



Southern Virginia
REGIONAL ALLIANCE



***Accelerate* 2030**

A case for investment in
***Southern Virginia's* Future**

MESSAGE FROM THE CHAIR

I am honored to serve as chair for the **Accelerate 2030** campaign. This is an exciting time for the Southern Virginia Regional Alliance (SVRA). Since its inception in 2010 the SVRA has been funded through the localities, state level grants, and the Institute for Advanced Learning and Research (IALR). In order to build on the unprecedented success we have experienced over the last ten years there is a need for an increase in stakeholder engagement and organizational capacity.

SVRA's leadership in the region is accomplished with a small staff and the high demand for its services has placed considerable strain on existing resources. To continue to be successful, respond to increased activity, and to execute the new work in the enclosed five-year plan, it's time to expand into a true public-private partnership.

The question for you as a regional business leader is, "Are you ready to support exponential growth to raise the economic vitality of the region?" Accelerate

2030 is an invitation to the private sector to become a stakeholder in the work of the SVRA. The growth of the Southern Virginia region far surpasses other regions in the Commonwealth of Virginia, and we have a vested interest in seeing it continue.

Thank you for considering an investment in **Accelerate 2030**. We look forward to celebrating our collective success and the positive impact it will continue to have for all Southern Virginia. Our competition isn't within our borders—it's other regions and states. Now more than ever it is critical for us to work together to accelerate our opportunity to secure a **prosperous future** for Southern Virginia.



Sincerely,

A handwritten signature in black ink, appearing to read 'Tim Clark', written over a white background.

Tim Clark, Blair Construction
Accelerate 2030 Chair



WHO IS THE SOUTHERN VIRGINIA REGIONAL ALLIANCE?

Since 2010 the **Southern Virginia Regional Alliance (SVRA)** has been fostering regional collaboration to drive economic growth, strengthen the tax base, and enhance the quality of life for residents.

The SVRA is a regional support entity facilitating economies of scale by coordinating efforts across localities. This regional structure ensures a collaborative, cost-effective approach to economic development, maximizing regional impact while preserving the identity of individual localities.

Pooled resources allow the SVRA to provide regional coordination, administration, and support in the following ways:

- **Regional marketing tools** – live and virtual site visits, labor shed and resource analytics, regional quality of life website, print materials, digital presence
- **A single point of contact for prospects** – streamlining prospect experience and facilitating rapid coordination among local economic development offices

- **Cost-effective support tools** – data management, industry intelligence, workforce data analytics, prospecting consultants, marketing, communications support
- **Research and support services** – industry & workforce data, project management & communications tools, marketing & web services, multimedia & analytics
- **Regional representation** – trade shows, industry visits, site consultant meetings, liaison role with VEDP
- **Access to additional funding opportunities** – joint applications for regional grants
- **A unified voice for advocacy** – impactful representation at state and national levels

Over the past decade, prospect leads, and site visits have more than doubled, with record-high job creation and capital investment. By marketing Southern Virginia as a cohesive economic region, the SVRA is able to increase visibility and strengthen the region's competitive position.

Target Sectors

- High-Performance Manufacturing
- Advanced Materials
- Environmental & Life Sciences
- IT & Professional Services



REGIONAL IMPACT

Increased marketing and outreach efforts have attracted new and expanding companies across various sectors, resulting in significant job creation and capital growth. The combination of job creation, capital investment, and technological advancements has solidified the region's position as an emerging economic hub.

Success over the last decade...

- 1,138 prospects → 334 site visits → 29% conversion rate
- 34 new companies
- 36 expansions of existing companies
- 8,081 new jobs
- >\$3.2 billion in capital investment

Representative Announcements of 70 in Last Decade

Company Expansions & New Companies	Jobs	Capital Investment
Aerofarms (+1 Exp)	158	\$41,836,000
Amthor (2)	145	\$32,500,000
Cambridge Pavingstones	55	\$47,350,000
Engineered BioPharmaceuticals	34	\$6,100,000
EPL (Essel Propack x3)	73	\$74,628,668
Hitachi (2)	265	\$63,000,000
Intertape (3)	65	\$74,010,000
IperionX Limited	108	\$82,100,000
JTI (2)	99	\$8,570,000
Microporous	2015	\$1,350,600,000
Prolam, LLC	59	\$12,800,000
RBW	144	\$8,000,000
Staunton River Plastics	200	\$34,000,000
Tyson Foods	376	\$295,500,000
Zollner	80	\$14,000,000
	3876	\$2,144,994,668

