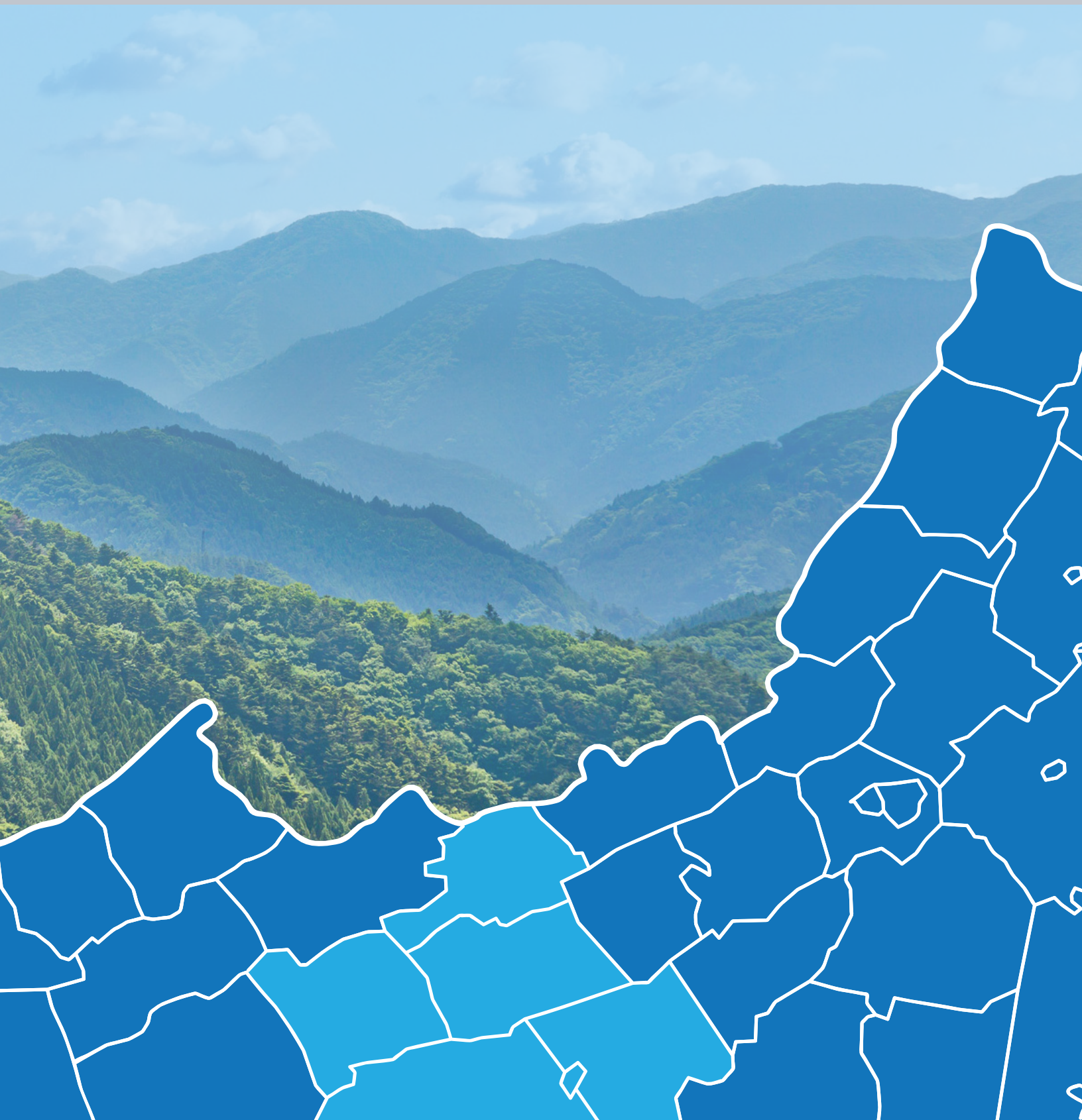




**MOUNT  
ROGERS**  
REGIONAL PARTNERSHIP

# ANNUAL REPORT

*Fiscal Year 2021-2022*



# Meet the Team

# LETTER FROM LEADERSHIP



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To our partners and community stakeholders,

It has been an exciting and truly remarkable year for economic development in the Mount Rogers Region. Similar to the trend of recent years, each partner locality is experiencing an economic resurgence and progress toward a position of growth and vitality. It requires positive movement within many different economic variables to transition from population and economic contraction to one of growth. Capital investment and well-paying occupations serve as two key variables in the equation, and our region has been on fire for several years.

