

Marketing Update

Economic Development and Tourism

February 8, 2021



Strategy



Strategy



Topics

Small Business

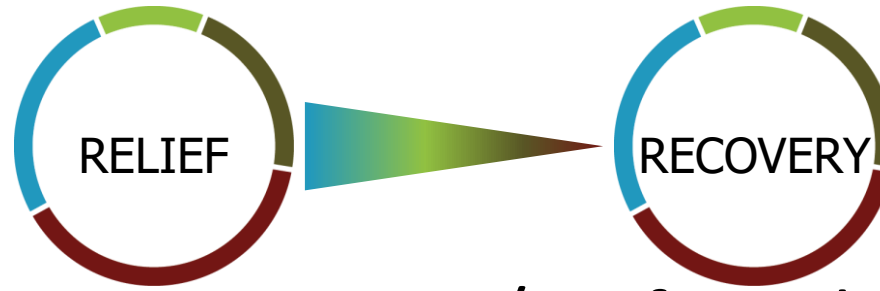
COVID Response / CARES Funds

Business Attraction Marketing

QR Code at end with links to videos and more



COVID RESPONSE -- RELIEF



- EDA – Emergency Loan / Deferred Payments
- Business Survey – Needs Assessment
- Website – Communication
- SAW MSA – Regional Collaboration
- City Council – CARES Grants

Small Business Grants

Four Programs:

Renaissance Fund

Sustainability Fund (Non-profits)

Renaissance Fund TWO

Al Fresco Dining

Funding Uses

Safety
Utilities
Recover Event Costs
Inventory, Equipment & Supplies
E-commerce
Payroll
Rent
Debt

Who was Helped

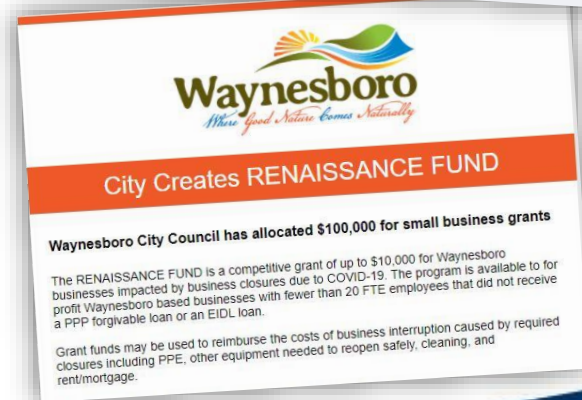
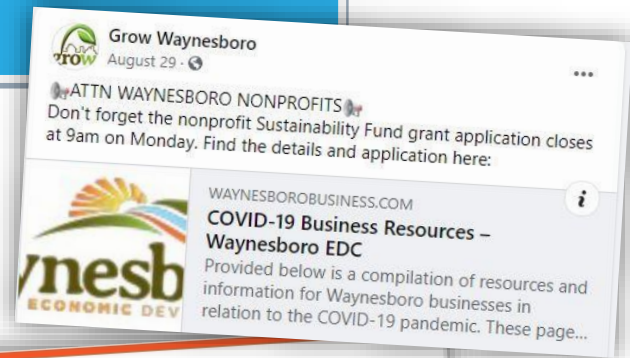
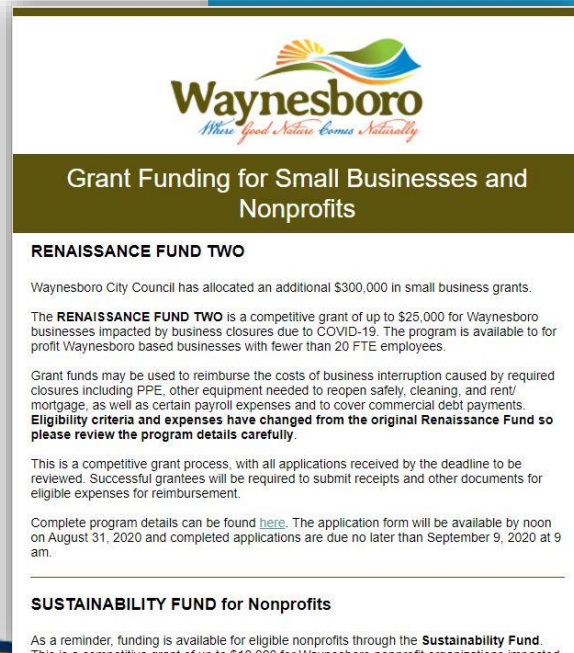
68 Awards
53 Companies/
Organizations
28 SWaM-Eligible
Companies
372 Employees



Marketing the Programs

Marketing

- ⇒ 4 Email Newsletter Announcements and 4 Reminder Emails
- ⇒ 2 Direct Mailings
- ⇒ 2 Press Releases covered all 4 programs—shared by local news outlets
- ⇒ 11 Posts on @GrowWaynesboro Facebook and Twitter channels



