



# ONWARD NRV ANNUAL REPORT 2019-2020



# ONWARD NRV

## MISSION & VISION

Onward NRV is a public/private, regional economic development organization whose mission is to attract and retain world class jobs, investment, and talent in Virginia's New River Valley. It's a movement where leaders from business, government, and higher education work together to promote the economic vitality of the region.

Onward NRV is always striving to move the region forward. It is an organization that gets things done. This is embodied in the action-oriented name and branding of our organization. The movement of the red arrow in our logo is symbolic of Onward NRV, which pulls people and ideas together to move the region forward. Leaders in business, government, and higher education have a role to play in economic development. We're here to help them Join the Movement.

## FIVE-YEAR STRATEGY

To create economic success for Virginia's New River Valley, Onward NRV is executing a five-year economic development strategy. It uses a modern, holistic approach that focuses on three overlapping goals to support (1) Industry, (2) Talent, and (3) Placemaking. FY 2019-20 marked year two of the five-year strategy. As you read through the annual report, you'll see that we've made significant progress in all three areas of the strategy.

### OVERARCHING GOALS





# REGIONAL IMPACT

INDICATOR	FY 2019-20	Two-Year Progress	Percent of 5-Year Goal
New Primary Jobs	74	1,598	93% On Pace
New Secondary Jobs	45	1,139	64% On Pace
Total Direct Payroll	\$5,410,659	\$128,244,519	84% On Pace
New Consumer Expenditures	\$2,413,487	\$72,331,419	86% On Pace
New Capital Investment	\$13,600,000	\$420,450,000	234% Exceed Goal

## REGIONAL ANNOUNCEMENTS

FY 2019-20



33 Jobs

\$12,000,000  
Investment

Pulaski County



20 Jobs

\$100,000  
Investment

Montgomery County



15 Jobs

\$1,500,000  
Investment

Pulaski County



6 Jobs

Undisclosed  
Investment

Montgomery County



# GOAL 1: INDUSTRY

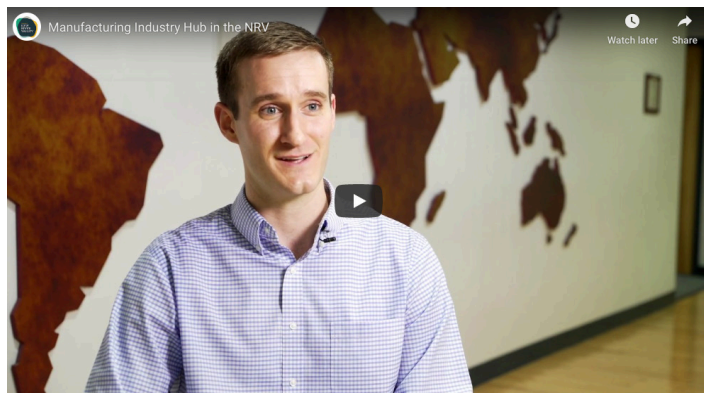
## Support and grow our four targeted industries in Virginia's New River Valley

### EXISTING INDUSTRY



#### COVID-19 Pandemic Response

Created a "COVID-19 Resources for Business" website portal, surveyed partners in the MFG and IT industries to compile a list of reopening needs, and helped distribute the "Working Smart, Working Safe" reopening resource for the NRV Public Health Task Force Recovery Team.



#### Manufacturing & Tech Industry Hub Videos

Created two Industry Hub videos to promote the Manufacturing and IT/Tech industries in the NRV. Launched the Manufacturing video on National Manufacturing Day and launched the IT/Tech video at the August IT Summit.



#### Manufacturing Industry Hub Summits

The October manufacturing industry summit featured a panel of Career and Technical Education (CTE) Directors from Floyd, Giles, Montgomery, and Pulaski counties. The panelists shared information about their programs and discussed how local manufacturers can partner with their programs. In addition, Delegate Chris Hurst provided an update on the I-81 Corridor Improvement Plan.



#### Technology Industry Hub Summits

Hosted two summits for the technology industry to encourage collaboration around common challenges and opportunities. At the August summit, industry leaders in the region heard from experts discussing housing affordability and flights from Roanoke. The February summit focused on Onward NRV's technology initiatives and upcoming housing projects from local developers.

