



MR. ED LAWHORN

Chairman of the Board of Directors
Onward NRV

THANK YOU TO OUR EVENT SPONSOR!



THANK YOU TO OUR NETWORKING SPONSORS!





THANK YOU TO OUR INVESTORS!



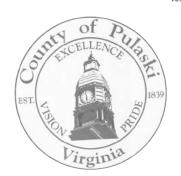












BAE SYSTEMS

MRS. BECKY POLLARD

President of Business Solutions, Inc. (Virginia Health Alliance)
Event Sponsor

MR. CHARLIE JEWELL

Executive Director Onward NRV

ONWARD UPDATE

- MARKETING & BUSINESS ATTRACTION
- BRANDING INITIATIVE
- TARGETED INDUSTRY INITIATIVE
- REGIONAL UPDATE
- INVESTOR RELATIONS & FUNDRAISING

MARKETING & BUSINESS ATTRACTION

Working to Recruit New Companies to the NRV

MARKETING (FY 16-17)



OUTBOUND MARKETING:

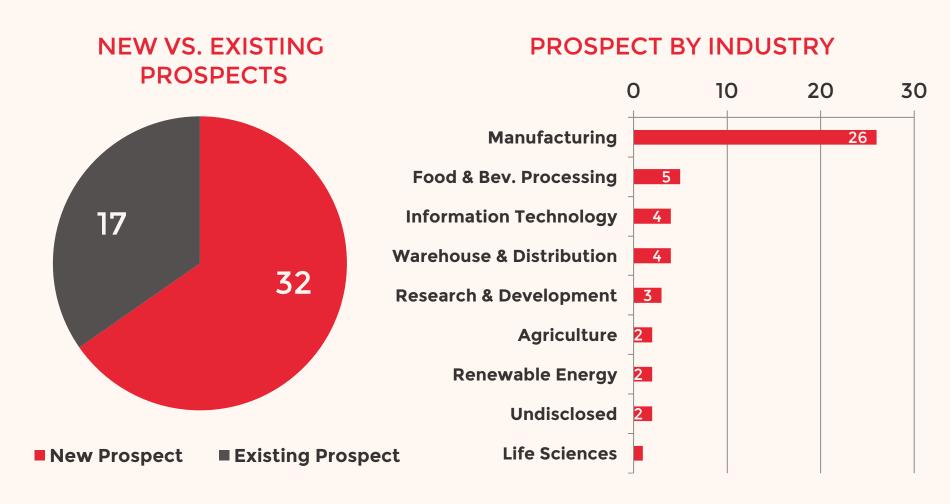
15 TRIPS



INBOUND MARKETING:

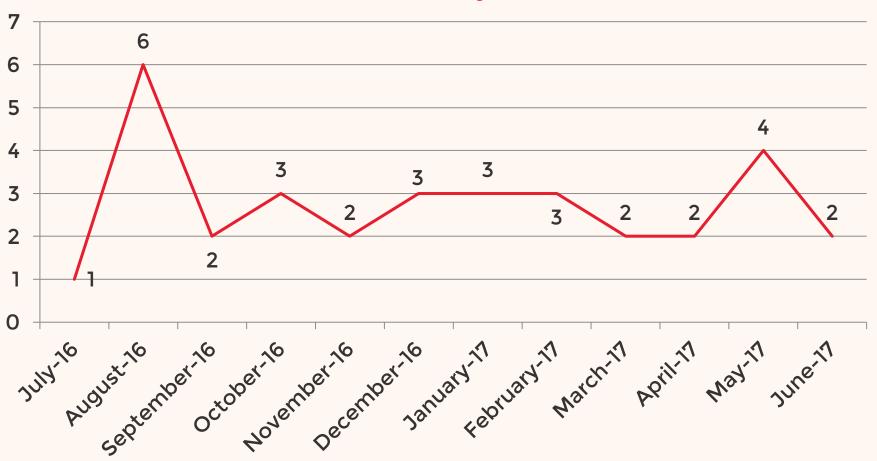
3 FAM TOURS

PROSPECT ACTVITY (FY 16-17)