Grants Awarded

68 Grants | \$600,000 Awarded

Renaissance Fund

\$10,000 max. award
16 applications
16 awards
\$130,639

Sustainability Fund

\$10,000 max. award
9 applications
9 awards
\$75,773

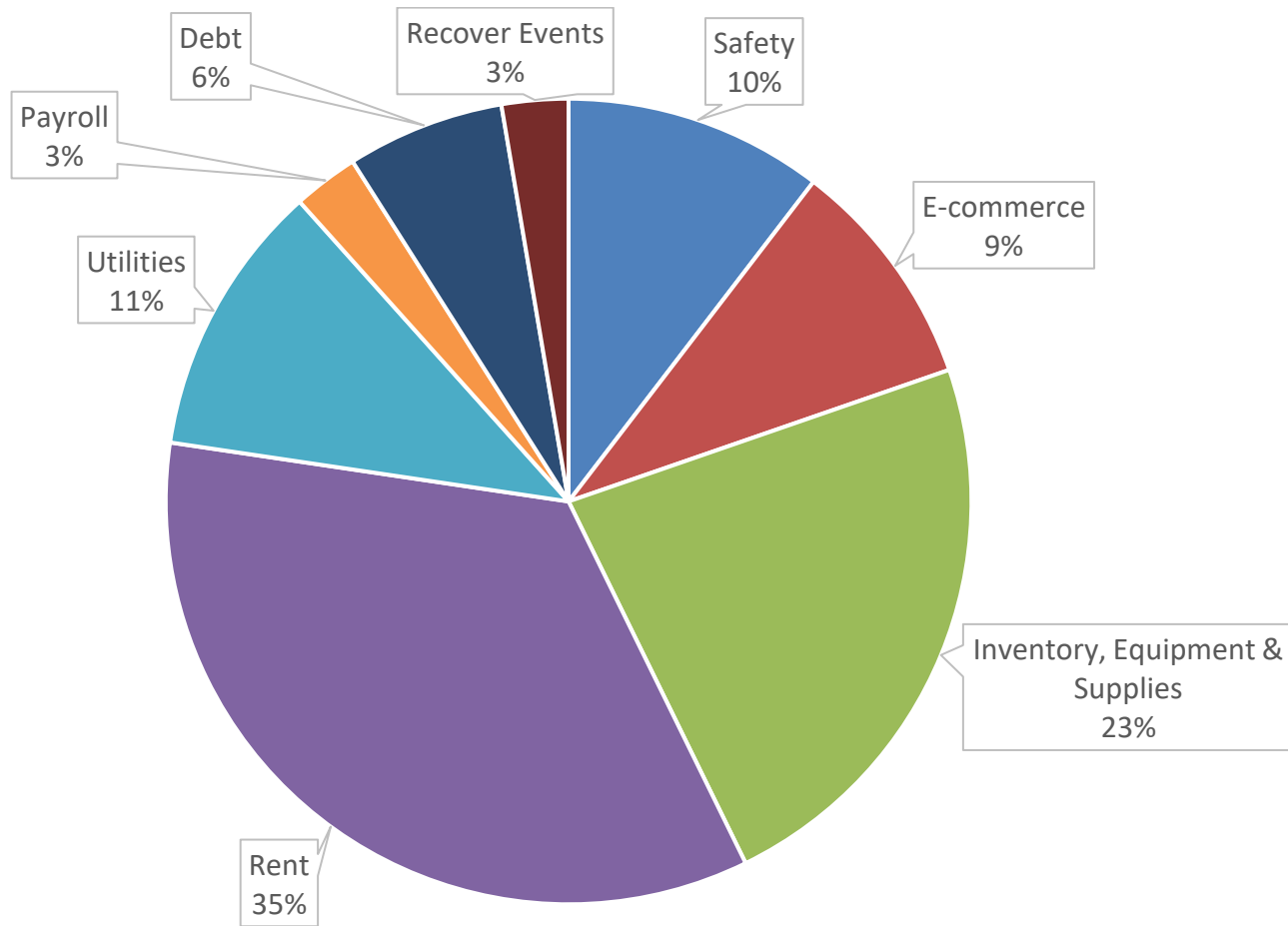
Renaissance Fund TWO

\$25,000 max. award
41 applications
37 awards
(25 new + 12 who received RF1)
\$386,919