## BUSINESS ATTRACTION



### Patton Logistics Announcement

The Patton Logistics Group announced in January they would be investing \$12 million to establish a new logistics and warehousing operation in Pulaski County. The company will be constructing a new 250,000 SF building in the New River Valley Commerce Park and creating 33 jobs. Onward NRV generated the lead for the project and made the introduction to Virginia's First Regional Facility Authority (VFRFA), the owner of the park. VFRFA worked with Pulaski County and VEDP to negotiate the land acquisition and incentive proposal that ultimately landed the project for our region.



### Regional Marketing Outreach

To develop leads for business attraction, Onward NRV conducts outbound marketing trips and inbound familiarization (FAM) tours. Onward NRV completed nine total and had four cancelled due to the COVID-19 pandemic. Some of the activities included: marketing mission to Chicago to meet with site selectors, hosting a FAM tour of unmanned systems assets, and attending the Fancy Food trade show in San Francisco.

## PROSPECT DASHBOARD

### ANNUAL NUMBERS



**12**

Prospect Visits



**33**

New Prospects



**9**

Marketing Trips

### PROGRESS TOWARD FIVE-YEAR GOALS



**New Prospects: ON PACE**

79 (48%) Prospects (+13 Above Goal)



**Prospect Visits: OFF PACE**

25 (38%) Visits (-1 Below Goal)



# GOAL 2:TALENT

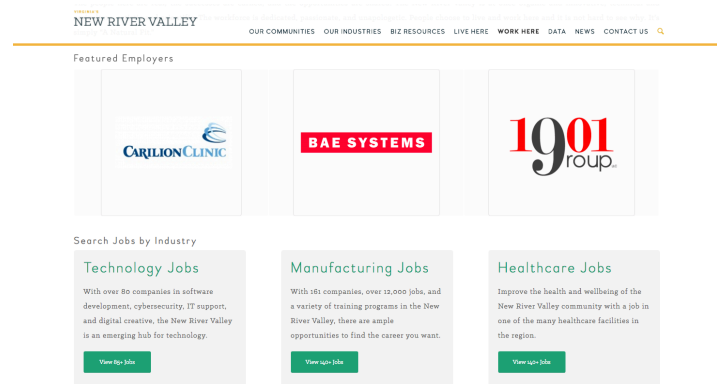
## Attract and retain talent to support and grow our targeted industries and communities

### TALENT



#### Tech Talent Op-Ed in *The Roanoke Times*

Executive Director Charlie Jewell's commentary "Tech Professionals key to NRV growth" was featured in *The Roanoke Times* in late December. The article highlighted the importance of the tech sector to the economic vitality of the New River Valley and Onward NRV's continuing role in growing the industry in the region.



#### NRV Job Board Launched

Launched an online job board in March to directly connect individuals with potential employers in the region. The job board showcases featured jobs from Onward NRV investors and eight career pathways with jobs available in the NRV. Visit the job board on Virginia's New River Valley website at [thenrv.org/jobs](http://thenrv.org/jobs).

### TECH JOBS IN THE NRV: FIND YOUR CAREER



#### "Tech Jobs in the NRV" Digital Campaign

Executed five-week digital marketing campaign in February and March entitled "Tech Jobs in the NRV". Over **85,000 people** saw the seven campaign posts across all social media platforms and over **48,000 people** watched some or all of the two "Tech Jobs in the NRV" videos that were released as part of the campaign.



#### Career Event Links Employers to VT Students

Hosted Atrium Day on February 25th with Virginia Tech PRISM, a student marketing organization, to help local employers promote their internships and job opportunities. 41 students engaged with the four companies, Ozmo, ACI, Kollmorgen, and block.one, who participated in the event.

# NRV EXPERIENCE



## Inaugural Internship Consortium Launched

The NRV Experience, an internship consortium designed to enhance the experiences of students completing summer internships in the New River Valley, began in June with 17 interns and 5 participating companies. Prior to the start of the COVID-19 pandemic, 12 local companies and 55 interns had signed up to participate.

Interns received weekly professional development trainings from the team at Exelation and participated in outdoor excursions designed to highlight the five communities in the NRV. Onward NRV followed recommended health guidelines such as physical distancing and mask usage to make the NRV Experience as safe as possible.