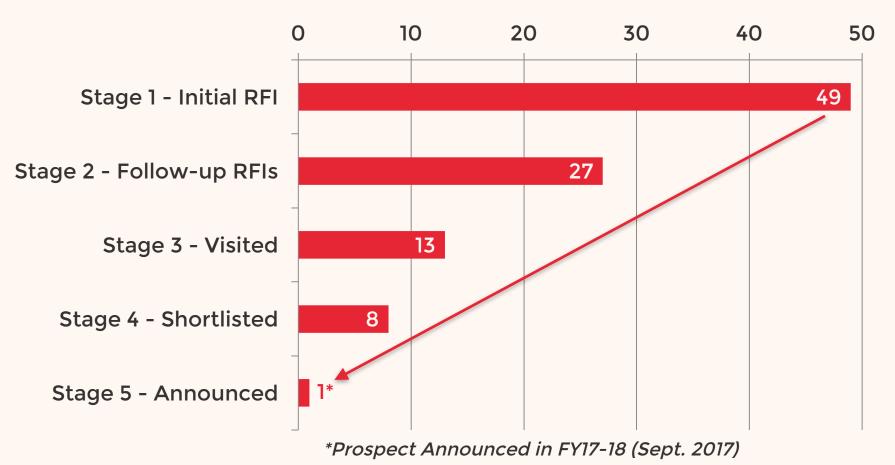
PROSPECT ACTIVITY (FY 16-17)

NEW PROSPECTS INQUIRIES BY MONTH



PROSPECT ACTIVITY (FY 16-17)

PROSPECT FUNNEL



AVGERAGE PROSPECT TRENDS

(FY 16-17)





138 JBS (-24)







\$52 MILLION NVESTMENT (+27)



TARGETED INDUSTRY INITIATIVE

Supporting the competitiveness and growth of vital sectors in the NRV

TARGETED INDUSTRIES







Rackspace



Chateau Morrisette



TORC Robotics

ADVANCED MANUFACTURING

- Automotive
- Electronics & Components
- Chemicals
- Materials

INFORMATION TECHNOLOGY

- Software Development
- Cybersecurity
- IT Support Services
- Digital Creative

FOOD & BEVERAGE PROCESSING

- Food Processing
- Beverages
- Packaging
- Agriculture

UNMANNED SYSTEMS

- Advanced
 Manufacturing
- Information Technology
- Research & Development

BRANDING INITIATIVE

Branding Virginia's New River Valley

ORGANIZATIONAL BRAND



TAGLINE:

All Together Better.

KEY MESSAGING:

- Collective Visioning & Regional Collaboration
- Brand Virginia's New River Valley
- Business Attraction
- Support Existing Companies

POSITIONING STATEMENT:

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 also a movement where leaders from business, government, and higher education work together to promote the economic vitality of the region.

REGIONAL BRAND



TAGLINE:

A Natural Fit

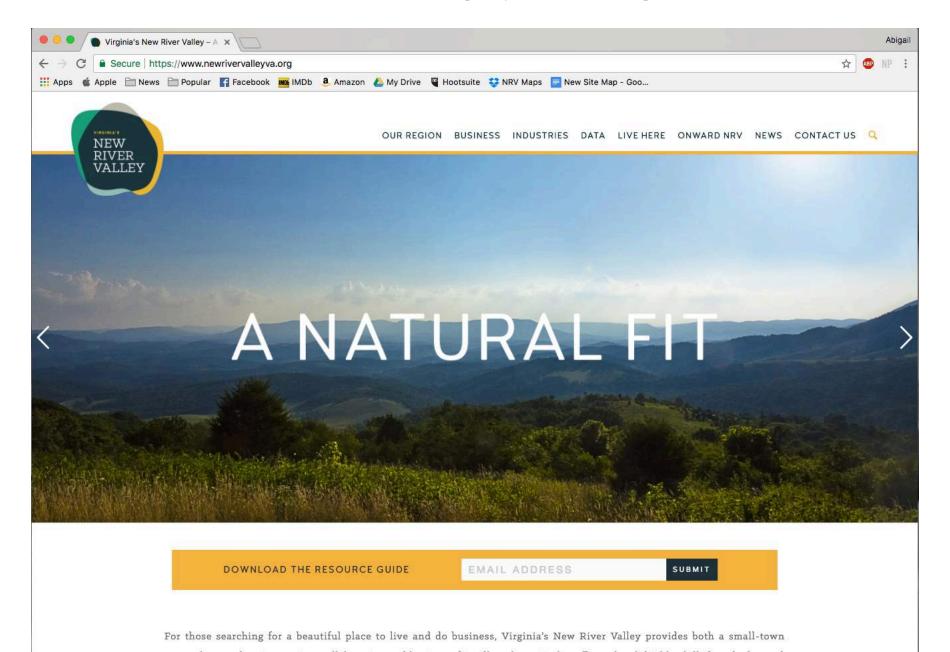
KEY MESSAGING:

- Loyal, Highly Skilled and Educated Workforce
- Diverse & Innovative Business Community with a Collaborative Culture
- Eclectic and Intentional Small Town Living

POSITIONING STATEMENT:

For those searching for a beautiful place to live and do business, Virginia's New River Valley provides both an eclectic small town atmosphere and an innovative, collaborative business community with a loyal, highly skilled, and educated workforce. Offering the best of both worlds - magnificent mountains, cutting-edge research, arts, entertainment, and education - it's A NATURAL FIT.