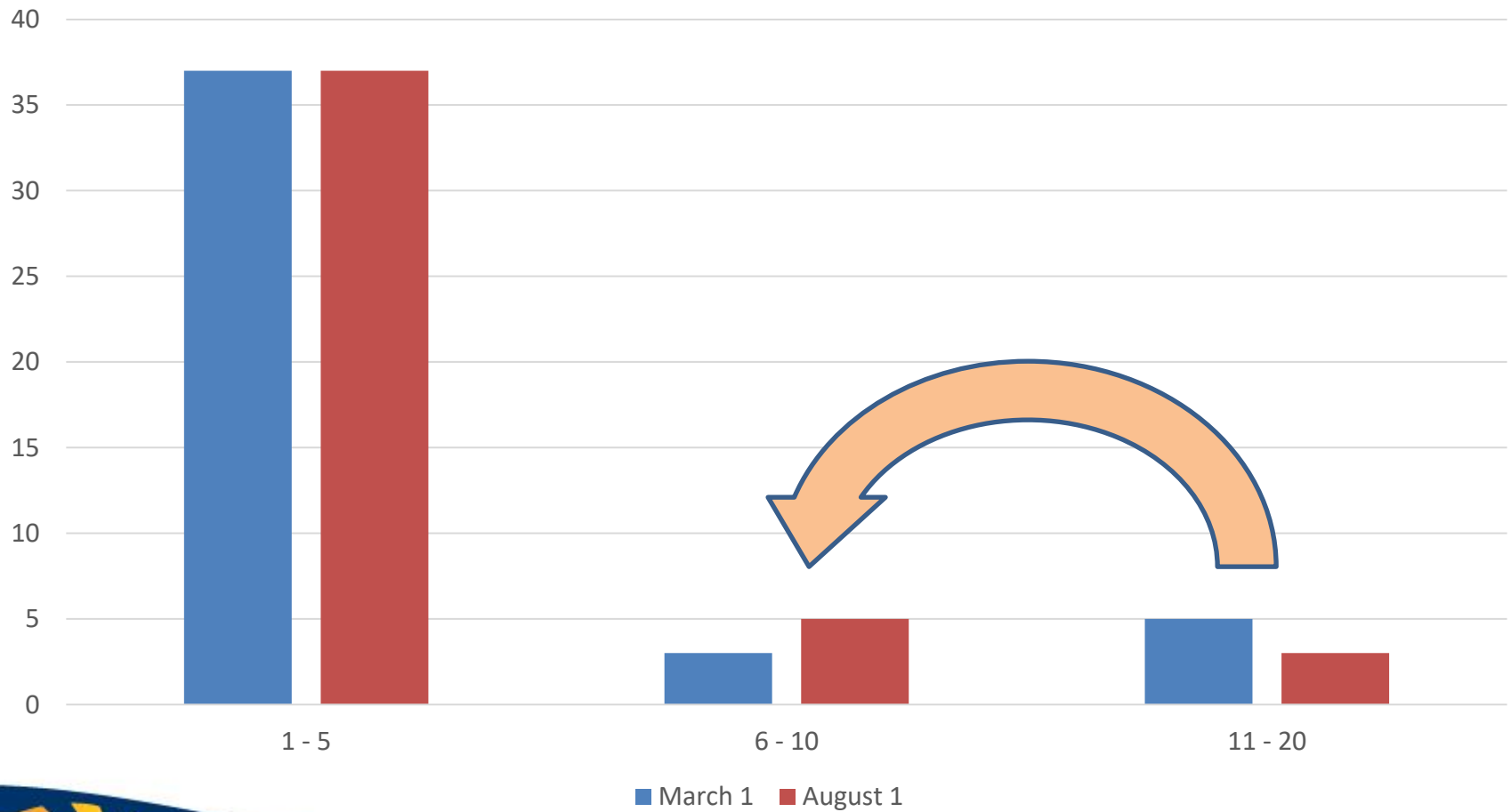
Al Fresco Dining

\$1,124 max. award
8 applications
6 awards
(3 new + 3 who received RF)
\$6,504

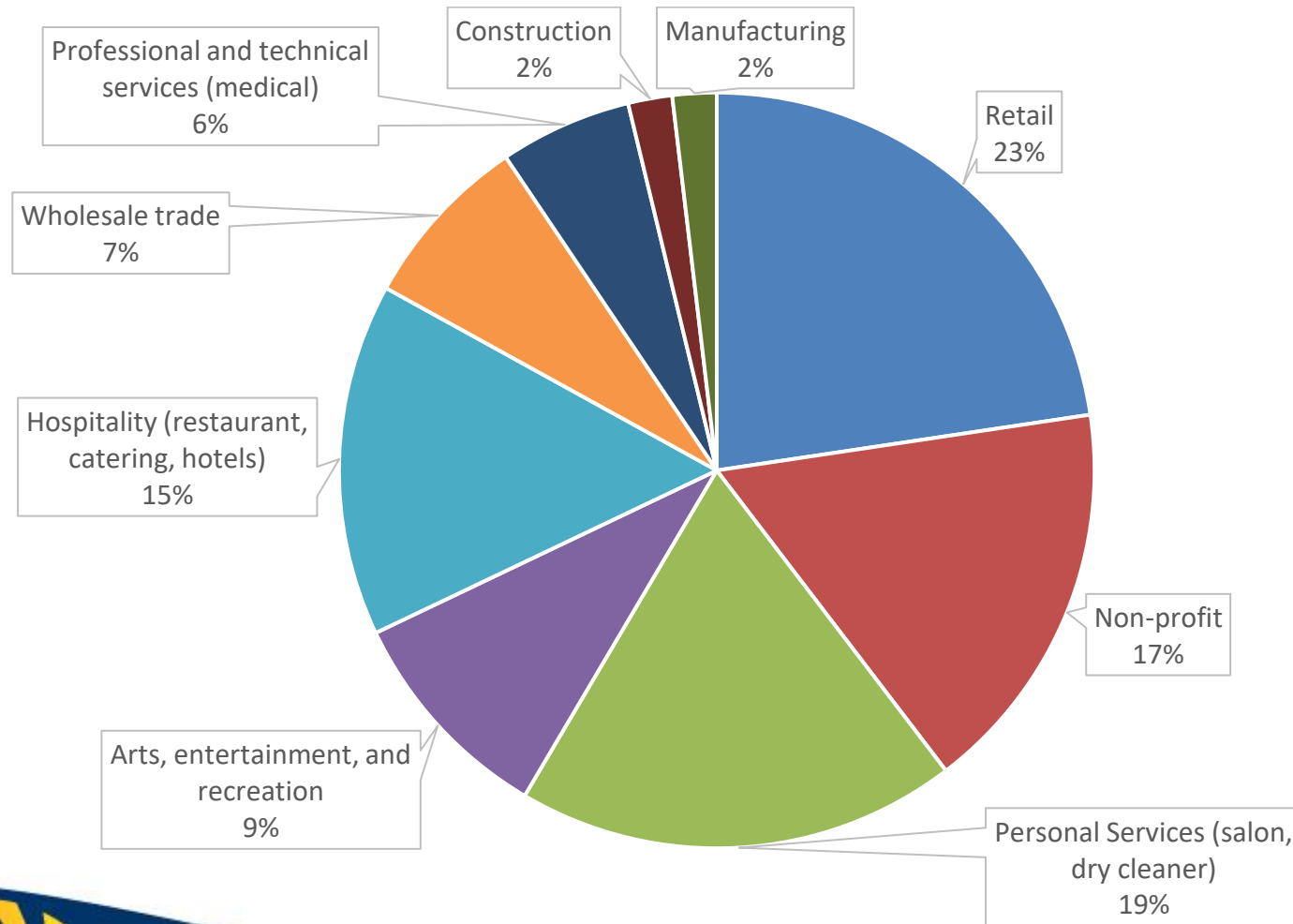
Funds Used For



