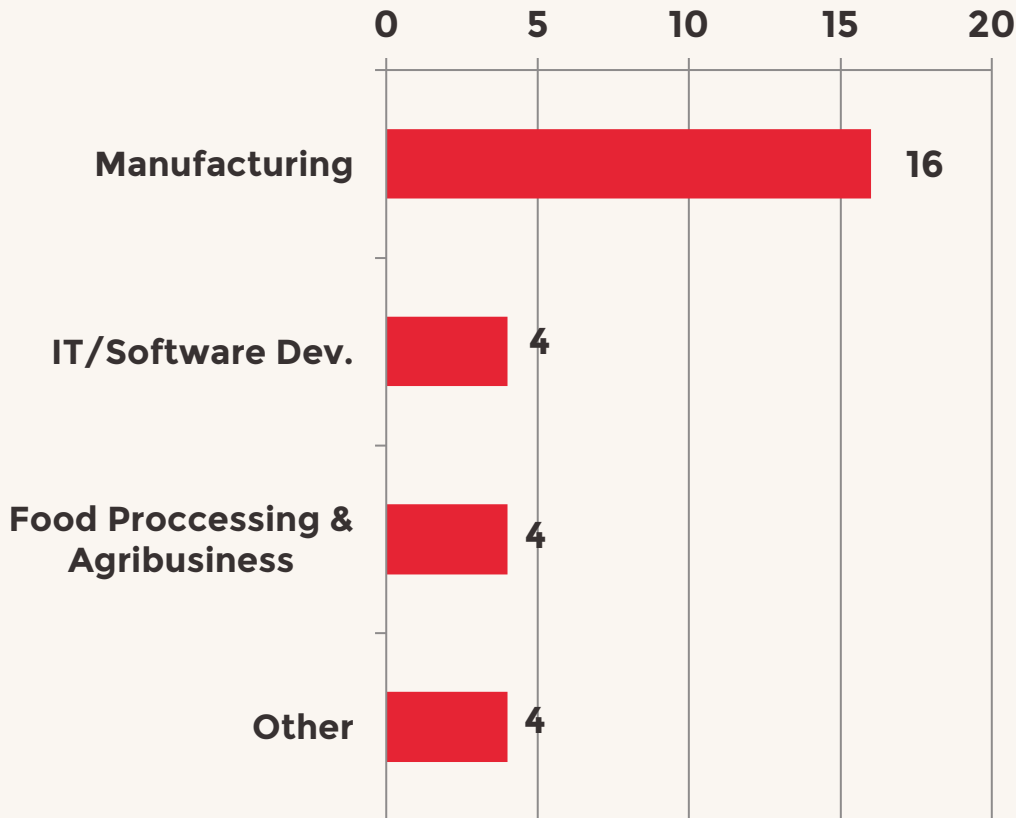


**Audience:**  
**VT Alumni**

- ~1,500 visitors
- ~7,500 impressions
- ~250 email addresses
- Branded materials

# PROSPECT ACTIVITY – MID YEAR

## PROSPECTS BY INDUSTRY - YTD



## NEW & EXISTING:

28

## NEW:

13

## VISITS:

5

## ANNOUNCEMENTS:

1

# WELCOME, KOINONIA!



40  
JOBS

\$2.5MM  
INVESTMENT

WELCOME TO OUR  
NEWEST INVESTORS!



95  
INVESTORS

17  
NEW THIS  
YEAR





# INVESTORS & FUNDRAISING

## EVENT SPONSORSHIPS

AVAILABLE:

**\$1,500**

PRIVATE SECTOR  
INVESTMENT REMAINING:

**\$846**

TOTAL BUDGET  
INCREASE (FY17-18):

**\$28,742**





# REGIONAL ACCOLADES



# TOP 10

AFFORDABLE  
METRO FOR  
YOUNG  
PROFESSIONALS

*-PEW (2017)*

VIRGINIA'S

NEW  
RIVER  
VALLEY



# #11

BEST PLACE  
TO WORK  
IN MFG.

*-smartasset (2017)*

VIRGINIA'S

NEW  
RIVER  
VALLEY





# TOP

## OF THE SOUTHERN AUTO CORRIDOR

*-Southern Business & Dev. (2017)*

Mentions:

Volvo Trucks, Federal Mogul,  
VTTI, NRCC, Montgomery  
County, Pulaski County

VIRGINIA'S

NEW  
RIVER  
VALLEY



# #10

IN HIGH-TECH  
EMPLOYMENT  
CONCENTRATION

*-SelectUSA (2017)*

VIRGINIA'S

NEW  
RIVER  
VALLEY