VIRGINIA'S NEW RIVER VALLEY HOME PAGE



VIRGINIA'S NEW RIVER VALLEY BUSINESS PAGE

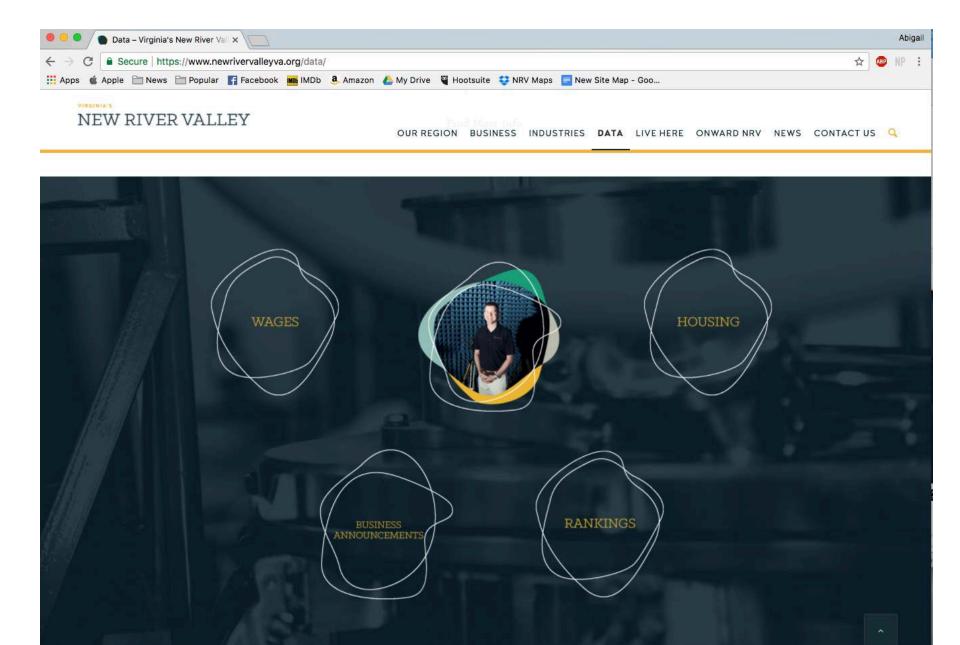


ESTABLISHED INDUSTRY

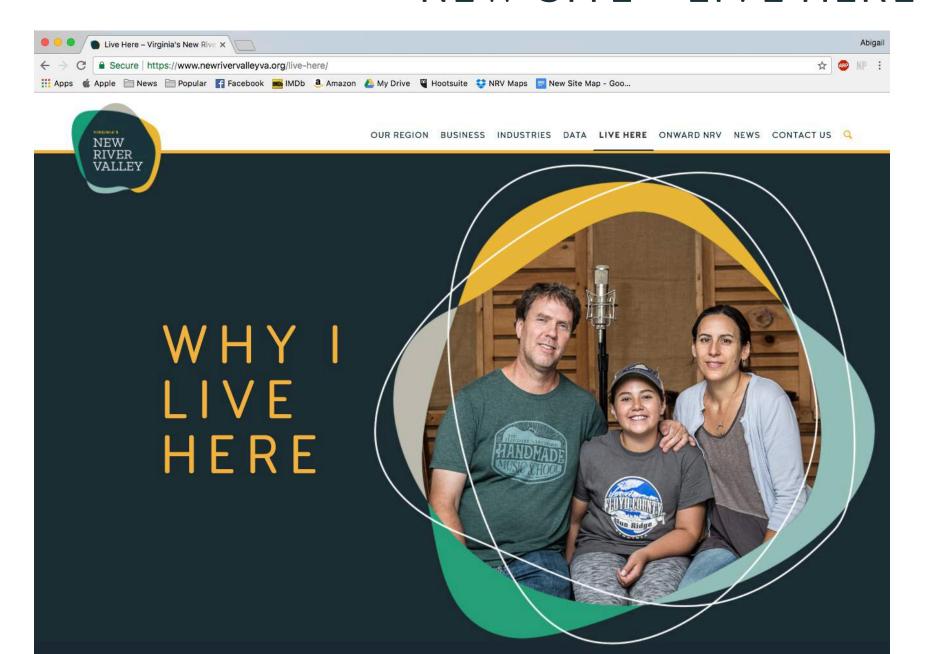
The New River Valley is an excellent place to open a new business. It is currently a hub for four main industries: manufacturing, information technology, unmanned systems and food & beverage processing. These four industries are instrumental to economic stimulation and employment and are all ripe for continued growth and investment.