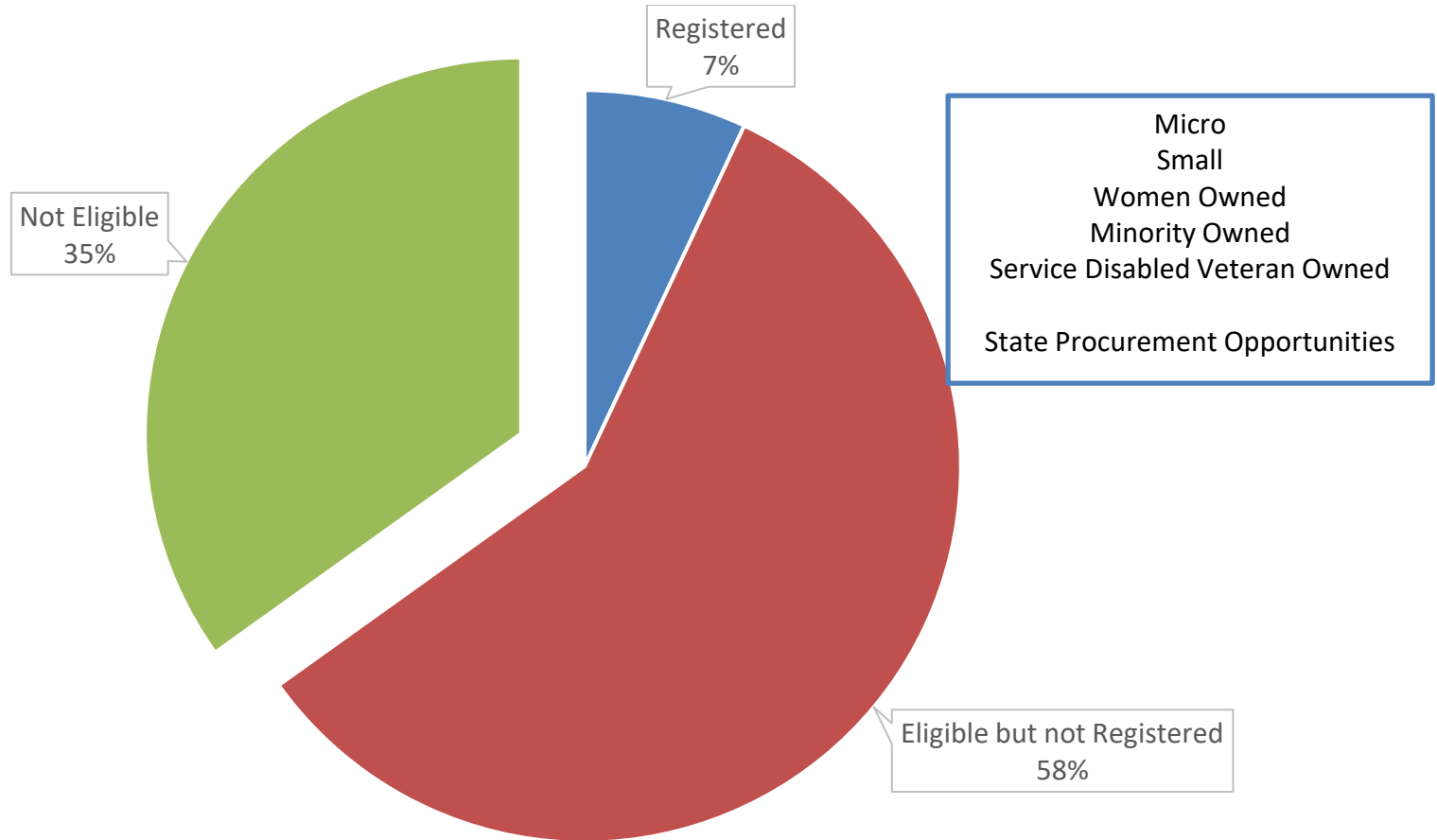
Employees – March to August



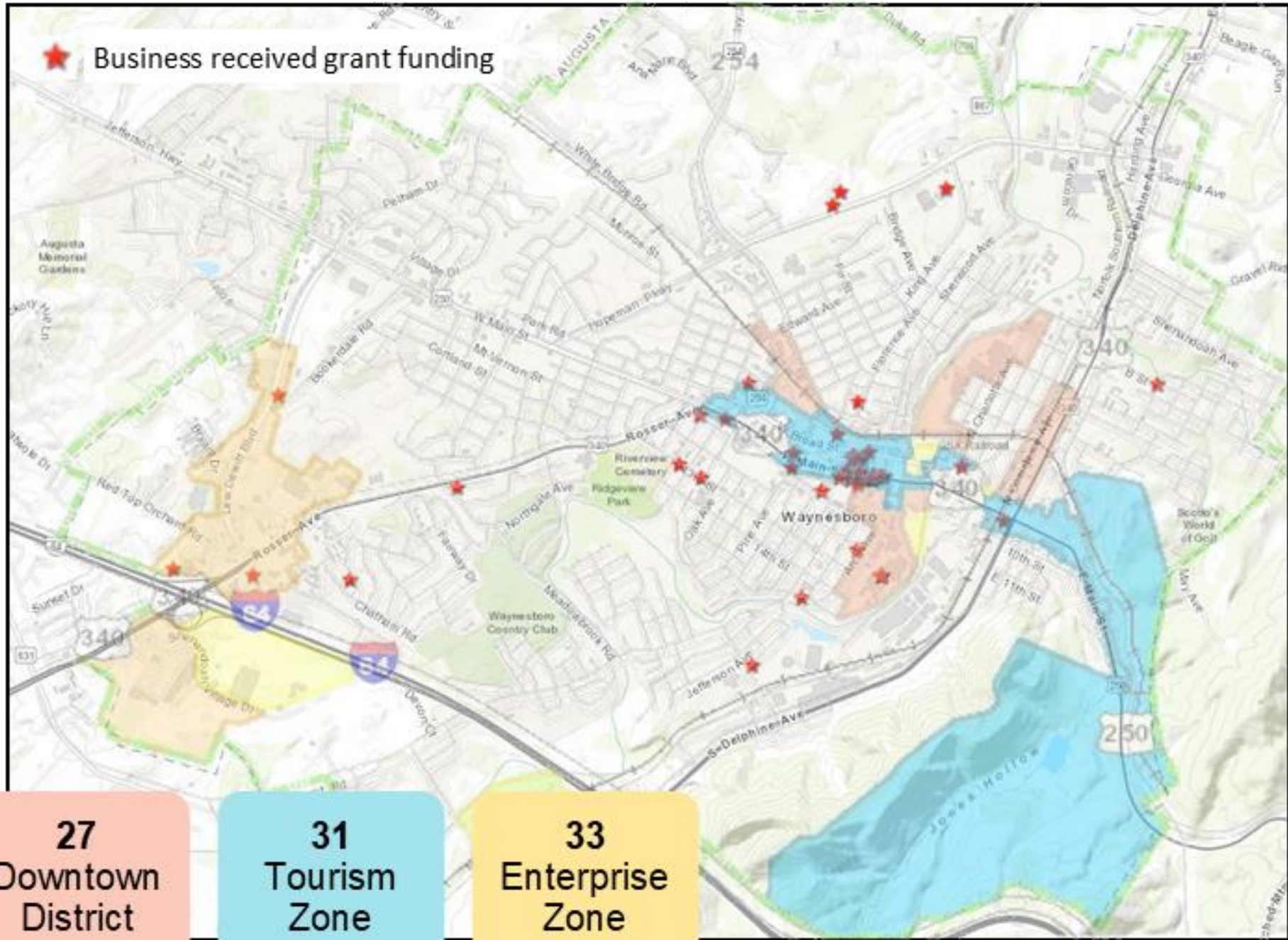
Industry Type



SWaM



★ Business received grant funding

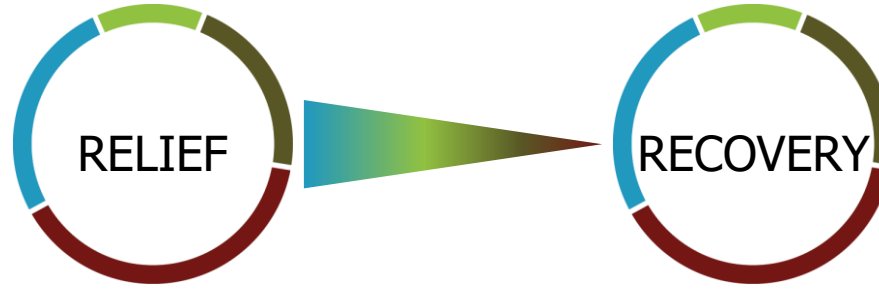