Of course, a major part of our story was the announcement that Blue Star NBR, one of the largest manufacturing projects in the history of the commonwealth, will be locating in Wythe County and committing to over \$700 million in capital investment and 2,500 jobs. The generational impact that accompanies a project of this scale is difficult to comprehend. The annual economic impact alone in contrast to other projects is astonishing.

There were also several wins of notable scale in Smyth and Grayson counties, including the expansion of Scholle IPN and the expansion of Woodgrain Millworks and its acquisition of Independence Lumber. Many other projects are moving rapidly toward positive outcomes—all this promising momentum is occurring despite the impacts of the pandemic and national politics! Success breeds success, and this coming fiscal year will be full of achievements for the region.

There are various components of economic development that must align to ensure these positive outcomes. Our organization recently completed a regional strategic plan led by Virginia Tech and the Virginia Economic Development Partnership. This plan recommended a renewed focus on marketing and an expanded focus on talent attraction and retention.

Based on those recommendations, combined with our commitment to Blue Star during the recruitment process to create initiatives to increase the labor pool, we crafted a new brand and built a talent solutions team to lead our region's efforts. Our team is hard at work and preparing to launch several initiatives. We are excited about the years ahead!

Our downtowns are beautiful and bustling, tourism is increasing and project activity is high. Our economic progress is dependent on each of these functions, which are performing very well. We are happy to have passionate partners working hard across the region.

As I depart and make way for a new Executive Director, I wanted to share tremendous gratitude with our team for believing in the vision and bringing passion to the work. Thank you to organizational leadership and investors for your time, trust and continuous support.

The future is bright for the Mount Rogers Region!

**JOSHUA LEWIS**  
Executive Director

**DR. ERIC WORKMAN**  
Chairman

# BOARD OF DIRECTORS

THE EXECUTIVE DIRECTOR SERVES ON THE BOARD OF DIRECTORS AS STAFF LIASON.



**ERIC WORKMAN, EdD\***  
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Administrator  
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**MITCH SMITH\***  
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**BARRY MOORE\***  
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Administrator  
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**SHAWN UTT\***  
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**MIKE WATSON\***  
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**\*MEMBER OF THE EXECUTIVE COMMITTEE**

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**Brad Watson**  
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## Private Investors

APPALACHIAN NATURAL



DISTRIBUTION COMPANY



An AEP Company





# MARKETING INITIATIVES

## Connections & Networking

### OUTREACH EVENTS

#### AREA DEVELOPMENT FALL CONSULTANTS FORUM

Site Consultant Networking Event  
Richmond, Virginia

#### AWFS WOOD PRODUCT SHOW

Wood Sector Focus Tradeshow  
Las Vegas, Nevada

#### BUSINESS FACILITIES LIVE EXCHANGE

Prospect Focus Networking Event  
Tucson, Arizona

#### HUNTER HOTEL CONFERENCE

Hotel Recruitment Focus Tradeshow  
Atlanta, Georgia

#### SITE SELECTOR GUILD FALL FORUM

Industrial Site Consultant Networking Event  
Dallas, Texas

#### MRRP RECEPTION FOR VACO DAY

Regional Local Elected Official Reception  
Richmond, Virginia

#### ISRAELI MARKET CALL TRIP

Active Prospect Visit & VEDP Led Company Meetings  
Tel Aviv, Israel

#### UK PROSPECTS VISIT

Prospect Site Visits  
Across the United Kingdom

#### SELECT USA INVESTMENT SUMMIT

Premier FDI Networking Event  
Washington, D.C.

