



ONWARD NRV ANNUAL REPORT 2021-2022





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 2021-22 marked year four 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.



REGIONAL ANNOUNCEMENTS

FY 2021-22

Company	Jobs	Investment	Location
Xaloy	35	\$1,750,000	Pulaski County
Patton Logistics	63	\$11,000,000	Pulaski County
Phoenix Hardwoods	8	\$100,000	Floyd County
TOTALS	106	\$12,850,000	

GOAL 1: INDUSTRY

Attract and grow industry to stimulate new jobs and investment in the region

BUSINESS ATTRACTION



Promoted Region at 2022 Winter Fancy Food Show
In February, Onward New River Valley Executive Director Katie Boswell attended the 2022 Winter Fancy Food Show in Las Vegas. Also in attendance were representatives from the Virginia Economic Development Partnership (VEDP) and the Roanoke Regional Partnership, who marketed Virginia as a great place to do business.



Onward NRV Attends AUVSI Xponential 2022
Onward NRV attended the 2022 AUVSI Xponential Symposium on Unmanned Systems held in April in sunny Orlando, Florida. Attending this yearly symposium allows Onward NRV to promote existing industry and attract new business to the region.



Onward NRV Exhibits at SelectUSA 2022
Onward NRV sponsored a booth promoting Virginia's New River Valley in late June at the 2022 SelectUSA Investment Summit. Local economic developers from across the region collaborated with Onward NRV to staff the booth and promote the NRV to companies attending the Summit.



Onward NRV Launches Regional Data Webpage
Onward NRV has compiled a regional data landing page that offers an at-a-glance of the most recent data at TheNRV.org/data. Categories include demographics, cost of living, housing, higher education, largest employers, wage data, and average commute times.

EXISTING INDUSTRY



Manufacturing Industry Leaders' Summits
Onward NRV hosts Manufacturers Leaders' Summits twice a year as part of the organization's five-year strategy to promote regional economic development. In the Fall of 2021, manufacturing leaders from across the region gathered virtually to network and learn about resources and programs focused on talent retention. Then, in Spring 2022, they gathered in person to network and learn about local resources and programs designed to help address workforce needs.



Technology Industry Leaders' Summits
Onward's virtual Tech Summit was held in November 2021. Tech industry leaders around the NRV gathered to learn and discuss solutions to retain and recruit talent. In April 2022, they gathered in person to learn about resources to help employers connect with interns. These summits create a forum to engage industry leaders and encourage collaboration around shared challenges and opportunities.

PROSPECT DASHBOARD



5

Prospect Visits



34

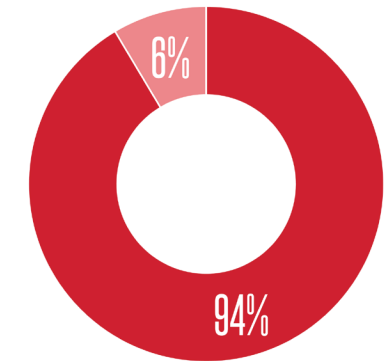
New Prospects



6

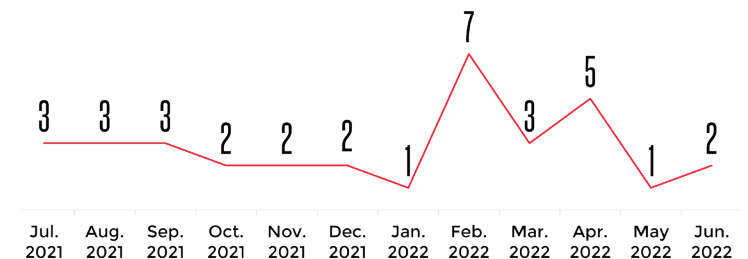
Marketing Trips

Prospect Type



■ New Recruitment (94%) ■ Existing Industry (6%)

Prospect Visits by Month



GOAL 2:TALENT

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



Onward NRV at Higher-Ed Career Fairs
Onward NRV regularly attends career fairs in the region to enlighten soon-to-be graduates on the benefits of living and working in the NRV. In FY 21-22, these included the Spring 2022 Career Fair at Radford University, two New River Community College career fairs, and a virtual hiring event at Virginia Tech.