27
Downtown
District

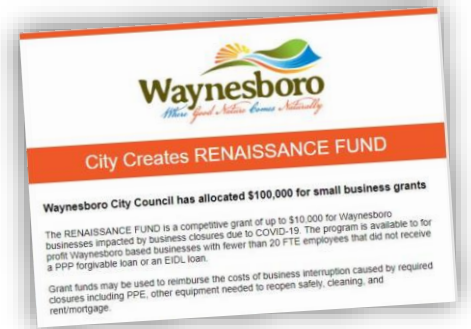
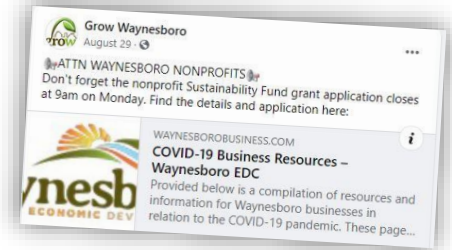
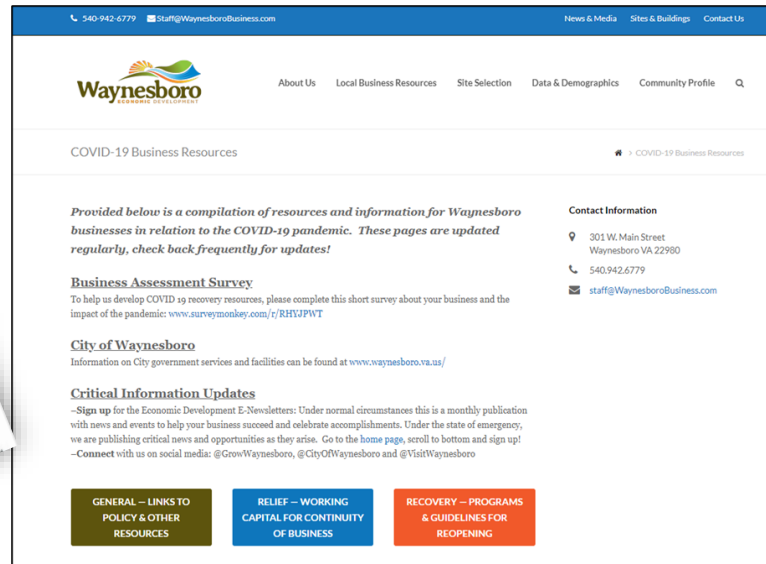
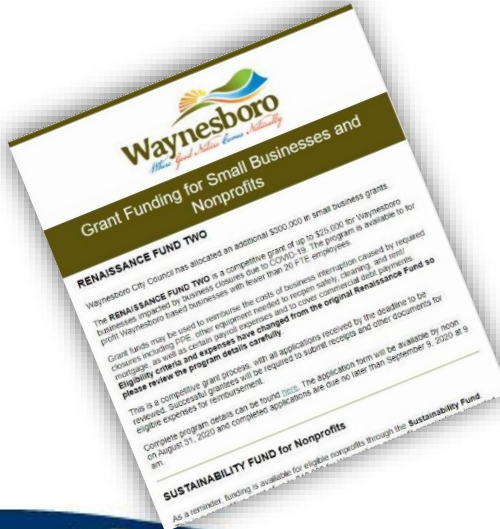
31
Tourism
Zone