**2,830** JOBS  
CREATED

**\$781M** CAPITAL  
INVESTMENT

**\$87.5K** INTERNATIONAL  
TRADE ASSISTANCE

**8** SITE  
VISITS

**74** BUSINESS  
VISITS

**158** PARTNER  
REFERRALS

**29** OTHER  
REFERRALS

**48** LEADS &  
CONTACTS

**2** EXPANSION  
PROJECTS

**21** ACTIVE  
PROJECTS

**23** REQUESTS  
FOR INFO

# MARKETING INITIATIVES

## Digital & Social Media

### FACEBOOK

Mount Rogers Region



Top Post

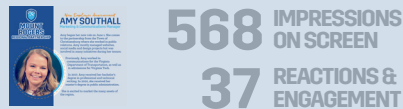


### LINKEDIN

Mount Rogers Regional Partnership  
Created in March 2022



Top Post



### LINKEDIN

Virginia's I81-I77 Crossroads



Top Post



## REBRAND

This year marked a sizable change for the organization as it returned to its roots and was renamed as the Mount Rogers Regional Partnership (MRRP), formerly the Virginia Industrial Advancement Alliance (VIAA).

The rebrand is part of the organization's strategic plan, which outlines a new focus on talent retention and attraction. The brand shift has resulted in two sub-brands of MRRP.

A new talent and placemaking sub-brand with the tagline *Make it here* and an updated version of the previous VIAA brand used for business attraction, retention and expansion.



## BRAND STYLE & ASSETS

A brand must be recognizable, and a good brand will be associated with the organization's mission when it is recognized. To achieve this, the brand—logos, colors, fonts, graphic elements—must be consistent and cohesive. Utilizing the following materials will allow the MRRP brand to be recognized as a resource for business and talent attraction, retention and expansion.



### PARENT BRAND

The MRRP parent logo is used for important formal assets, such as letterhead, presentations, announcements, etc.



### TALENT/PLACE SUB-BRAND

The MRRP talent logo is used for talent retention and attraction materials, such as social media graphics, advertisement campaigns, etc.

\*Use of the tagline *Make it here* is specific for these efforts. Adaptation of this tagline is subject to approval from the marketing and communications manager or executive director.