Tech Jobs Digital Marketing Campaigns
In Fall of 2021 and Spring 2022, Onward promoted job opportunities within the NRV's tech sector. The promotions cumulatively garnered nearly 580,000 impressions and reached over 435,000 people across all social media platforms and YouTube.



Bus Wrap Promotes Livability of the NRV
In 2021, Onward NRV worked to successfully wrap a Blacksburg Transit bus with Virginia's New River Valley marketing messaging. The driver's side of the bus calls for viewers to "Make This Home: Find Your Community," and the curbside of the bus calls for viewers to "Make This Home: Find Your Career."



Manufacturing Jobs Digital Marketing Campaigns
Onward executed campaigns in Fall of 2021 and Spring of 2022 to promote manufacturing jobs in the region to adults within a 3-hour drive of the NRV. The promotion garnered over 1.3 million impressions and reached over 530,000 people across all social media platforms and YouTube.

NRV EXPERIENCE



NRV Experience Summer 2022 Cohort
The NRV Experience is designed to support employer internship programs by helping their interns grow professionally while also experiencing the full benefits of living and working in Virginia's New River Valley. The program's goals are to support employers' summer internship programs and increase the number of young professionals living and working in the NRV post graduation.

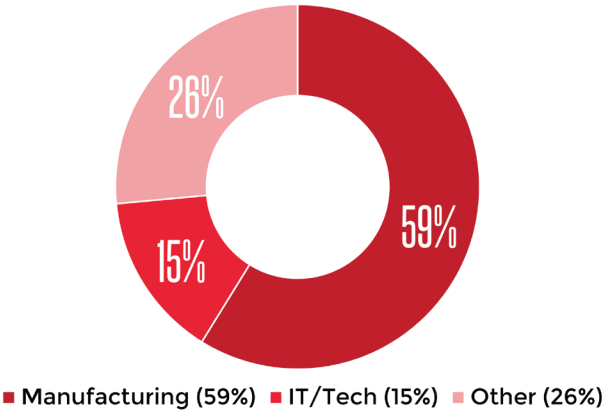
This year, fourteen NRV employers enrolled 34 of their college interns to participate in the third cohort of the NRV Experience. Throughout the program, interns participated in virtual professional development sessions covering emotional intelligence, leadership skills, networking, and communication skills. These sessions were taught by the team at ExelARATION. Each week, the interns explored the NRV through excursions designed to highlight one of the five unique communities in Virginia's New River Valley. Onward NRV collaborated with local tourism directors and economic development directors from each community to showcase the region's amenities to the interns.

Community Excursion Locations

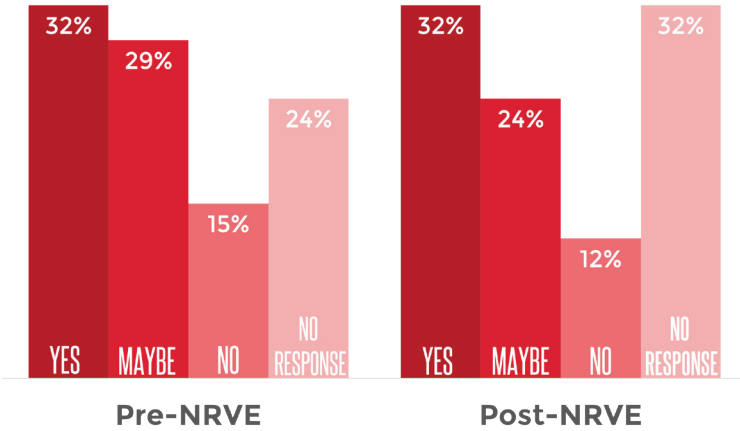
- GILES CO.** Mountain Lake Activities
- MONTGOMERY CO.** Tubing on the New River
- PULASKI CO.** Paddleboarding at Claytor Lake
- RADFORD** Movie at Radford Theater
- FLOYD CO.** Floyd Center for the Arts

NRV EXPERIENCE DASHBOARD

Industry Represented



“Would you consider living in the NRV post graduation?”