VIRGINIA'S NEW RIVER VALLEY DATA PAGE



VIRGINIA'S NEW RIVER VALLEY NEW SITE - LIVE HERE



5 YEAR ECONOMIC DEVELOPMENT STRATEGY

Tying it all together

5-YEAR ECONOMIC DEVELOPMENT STRATEGY



economic development consulting

July

Aug.

Sept.

Oct.

Nov.

Project Launch

Background Studies Status

Report

Benchmarking

Research & Analysis

Input Sessions

Input Sessions

Talent Pipeline

Product Assessment Target Sector Vetting

Metrics & Funding

Draft Strategies

Final Deliverables



BY THE NUMBERS

Economic Trends



EMPLOYMENT GROWTH

Over the past year:

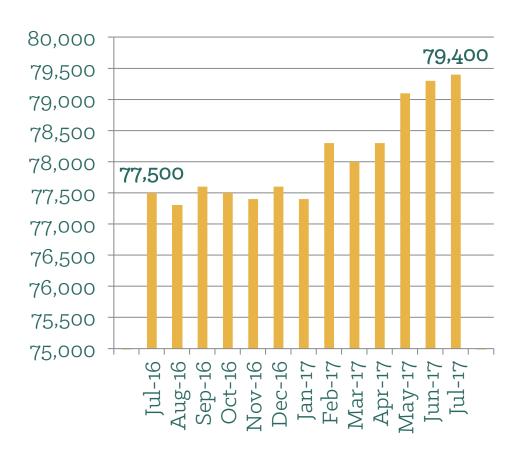
1,900

net new jobs

2.5%

job growth

Employment Growth, July 2016-17





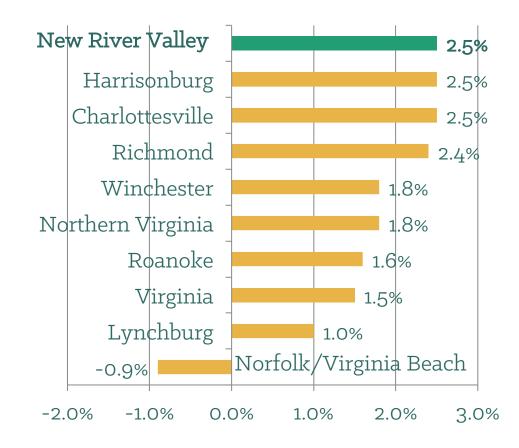
EMPLOYMENT GROWTH

A 2.5% job growth rate puts the New River Valley in a

three way tie for #1

in Virginia

Employment Growth, July 2016-17

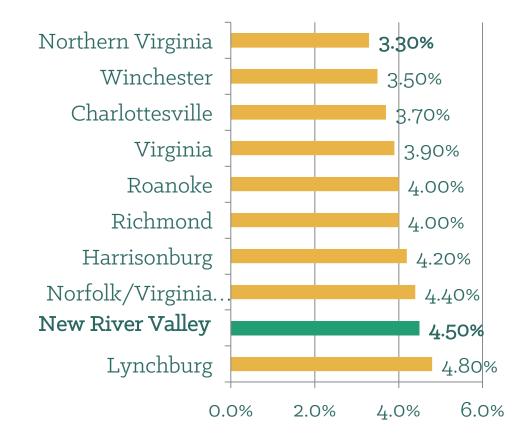




UNEMPLOYMENT

Over the past year the unemployment rate in the New River Valley has dropped from 6.3% to 4.5%, (down 1.8%)