AEROFARMS

ipg® intertape
polymer
group®

epl
LEADING THE PACK

AMTHOR®
INTERNATIONAL

MICROPOROUS

CAMBRIDGE

IPERIONX

Hitachi Energy

**ENGINEERED
BIOPHARMACEUTICALS**

RAGE
CUSTOM PLASTICS

JTI
JAPAN TOBACCO
INTERNATIONAL

RBW

EV CLASSIC CARS

Tyson

PROLAM
Driven by Innovation

Zollner

MISSION

Collaborate to develop a strong economy to benefit the citizens of the Southern Virginia Region.

The localities in the Southern Virginia Regional Alliance will collaborate to create a strong economy that will enhance the region's tax base and maintain a high standard of living and sustained quality of life for our citizens, while sharing this vision and opportunity with others that can contribute to these outcomes.

"When we work together, everybody wins. Regionalism is not just an idea here – it is how we turn local victories into shared prosperity."

FIVE-YEAR PLAN

Building on past success, the following five-year plan leverages that success into 2030. The plan is built on five key goals.

Goal 1: Support and Expand Regional Stakeholder Partnerships

- Identify, encourage, and deploy stakeholder participation in the growth of the region.
- Maintain a strong presence within the region by regular regional outreach to the SVRA Board of Directors, regional stakeholders, and the community.

The expansion of regional stakeholder partnerships requires an intentional investment in relationship-building. Fostering regular communication channels demonstrates measurable value through improved resource efficiency, reduced duplication of efforts, enhanced innovation through knowledge sharing, and increased capacity to tackle complex regional challenges.

Objectives

- Identify and characterize existing resources to deploy in marketing and growing the region.
- Maintain a listing of key industry sectors by locality and SVRA region to drive economies of scale.

Clark Casteel
President & CEO,
Danville Regional
Foundation



“Growth starts with taking care of the businesses that already call our region home. That has been our experience here and the community support makes all the difference - it is why we keep investing in this region!”

Ryland Clark, Community Relations & Engagement Manager, Hitachi Energy



FIVE-YEAR PLAN *Continued*

Goal 2: Business Retention and Expansion

Supporting and growing the existing business community is the bedrock of successful economic development. The SVRA will ensure that companies already invested in the region have the resources and support to thrive and expand through targeted assistance programs, proactive outreach, and customized solutions.

Objectives

- Retain existing jobs and assist with capital investment in existing industries.
- Develop anecdotes of success and identify needs and support potential collaborative economic development resources for new and existing industries.
- Develop and maintain relationships with partner organizations to benefit the region.
- Benchmark other areas and maintain professional competence.

Goal 3: Global and Regional Marketing

Enhancing visibility and raising awareness of potential opportunities is key to keeping Southern Virginia top of mind in attracting companies, individuals, and entrepreneurs. Strong internal and external communications highlighting Southern Virginia's competitive advantages and quality of life will ensure success.

Objectives

- Develop a strategic and operational framework to launch a public relations and marketing approach to ensure a concise, consistent, professional message to stakeholders and prospects, depicting the strengths of the collaborating localities.
- Update marketing materials and resources.
- Develop an advertising campaign.
- Market and advertise outside of the region utilizing strong communications and an interactive public relations and marketing plan.

"This region offered the workforce, infrastructure, incentives, and speed to market we needed – it made establishing our commercial operations here an easy decision."

Taso Arima, CEO & Founder, IperionX Limited

"We are proud to be a member of the Southern Virginia community, leading the way for innovation and opportunity – and it is a story worth telling worldwide."

Toby E. Symonds, President, IperionX Limited

Goal 4: Lead Development for Business Attraction

Most leads for Southern Virginia originate through the SVRA, which then disseminates information to the respective localities. This cooperative strategy enhances efficiency and ensures a team-driven approach to securing economic opportunities.

Objectives

- Work to attract new businesses for job creation & capital investment.
- Respond to Project Leads from consultants, VEDP and others.
- Expand recruitment to benefit existing regional strengths.
- Launch special prospect attraction initiatives to address emerging regional workforce skills and technologies in advanced materials and high-performance manufacturing.

