



Aerial, Smith Mountain Lake, Roanoke

RURAL VIRGINIA ACTION COMMITTEE

September 17, 2025

Agenda

VEDP Board of Directors

Rural Virginia Action Committee

September 17, 2025

11:30 AM – 12:30 PM

James Madison University, Student Success Center

Harrisonburg, Virginia

11:30 AM	Welcome/Call to Order – Nick Rush
11:33 AM	Public Comment Period – Nick Rush
11:36 AM	Approval of Minutes for 6/11/25 Meeting – Nick Rush
11:38 AM	Approval of Electronic Meeting Policy – Nick Rush
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11:40 PM	Overview of Shenandoah Valley Partnership – Jay Langston
12:00 PM	Closed Session – Sneha Atwal, Chris Burger, & Shaun Malik <ul style="list-style-type: none">▪ F&B Lead Gen Campaign
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12:20 PM	Return to Open Meeting and Certification of Closed Meeting – Lisa Wallmeyer
12:22 PM	Open Discussion and Anticipated Topics
12:30 PM	Adjournment

Minutes
Rural Virginia Action Committee Meeting
Board of Directors of the Virginia Economic Development Partnership
June 11, 2025
12:30 p.m.
One James Center, 9th Floor – Board Room
Richmond, Virginia

Welcome and Call to Order

The meeting was called to order at 12:30 p.m. by Chair Nick Rush. A quorum was present.

In-person Committee members: Stephen Edwards, Rick Harrell, John Hewa, Connie Loughhead, Secretary Juan Pablo Segura, Nick Rush

Absent Committee members: Nancy Howell Agee, Mimi Coles

Other Board members present: Todd House, Pace Lochte, Will Sessoms

Public Comment Period

Chair Rush solicited public comments. There were none.

Approval of Minutes for March 5, 2025

Chair Rush requested approval of the March 5, 2025, meeting minutes. Upon motion by Ms. Loughhead, seconded by Mr. Edwards, the minutes were unanimously approved.

Update: Emergency Committee on the Impacts of Federal Workforce and Funding Reductions (May 12th Presentation)

David Devan, Senior Vice President of Policy and Strategic Partnerships, provided an overview of VEDP's presentation to the Emergency Committee on the Impacts of Federal Workforce and Funding Reductions in Wytheville, Virginia on May 12, 2025. The presentation highlighted past, present, and future investments in economic resilience in the Commonwealth. A copy of the presentation is included in the Committee materials.

Cardinal News Presentation

Chairman Rush welcomed guest speaker Dwayne Yancey, Founding Editor of *Cardinal News*, to the Committee meeting. *Cardinal News* is an independent online news site serving southwest and southside Virginia. Mr. Yancey highlighted demographic trends in rural Virginia. A copy of his presentation is included in the Committee materials.

Adjournment

The next meeting of the Rural Virginia Action Committee will be held on September 17, 2025.
There being no further business, Chair Rush adjourned the meeting at 1:23 p.m.

DRAFT

APPROVAL OF ELECTRONIC MEETING POLICY

MEETING AGENDA

Shenandoah Valley Partnership Overview

Closed Session: Food & Beverage Lead Generation



Shenandoah Valley Partnership VEDP Board Meeting

September 17, 2025

SVP Operating Plan

SVP is leading a refocused direction through **convergent economic development** by combining traditional economic development activities with community development and tourism development initiatives.

Through this shared, long-term vision and a region-wide commitment, we are seeing measurable results including the announcement of over **\$2 billion** in new capital investments and over **3,100** new jobs throughout the region over the last five years.





**Talent Attraction
& Retention**



**Business Retention,
Expansion & Attraction**



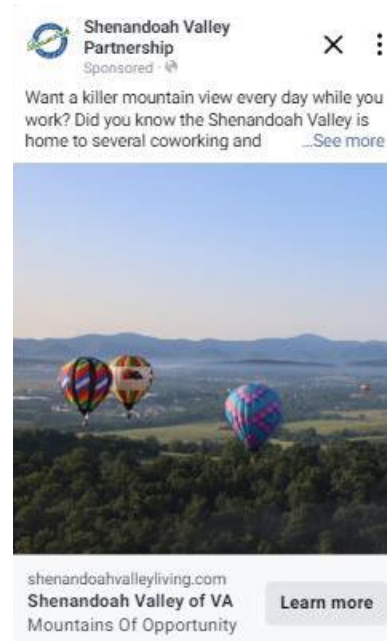
Sites & Infrastructure



Measures Toward Goal | Forward2028

Talent Attraction & Retention

- Continuing Digital Marketing campaign to **build awareness** of career and quality of life opportunities in the Shenandoah Valley by driving traffic to our Shenandoah Valley Living website
 - Target populations include regional alumni, current students, Millennials, Gen Z, veterans and remote workers
 - Advertising channels include LinkedIn, Google, JMU Sports Properties
- Created a **Fostering Talent** podcast series showcasing workforce assets across the region from three perspectives: community-based, university-based and community-college/technical center based



