

**Welcome to the
2020 VEDA Spring
Conference**

Community Economic
Development Awards

City of Harrisonburg

Winner of Population

Category IV

40,001-100,000

for

Bricks & Clicks (B&C)

City of Harrisonburg

- Multi-jurisdictional approach to the economic development principle of growing your own.
- Began with the idea of utilizing the economic gardening model to assist retail businesses.
- Partnership established between the city, county, HDR, SBDC and JMU.
- Unique perspective outlined in four-phased approach.

City of Harrisonburg

- **INNOVATIVENESS:** Began with the idea of utilizing the economic gardening model to assist retail businesses.
- **TRANSFERABILITY:** With partnerships, and some grant funds, any locality can create a similar initiative.
- **COMMUNITY COMMITMENT & LEVERAGE:** Brought together two local economic development departments, non-profits and academia.

City of Harrisonburg

- **MEASURED OBJECTIVES:** Primarily focused on assisting businesses grow their sales and improve their in-store and online traffic.
- **Job data for the 10 grant recipients**
 - 68 full and part time jobs were retained
 - Full time jobs increased by 1 to 27
 - Part time jobs increased by 10 to 63
 - Volunteer labor increased from 22 to 75 (2 non-profits participated)

Augusta County

Honorable Mention

Category IV

40,001-100,000

for

People of Augusta

Augusta County

- Celebrates the stories and testimonies of local entrepreneurs, farmers, manufacturing workers, civic leaders, and more.
- Profiles bring relatability, credibility, and depth to targeted sector marketing efforts.
- Success stems in part from the ability to simultaneously impact multiple aspects of the economic development strategy.

Augusta County

- **BUSINESS ATTRACTION:** Created specifically to address questions from prospects.
- **BUSINESS RETENTION & EXPANSION:** Each profile becomes a public blog and social media posting.
- **COMMUNITY INVOLVEMENT:** By writing and sharing local profiles, we inspire community interest and involvement.

Pittsylvania County, Danville, and the Southern Virginia Regional Alliance

Winner of Population

Category V

> 100,000

for

*Danville-Pittsylvania County Regional
Industrial Facility Authority (DPC RIFA)*

Pittsylvania County, Danville, and the Southern Virginia Regional Alliance

- Collaborated to form one of the first RIFAs in Virginia.
- Working together to collaborate and market the area as a team. Project successes include:
 - Cane Creek Centre
 - Cyber Park
 - Institute for Advanced Learning and Research (IALR)
 - Dan River Business Development Center

Pittsylvania County, Danville, and the Southern Virginia Regional Alliance

- **INNOVATIVENESS:** Danville and Pittsylvania collaborated to form one of the first RIFAs in Virginia.
- **TRANSFERABILITY:** Model can be replicated so that other communities may collaborate and leverage talents to market properties or industrial parks. Staunton River RIFA (SR RIFA) has been established as result of this model.

Pittsylvania County, Danville, and the Southern Virginia Regional Alliance

- **COMMUNITY COMMITMENT & LEVERAGE:** Support of the governing bodies of each community and working together to maximize all available resources to land projects, including quality of life and workforce development.

Pittsylvania County, Danville, and the Southern Virginia Regional Alliance

➤ MEASURED OBJECTIVES:

- \$141.7M in capital investment
- 1,107 jobs have been announced
- Shovel ready industrial parks
- Multiple projects have resulted from this collaboration.

Pittsylvania County, Danville, and the Southern Virginia Regional Alliance

➤ SECONDARY BENEFITS:

- IALR-community hub for economic development through its conference services.
- Gene Haas Center-offers training space for future supervisors
- Danville Community College-donated to the building fund, rotates machinery and offers scholarships
- Other technology partners include Gefertec, Fanuc, Kyocera, Sandvik Coromant, Phillips, Autodesk and more.