33
Enterprise
Zone

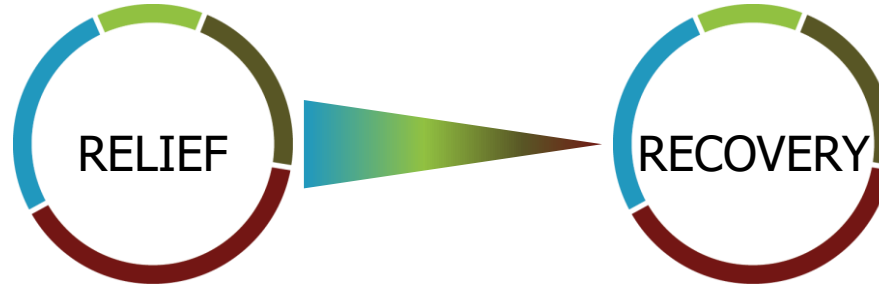
COVID RESPONSE -- RECOVERY



- Communication

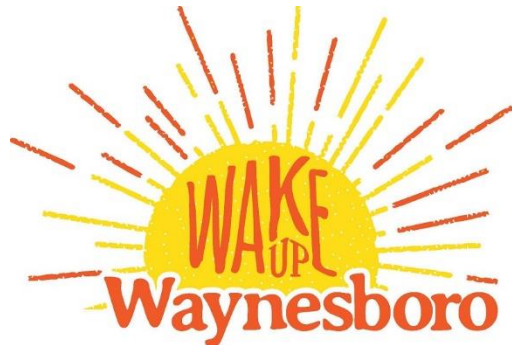


COVID RESPONSE -- RECOVERY



- Communication
- Drive Traffic

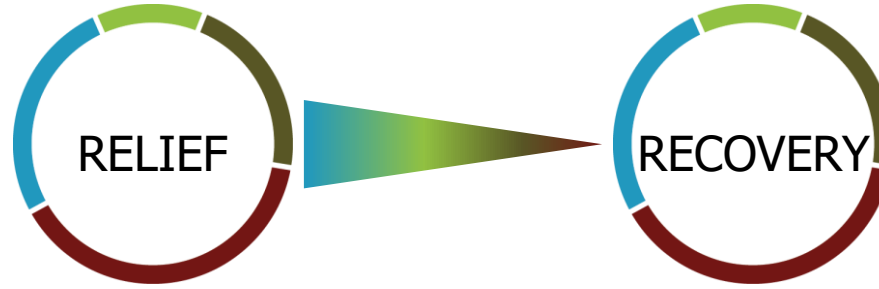
**SUMMER
SIDEWALK SALE**



Shop Small Saturday

Thirsty Thursdays

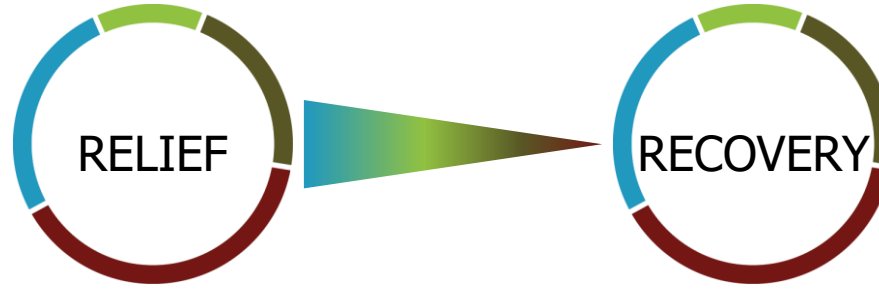
COVID RESPONSE -- RECOVERY



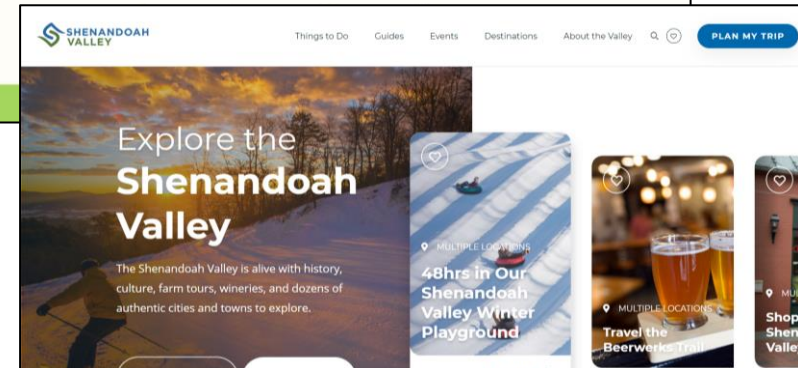
- Communication
- Drive Traffic
- Education
- Chamber
- SBDC
- Community Foundation
- SCCF