GOAL 3: PLACEMAKING

Cultivate regional brand to foster economic vitality

REGIONAL BRANDING



Onward NRV Presents on Branding for IEDC

Onward NRV presented its award-winning regional branding initiative for Virginia's New River Valley during the International Economic Development Council's webinar on October 21, 2021. Executive Director Katie Boswell shared the story of the rebranding process for Onward NRV and Virginia's New River Valley.



Regional Impact Awards

Onward NRV presented the 2021 Regional Impact Awards to four companies at the organization's Annual Dinner on November 30, 2021. The award recipients were Moog, Oransi, Xaloy, and Patton Logistics. All were honored for their projects or expansions in the NRV over the past year.

QUALITY OF PLACE



Onward NRV Collects Regional Cost-of-Living Data for C2ER's Cost of Living Index

For FY 2021-22, Onward continued collecting quarterly cost-of-living data from the region for the Cost of Living Index. Onward NRV collects and reports on this data to monitor short- and long-term cost-of-living trends.



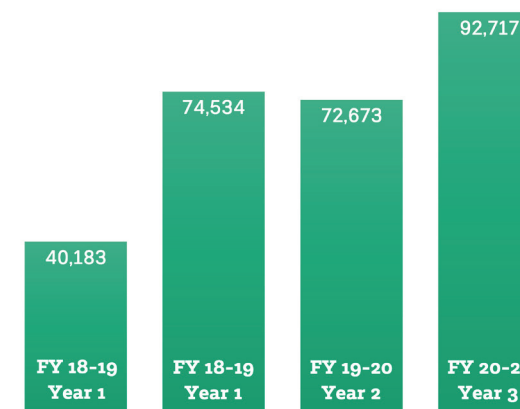
Onward Advocates for Regional Quality of Life

One of the goals of Onward NRV's strategic plan is to encourage regional quality-of-life enhancements. In FY 2021-22, staff participated in the NRV Livability Initiative, the NRV Passenger Rail Initiative, and the NRV Childcare Summit as an advocate for the region.



REGIONAL BRANDING DASHBOARD

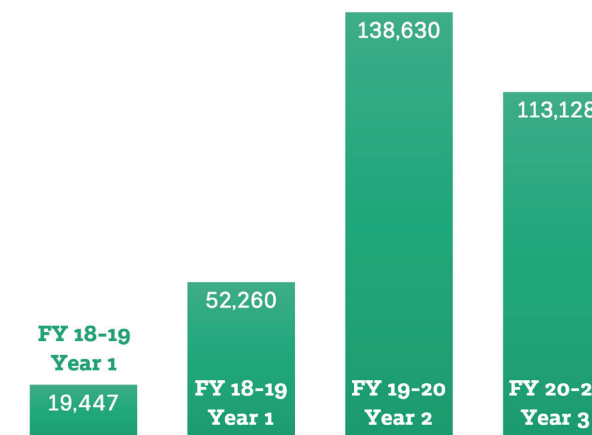
280K Four-Year Total Website Visits on TheNRV.org



396

Blog Posts-Four Year Total

323K Four-Year Total Social Media Engagement



17,081

Total Social Media Followers

FOLLOW ALONG! www.TheNRV.org [@newrivervalley](https://www.facebook.com/newrivervalley) [@newrivervalley](https://www.instagram.com/newrivervalley) [@NewRiverVA](https://www.twitter.com/NewRiverVA)

GOAL 4: ORGANIZATION

Be a high-performing regional economic development org.