## COMMUNITY EXCURSIONS

### FLOYD

Zip Line and  
Downtown Tour

6/25/20

### GILES

Hike at Mill Creek  
Nature Park

7/7/20

### PULASKI

Paddleboarding at  
Claytor Lake

7/14/20

### MONTGOMERY

Bike Scavenger Hunt  
on Huckleberry Trail

7/21/20

### RADFORD

Tubing on the New  
River at Bisset Park

7/28/20

# NRV EXPERIENCE DASHBOARD



17

Participating  
Interns



5

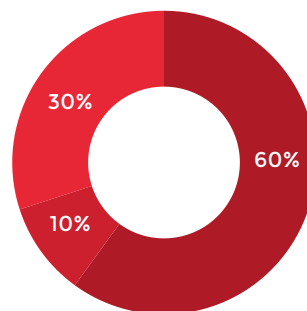
Community  
Excursions



6

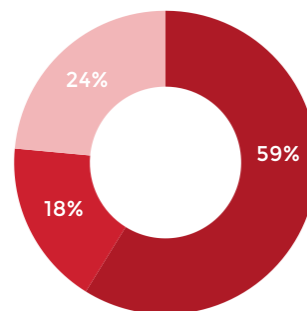
Professional  
Development  
Sessions

## Interns' Majors



- Engineering
- Computer Science
- Other

## Internship Industry



- Manufacturing
- IT
- Other

## Professional Development Sessions

Emotional Intelligence

Professional Communication Skills

Problem Solving Skills

Collaboration Skills

Leadership Skills

# GOAL 3: PLACEMAKING

Cultivate regional brand to foster economic vitality

## REGIONAL BRANDING



### Regional Video Wins Multiple Awards

The Virginia's New River Valley regional video received an Excellence in Economic Development Gold Award from the International Economic Development Council (IEDC). The video also won a Gold Award from Hermes Creative Awards, an international competition for creative professionals.

## QUALITY OF PLACE



### Regional Impact Awards

Awarded the 2019 Regional Impact Awards to 5 companies at Onward NRV's Annual Dinner. The winners included Ozmo, Torc Robotics, 1901 Group, Inorganic Ventures, and Volvo Trucks North America. The winners announced 1,462 new jobs and \$405.7 MM in new capital investment in the New River Valley over the past year.

## SITES & BUILDINGS



### Quarterly Reports Show Site/Building Trends

Onward NRV began generating quarterly reports to show current trends in site/building specifications from prospective businesses. The reports are based on data from prospects who have inquired about locating in the New River Valley.

The purpose of these reports is to help inform local officials and developers of what types of properties prospects are requesting so that they can factor this information into site/building planning and development.

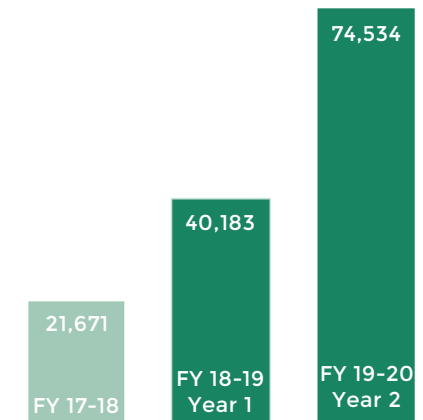
78% of all prospects for the year preferred an existing building over a greenfield site. On average, prospects needing an industrial building were typically looking for a building with an average of 80,000 - 120,000 SF and at least 24-foot clear ceiling heights.

The 22% of prospects requesting a greenfield site to build their own building needed an average of 40-58 acres. They typically wanted the site to be "shovel-ready" (i.e. graded with all utilities and road infrastructure in place).

Based on the existing inventory of available properties in the New River Valley, we have zero sites and two buildings that meet the "average" specifications. This makes it challenging to attract new companies to our region.

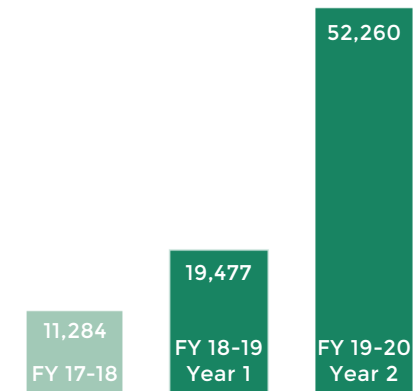


# REGIONAL BRANDING DASHBOARD



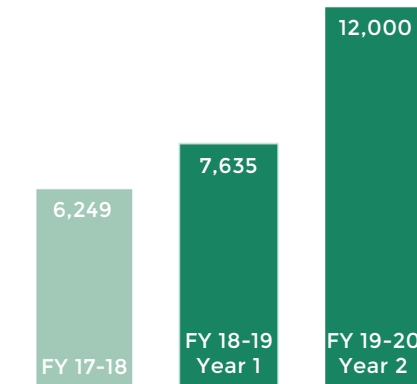
Annual Website Visits

**115K**  
Two-Year Total  
Website Visits on  
TheNRV.org



Annual Social Media Engagement

**72K**  
Two-Year Total  
Likes, Clicks, and  
Shares on Social  
Media Platforms



Cumulative Social Media Followers

**12K**  
Total Followers  
across Social  
Media Platforms  
at the end of  
FY 2019-20

# GOAL 4: ORGANIZATION

Be a high-performing regional economic development org.