### BUSINESS SUB-BRAND

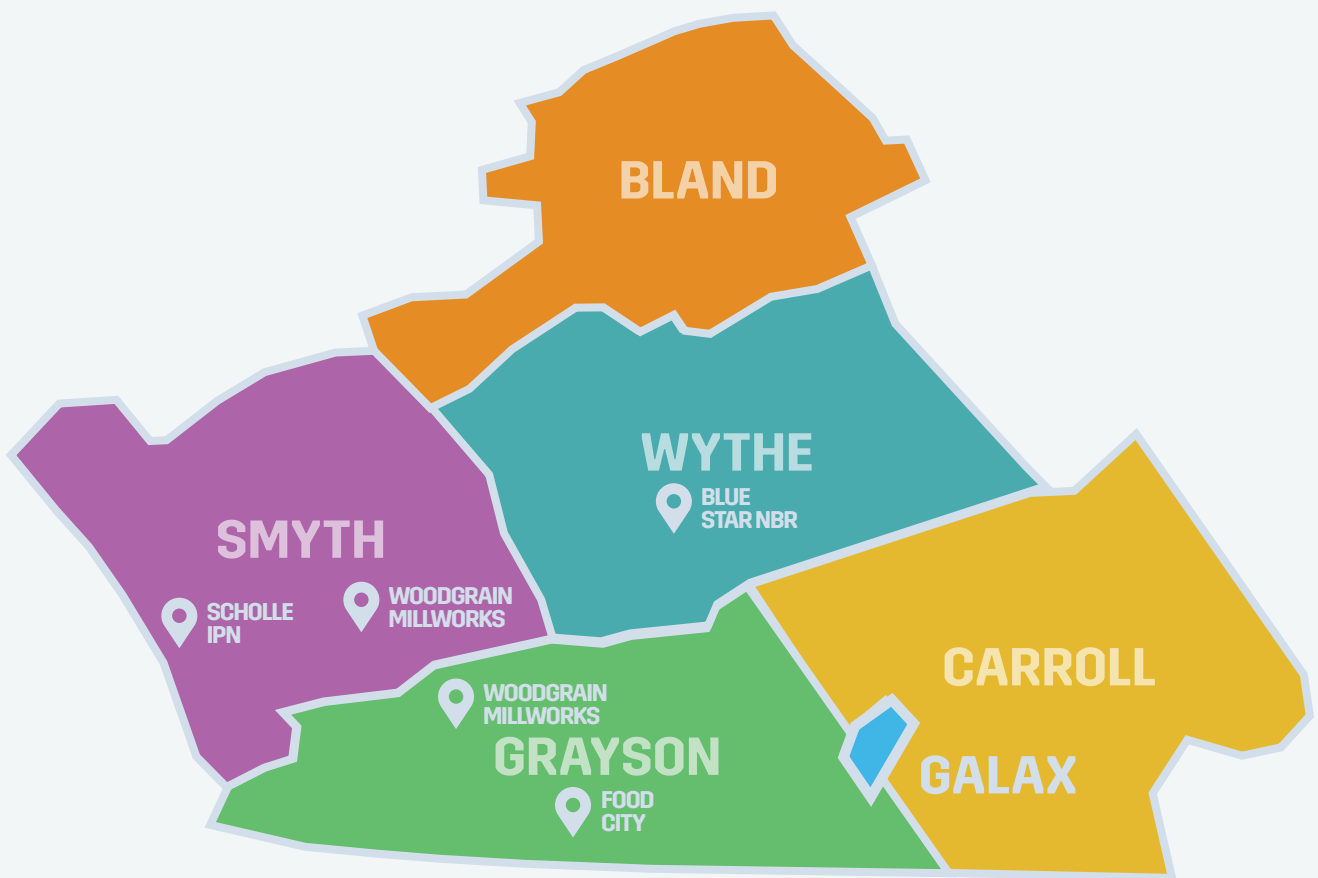
The MRRP business logo is used specifically for business attraction, retention and expansion materials.

MRRP Brand Guide | 7

# REGIONAL DEVELOPMENT

## Secured Projects

**2,830** NEW JOBS | **\$781M** CAPITAL INVESTMENT



*Grayson*  
**FOOD CITY**  
 75 NEW JOBS | \$12M CAPITAL INVESTMENT

*Smyth*  
**SCHOLLE IPN**  
 75 NEW JOBS | \$35M CAPITAL INVESTMENT

*Grayson & Smyth*  
**WOODGRAIN MILLWORKS**  
 180 NEW JOBS | \$20M CAPITAL INVESTMENT

*Wythe*  
**BLUE STAR NBR**  
 2,500 NEW JOBS | \$714M CAPITAL INVESTMENT

# LOCAL DEVELOPMENT

## Special Projects



### BLAND COUNTY

#### **Quality of life marketing video**

Awarded grant funding from the Virginia Tourism Corporation to promote assets in localities within the Mount Rogers Region



### CARROLL COUNTY

#### **Virginia Appalachian Regional Commission—Broadband**

Awarded nearly \$600,000 from DHCD ARC to expand broadband with project specific to Pipers Gap

#### **Broadband Infrastructure Assessment**

#### **Quality of life marketing video**



### CITY OF GALAX

#### **Vaughan Building Restoration Project**

Market the Vaughan building in downtown Galax with a housing analysis completed for the Vaughan Building Restoration to evaluate needs and types of housing feasible for the building