INVESTOR RELATIONS



2021 Annual Dinner

The Annual Dinner was held at the Inn at Virginia Tech on November 30th and drew vital stakeholders from across the region. Kevin Byrd of the NRV Regional Commission and Raymond Smoot of GO Virginia Region 2 Council shared about the progress and impacts of the NRV Passenger Rail Initiative.

Winter Investor Reception

The 2022 Winter Reception was held on January 27th at The Draper Mercantile and Trading Company in Pulaski County. Executive Director Katie Boswell updated investors on recent prospect activity, the 2022 NRV Experience Cohort, and the new Regional Data page.

Spring Investor Luncheon

The Spring Investor Luncheon was held on March 10th in Giles County at Mountain Lake Lodge. The theme was "Capitalizing on the Thriving Outdoor Economy in the NRV". Our panelist speakers graciously briefed the event attendees on the myriad ways that they and their organizations are driving investment, creating jobs, promoting innovation, and protecting our natural assets.

Summer Investor Event

Onward NRV hosted their investors on June 9th at the Eighty-Four in Floyd County. Speaker Ross Mecham provided valuable insights into shaping and elevating company culture to drive employee loyalty and retention.

OUTREACH

ONWARD NRV IN THE NEWS

Onward Quoted in Virginia Business Article

The NRV landed several headline-generating deals in 2021. An article by *Virginia Business* magazine, titled "Compounding Interest", described the announcements and their impact on the region. Onward NRV Executive Director Katie Boswell was quoted in the piece and spoke to the industry appeal of relocating or expanding operations in a region rich with workforce potential.

ONWARD NRV STAFF



Katie Boswell,
Executive Director



Samantha Livesay, Director
of Business Engagement



Ian Littlejohn,
Marketing Manager



Christy Dodd,
Office Manager

OUR INVESTORS

Thank you to all of the organizations that make the work of Onward NRV possible!

CHAIRMAN



PRESIDENT



DIRECTOR



For a complete list of our investors, please visit www.OnwardNRV.org/Our-Investors.

BOARD OF DIRECTORS

BOARD MEMBERS FY 2021-22

David Bennett | Appalachian Power
Scott Blankenship | Carilion New River Valley Medical Center
Keith Boyd | Hurt & Proffitt
John Cox | Radford University
April DeMotts | Montgomery County
John Gardner | Branch Builds
Cora Gnegy | Giles County
Joseph Guthrie | Pulaski County
Vince Hatcher | Hollingsworth & Vose
Marty Holliday | Floyd County
Chris Lawrence | Town of Blacksburg
Brian Lubin | 1901 Group
Linda Millsaps | Floyd County
Richard Mitchell | Celanese Corporation
Andrew Morris | Citizens Telephone Cooperative
Larry Overstreet | BAE Systems
Andrew Owens | Pulaski County
Craig Parrent | Atlantic Union Bank
Grayson Patterson | Truist
John Provo | Virginia Tech
Kim Repass | City of Radford
Scott Ross | Salem Stone Corporation
Mark Rowh | New River Community College
Ginny Taylor | Lawrence Companies
Tay Taylor | Montgomery County
Lee Wheeler | Giles County
Abram Williams | City of Radford
Randy Wingfield | Town of Christiansburg
Mark Woolwine | Brown Edwards
Justin Yalung | Inorganic Ventures

EXECUTIVE COMMITTEE FY 2021-22

Scott Blankenship, Chair | Carilion New River Valley Medical Center
Mark Woolwine, Vice Chair | Brown Edwards
April DeMotts, Treasurer | Montgomery County
Cora Gnegy, Secretary | Giles County
Keith Boyd | Hurt & Proffitt
Joseph Guthrie | Pulaski County
Brian Lubin | 1901 Group
Linda Millsaps | Floyd County
Richard Mitchell | Celanese Corporation
Kim Repass | City of Radford
Ginny Taylor | Lawrence Companies



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