Measures Toward Goal | Forward2028

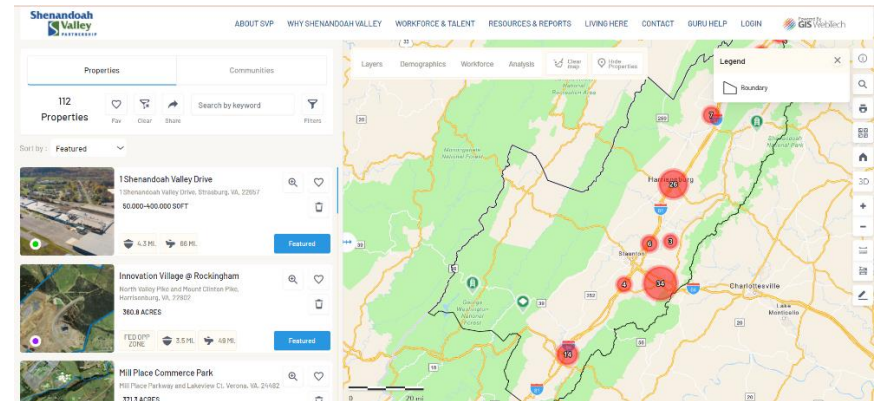
Business Retention, Expansion & Attraction

- Implemented additional **sector-specific roundtables** that foster direct and candid feedback to SVP, our partner VEDP and local economic developers
- Evolved the SVP Virtual Cooking Show into the ***At The Table*** forum
- Initiated and participated in numerous outreach activities, completing **10 marketing missions** in FY24-25
- Continued the reinstated **I-81 Corridor Partners Program** with coordinated efforts for sponsorship of consultant events and a site selector trip



Site Development & Infrastructure

- Completed the second GO Virginia grant for a feasibility study on the Blue Mountain site in Weyers Cave to explore a **500-acre regional business park**. The study outcome was positive, have held numerous meetings to discuss the regional park.
- Received a **third GO Virginia grant** to complete the due diligence on the balance of the site (288 acres) and create a grading plan for Phase A of the property to **advance the regional park** concept.
- Exploring a grant to perform a robust analysis of land parcels in the Shenandoah Valley Partnership footprint.



SVP Foundation

- Created a 501(c)3 corporation to address issues that are typically beyond the scope of SVP:

Housing Transportation | Transportation | Child Care

- Received a Virginia Housing grant to discern development best practices

Key Findings

- Extremely low housing inventory is pushing prices up drastically, **60%** since 2017
- Public-private partnerships recommended

Key Industries & Target Sectors



Agribusiness



Manufacturing



Transportation &
Logistics



IT & Professional
Services

Traditional Economic Development Programs



Non-Traditional Economic Development Initiatives



SVP Sector Wins 2019-2025

SECTOR	NUMBER IN SECTOR	INVESTMENT (MILLIONS)	JOBS
AG	1	\$14	79
ELECTRONICS	2	\$201	381
FOOD & BEVERAGE	16	\$610	1,002
LOGISTICS	3	\$121	237
MATERIALS	2	\$33	45
MANUFACTURED COMPONENT MFG.	15	\$90	802
PHARMACEUTICALS	1	\$1,000	152
POLYMERS	6	\$36	205
PRINTING	2	\$7	5
SERVICES	2	\$48	227

SVP Activity Update

SVP Investor Engagement & Outreach

- Connect Networking Events - *quarterly*
- Virtual Cooking Show/At the Table Forum - *quarterly*
- Sector Roundtables - *quarterly*
- In-person Investor Forums - *semi-annually*

VEDP Food & Beverage Trail & Real Estate Solutions Team Tour

SVP, along with VEDP, hosted an inaugural Shenandoah Valley Food & Beverage trail with seven food & beverage industry leaders—including executives, real estate experts, and site consultants—to highlight the Shenandoah Valley's advantages for F+B companies.

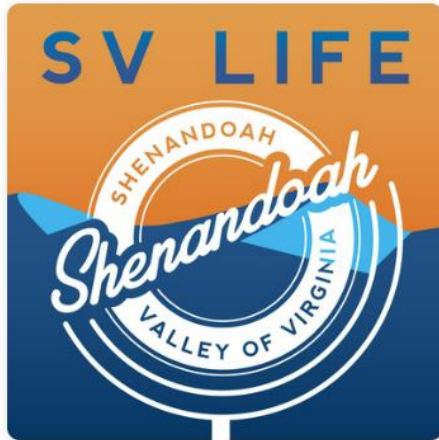
SVP hosted the VEDP Real Estate Solutions Team (RES) for a 4-day tour of more than 50 sites across our region.



SVP Outreach: Non-Traditional Initiatives

Shenandoah Valley Life Podcast

- The SV Life Podcast tells the unique stories of people **living, working and serving** in the Shenandoah Valley.
- Began in 2021 and recorded more than **50 episodes** at end of FY 24-25.





theshenandoahvalley.com
shenandoahvalleyliving.com

MEETING AGENDA

Shenandoah Valley Partnership Overview

Closed Session: Food & Beverage Lead Generation

CERTIFICATION OF CLOSED SESSION

OPEN DISCUSSION AND ANTICIPATED TOPICS FOR DECEMBER