“Our decision to invest here created more than jobs – it anchored an industrial hub built for the next century. The Southern Virginia team did not just bring us here – they brought solutions, speed, and the partnerships we needed to succeed. When we chose this site, we knew we were planting a flag for the future.”

John Reeves, CEO, Microporous LLC



"We are preparing students for careers that not only exist today – but for those that will define tomorrow's economy. We connect learning directly to opportunity – building the workforce of tomorrow from middle school through advanced defense manufacturing."

Telly Tucker

President, Institute for Advanced Learning and Research



Goal 5: Talent Attraction and Retention

The SVRA has conducted extensive market research on labor availability, workforce pipelines, and other key factors to position the region as a prime investment destination. With significant success in job creation and higher wages comes the increased responsibility to address attracting new talent to the region, connecting them with employers, and responding to the needs of the workforce that would entice them to stay.

Objectives

- Lead the development of comprehensive talent attraction and retention strategies that support the economic development objectives of the region or community.
- Support capacity building for the area to attract a talented workforce.
- Identify talent gaps and recruit talent to satisfy industry needs.
- Support and market workforce cradle-to-grave assets to differentiate the region.

PROPOSED FUNDING REQUIREMENTS

R.O.I.



\$3 Billion
in new capital investment



6241 New Jobs
direct and indirect



\$329,794,423
payroll direct and indirect jobs



\$182,298,158
annual consumer expenditures

SVRA's current annual operating budget is \$351 thousand. The current funding comes from IALR support as the host and fiscal agent for the SVRA, as well as locality contributions. We estimate it will take an additional \$440 thousand per year, or \$2.2 million over five years, to implement the Accelerate 2030 five-year plan.

Proposed five-year budget

Goal 1: Support and Expand Regional Stakeholder Partnerships	\$ 114,400	\$ 572,000
Goal 2: Business Retention and Expansion	\$ 90,650	\$ 453,250
Goal 3: Global and Regional Marketing	\$ 59,600	\$ 298,000
Goal 4: Lead Development for Business Attraction	\$ 68,700	\$ 343,500
Goal 5: Talent Attraction and Retention	\$ 106,650	\$ 533,250
Accelerate 2030 Campaign Goal – Private Sector funding	\$ 440,000	\$ 2,200,000
Total 5-year budget goal (Locality + IALR + Private Sector)	\$ 860,000	\$ 4,300,000

51% Private Sector Funding Goal • 49% Public Sector Funding Goal



COMMITMENT TO INVESTORS

An investment in the **Accelerate 2030** campaign provides the Southern Virginia Regional Alliance the resources necessary to expand its reach, accelerate marketing efforts, expand staff capacity to attract businesses, protect existing industry, increase regional investment, and sustain the organization's collaborative efforts continuing to build a robust economic development strategy for Southern Virginia. We cannot be complacent if we are to remain visible and competitive in an increasingly competitive world.

As an investor we intend to keep you actively informed and engaged in the performance of the **Accelerate 2030** plan. SVRA leadership recognizes its responsibility to your commitment. Plans for investor involvement include a quarterly newsletter, special topic briefings, an annual meeting, new company meet and greets, an ambassadorial program, and additional opportunities to actively engage in regional economic development.

SVRA Board and Staff

- Telly Tucker, IALR, SVRA Board President
- James Houchins, Patrick County, SVRA Board Vice President
- Corrie Bobe, City of Danville, SVRA Immediate Past President
- Brian Brown, Halifax County, Board Member
- Matthew Rowe, Pittsylvania County, Board Member
- Angie Kellett, Mecklenburg County, Board Member
- Angie Anderson, IALR, SVRA Treasurer
- Linda Green, SVRA Executive Director
- Trina McLaughlin, SVRA Workforce Attraction and Retention Manager
- Amanda Cervantes, SVRA Business Investment Manager
- TBD, SVRA Research & Communications Analyst

Public Sector Partners

The investments contributed by the private sector during the Accelerate 2030 campaign will combine with the continued generous support of the following public sector partners:

- Institute for Advanced Learning and Research
- Halifax County
- Patrick County
- Pittsylvania County
- Mecklenburg County
- City of Danville



"Our region is growing exponentially. Together, we can shape its progress for decades. Every connection, idea, and investment make us stronger. Join us—let's build the future."

Linda Green
Executive Director,
Southern Virginia
Regional Alliance



Southern Virginia REGIONAL ALLIANCE

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