#### **Kipling Lane Housing Subdivision**

Connecting city with housing developer



### GRAYSON COUNTY

#### **Mount Rogers School Project**

Assisting redevelopment of the Mount Rogers School in the White Top region, with design for the adaptive reuse of the building complete, Grayson County submitted a grant to the Virginia Outdoors Foundation for the Get Outside Fund



### SMYTH COUNTY

#### **Pathway Park Development**

Awarded \$600,000 from Virginia Tobacco Region Revitalization Commission and \$600,000 from GO Virginia for infrastructure improvements at Pathway Park with a total project estimate at \$1.8M for infrastructure improvements, including a waterline extension of approximately 2,000 feet and a sanitary-sewer line extension of approximately 1,600

#### **Quality of life marketing video**

## BLUE RIDGE CROSSROADS ECONOMIC DEVELOPMENT AUTHORITY

#### **Wildwood Commerce Park**

20,000-foot gas line extension project completed and under budget. The site improvement elevated Sites 2 & 4 of Wildwood Commerce Park to Tier 5 sites.

#### **VEDP Electrical Infrastructure Application**

#### **VTC Grant**

\$5,000 for Quality of Life Marketing videos to assist partner localities with increasing tourism





# ECONOMIC IMPACT

## Direct & Indirect

**2,830** NEW JOBS | **\$781M** CAPITAL INVESTMENT

### MRRP LOCALITIES ANNUAL IMPACT OF MANUFACTURING (EVENT SIZE = 2,830)

	DIRECT	INDIRECT	INDUCED	TOTAL
EMPLOYMENT	2,830	330	728	3,887
SALES/OUTPUT	\$569,136,801	\$46,682,298	\$69,409,165	\$685,228,264
COMPENSATION	\$123,886,367	\$14,006,203	\$23,196,580	\$161,089,150

### MULTIPLIERS FOR MANUFACTURING

	DIRECT	INDIRECT	INDUCED	TOTAL
EMPLOYMENT	1.00	0.12	0.26	1.37
SALES/OUTPUT	1.00	0.08	0.12	1.20
COMPENSATION	1.00	0.11	0.19	1.30

Source: JobsEQ, 2022Q1

Note: Figures may not sum due to rounding

### CAPITAL INVESTMENT IMPACT

*Hypothetical Single Project Impact*

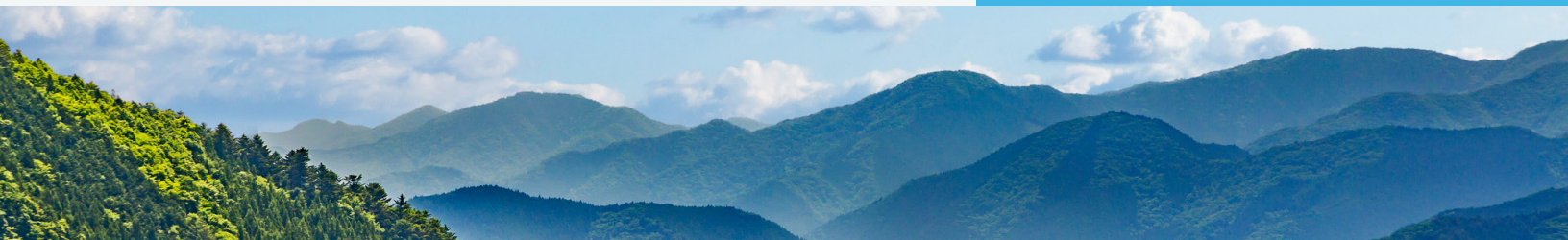
**\$781M** CAPITAL INVESTMENT

**\$468.6M** 60% IN MACHINE & TOOL INVESTMENT

**\$312.4M** 40% IN REAL ESTATE & PERSONAL PROPERTY

**\$5,295,180** ANNUAL M&T REVENUE  
Based on Rate of \$1.13 per \$100

**\$2,249,280** ANNUAL RE & PP TAX REVENUE  
Based on Rate of \$0.72 per \$100



**MOUNT  
ROGERS**  
REGIONAL PARTNERSHIP

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