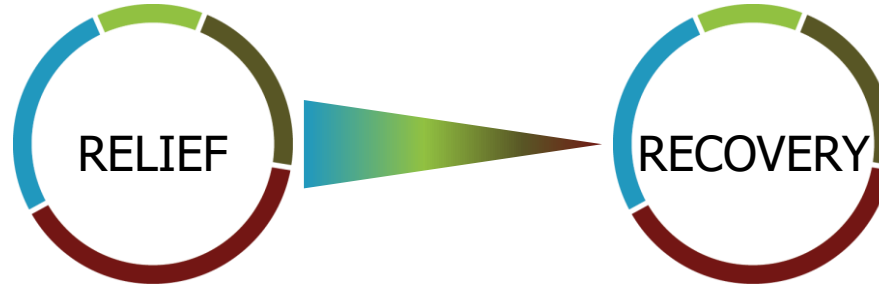
COVID RESPONSE -- RECOVERY



- Communication
- Drive Traffic
- Education
- Tourism
 - \$30K VTC
 - \$50K



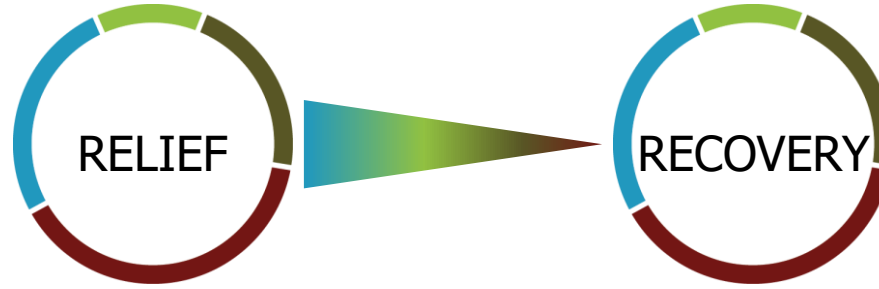
COVID RESPONSE -- RECOVERY



- Communication
- Drive Traffic
- Education
- Tourism
- Resources
- Research To Diversify Industry Base
- Retail Analysis
- Business Resilience Video