## INVESTOR RELATIONS



### COVID-19 “Here to Help” Program

To better understand the challenges businesses in the NRV faced due to the COVID-19 pandemic, Onward NRV called the primary contact of every investor in April. The short phone calls helped get a pulse on the region and allowed us to direct investors to helpful resources.



### Investor Video

Released a video in October 2019 showcasing our investors and why 116 businesses, localities, universities and nonprofits have chosen to join the movement of Onward New River Valley.

## OUTREACH



### Economic Vitality Summits

Onward NRV hosted summits in August and March as a way to promote collaboration within the NRV by bringing our key partners in the economic development realm (25 organizations) together to encourage communication and identify areas of common interest.

## INVESTOR EVENTS

### ANNUAL DINNER

**VT German Club**  
Topic: Power of Partnerships  
**162 Attendees**

### WINTER SOCIAL

**Hotel Floyd**  
Topic: Food Processing & Agribusiness Industry  
**62 Attendees**

### SPRING LUNCHEON

**Radford University**  
**Davis College of Business & Economics**  
Topic: State of the New River Valley  
**86 Attendees**

# INVESTOR DASHBOARD

**116** Investing  
Organizations

**233** Individual  
Members

## FIVE-YEAR STRATEGY FUNDING PROGRESS



**Private Sector Funding: ON PACE**

\$611,470 (41%) Received Toward \$2.5 MM Goal



**Locality Funding: OFF PACE**

\$351,510 (35%) Received Toward \$1 MM Goal

# BOARD OF DIRECTORS

## BOARD MEMBERS FY 2020-21

Jon Beegle | Floyd County EDA  
David Bennett | Appalachian Power Co.  
Scott Blankenship | Carilion Clinic  
Keith Boyd | Hurt & Proffitt, Inc.  
Stephen Chandler | Lewis Gale Hospital Montgomery  
John Cox | Radford University  
Laura Darlington | BAE Systems  
April DeMotts | Montgomery County Board of Supervisors  
John Gardner | Branch Builds, Inc.  
Cora Gnegy | Giles County  
Joseph Guthrie | Pulaski County Board of Supervisors  
Vince Hatcher | Hollingsworth & Vose  
Christopher Lawrence | Town of Blacksburg  
Thomas Loflin | Montgomery County EDA  
Brian Lubin | 1901 Group, LLC.  
Richard Mitchell | Celanese Corporation  
Terri Morris | Floyd County  
Craig Parrent | Atlantic Union Bank  
Grayson Patterson | BB&T  
John Provo | Virginia Tech  
Kim Repass | City of Radford  
Scott Ross | Salem Stone Corporation  
Mark Rowh | New River Community College  
Lori Saltus | Citizens Telephone Cooperative, Inc.  
Ginny Taylor | Lawrence Companies  
Lee Wheeler | Giles County EDA  
Abram Williams | City of Radford IDA  
Randy Wingfield | Town of Christiansburg  
Mark Woolwine | Brown, Edwards & Company, LLP  
Jon Wyatt | Pulaski County EDA  
Justin Yalung | Inorganic Ventures

## EXECUTIVE COMMITTEE FY 2020-21

Scott Blankenship, Chair | Carilion Clinic  
Mark Woolwine, Vice Chair | Brown, Edwards & Company, LLP  
Joseph Guthrie, Treasurer | Pulaski County Board of Supervisors  
Cora Gnegy, Secretary | Giles County  
Keith Boyd | Hurt & Proffitt, Inc.  
April DeMotts | Montgomery County Board of Supervisors  
Vince Hatcher | Hollingsworth & Vose  
Brian Lubin | 1901 Group, LLC.  
Richard Mitchell | Celanese Corporation  
Terri Morris | Floyd County  
Kim Repass | City of Radford





**[www.OnwardNRV.org](http://www.OnwardNRV.org)**

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