Unemployment Rate, July 2017



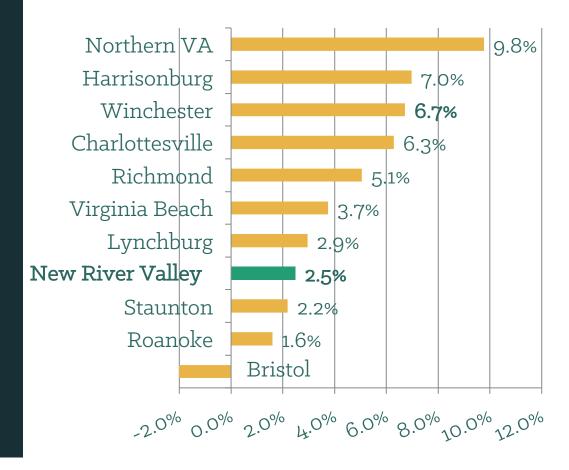


POPULATION

Most recent estimates showed the NRV's population had grown to 182,649 (+4,422).

Our growth rate (2.5%) was half the state average (5.1%)

Population Growth, 2010-2016



BUSINESS ANNOUNCEMENTS

Company expansions and relocations





\$48.7 MM 145 jobs

Pulaski Co.

VIRGINIA'S





\$9.1 MM
13 jobs
Floyd Co.

VIRGINIA'S



Spectrum Brands

\$7.3 MM

Montgomery Co.

VIRGINIA'S



M O D E A

\$100K 55 jobs

Montgomery Co.

VIRGINIA'S





\$200K 35 jobs

Montgomery Co.

VIRGINIA'S

NEW RIVER VALLEY





\$300K 10 jobs

Montgomery Co.

VIRGINIA'S

NEW RIVER VALLEY





\$4.9 MM 40 jobs

Pulaski Co.

VIRGINIA'S

NEW RIVER VALLEY

NEW & EXPANDING COMPANIES ANNOUNCED

298 jobs **\$72.4** mm

Virginia Economic Development Partnership (2017)

COMMUNITY ACCOLAES

Rankings and Recognitions

#3

LEADING METRO FOR HIGH RATIO OF IT GRADUTES

Expansion Solutions Magazine (2017)

TOP 50 BEST PLACES IN VA TO RAISE A FAMILY

#15 Christiansburg, #33 Blacksburg, #47 Radford

WalletHub.com (2016)

TOP 30 HAPPIEST TOWNS IN THE BLUE RIDGE

#3 Floyd, #6 Blacksburg, #17 Christiansburg, #18 Radford, #26 Pulaski

Blue Ridge Country Mag (2016)

Pembroke named a

TOP 10 PADDLE TOWN

Canoe & Kayak Mag (2016)

Virginia Tech

BEST TAILGATE
EXPERIENCE
IN THE SOUTH

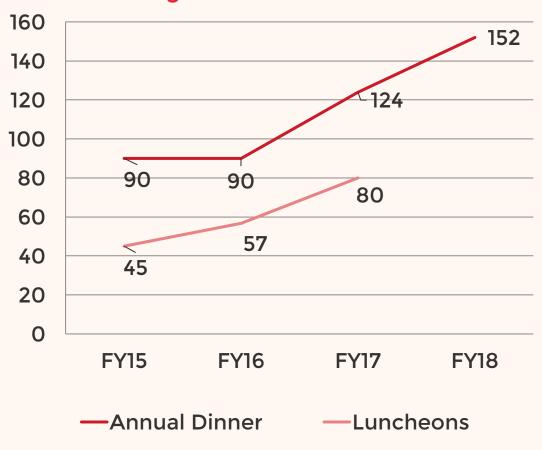
Southern Living (2017)

INVESTOR RELATIONS & FUNDRAISING

All Together Better.

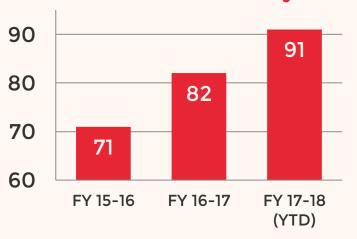
THE MOVEMENT - ONWARD NRV

Average Attendance, FY15 to FY18





Total Investors by FY



ANNUAL FUNDRAISING GOAL

Goal vs. Actual FY Comparison (thousands)



BUDGET INCREASE (FY 17-18):

\$28,742

PROGRESS TOWARD GOAL:

\$17,292

13 New Investors, 14 Investors Increased, and 61 Investors Renewed

REMAINING GOAL:

\$11,450

THANK YOU INVESTORS & ALLIES!



THE HONORABLE TODD HAYMORE

Secretary of Commerce and Trade Commonwealth of Virginia



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