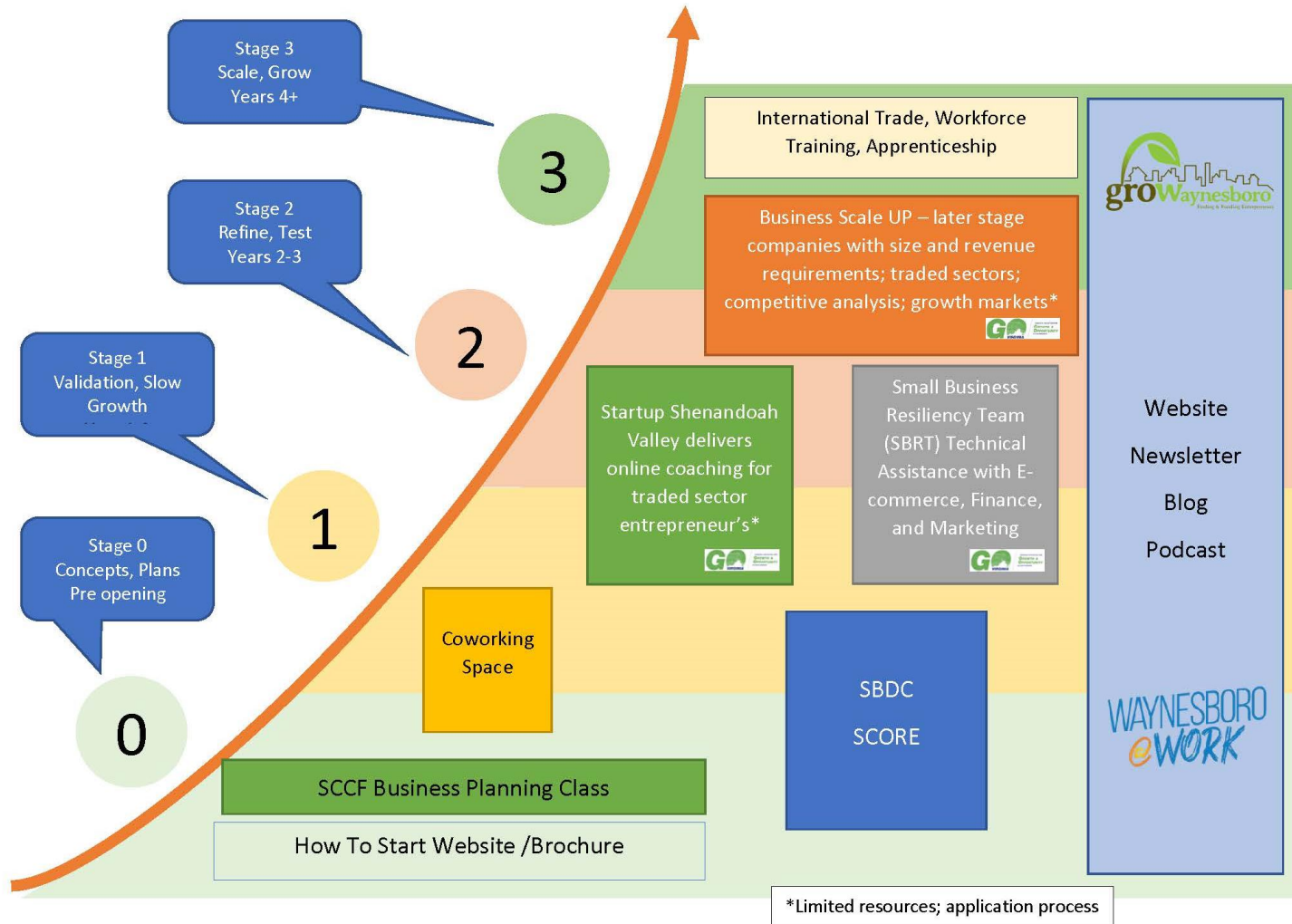
COVID RESPONSE -- RECOVERY



- Communication
- Drive Traffic
- Education
- Tourism
- Resources
- Entrepreneur Development



Entrepreneur Development



Waynesboro @ Work

- Continuation of Grow Waynesboro Program
- Interview Entrepreneurs
- Publish Blog And Podcast Monthly
- Diversity of Entrepreneurs
- Success
- Encouragement
- Resilience

WAYNESBORO
@WORK



Business Attraction Marketing

Technology Zone

NCTC

Collateral



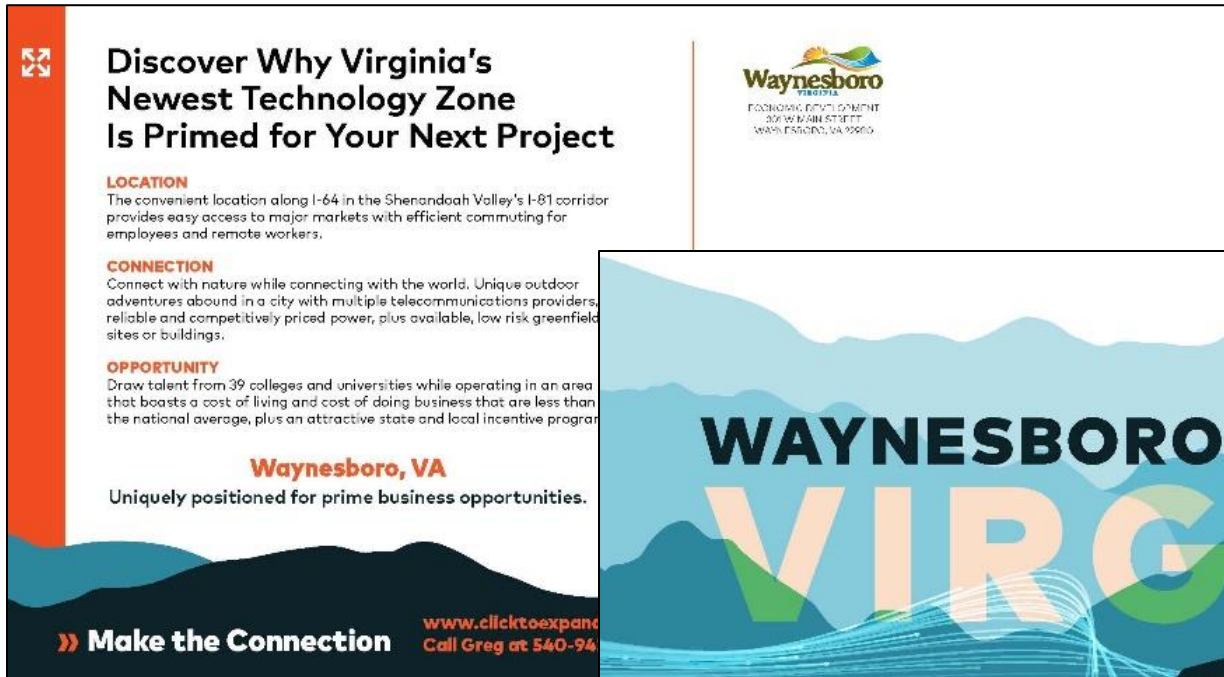
Technology Zone

- Created 2019 – incentives for business in area
- Waynesboro @ Work
- Click to Expand landing page



Media Examples

Post Card Series



Discover Why Virginia's Newest Technology Zone Is Primed for Your Next Project

LOCATION
The convenient location along I-64 in the Shenandoah Valley's I-81 corridor provides easy access to major markets with efficient commuting for employees and remote workers.

CONNECTION
Connect with nature while connecting with the world. Unique outdoor adventures abound in a city with multiple telecommunications providers, reliable and competitively priced power, plus available, low risk greenfield sites or buildings.

OPPORTUNITY
Draw talent from 39 colleges and universities while operating in an area that boasts a cost of living and cost of doing business that are less than the national average, plus an attractive state and local incentive program.

Waynesboro, VA
Uniquely positioned for prime business opportunities.

» Make the Connection www.clicktoexpand.com
Call Greg at 540-941-1234

Waynesboro VIRGINIA
ECONOMIC DEVELOPMENT
201 W MAIN STREET
WAYNESBORO, VA 22601




WAYNESBORO VIRGINIA

LOCATION
CONNECTION
OPPORTUNITY

#ClickToExpand

Media Examples

Print Ad within Data Center Section

The advertisement features a stylized landscape with blue mountains in the background and dark, silhouetted mountains in the foreground. White lines representing data or fiber optic cables flow from the mountains towards the right. The text 'WAYNESBORO VIRGINIA' is prominently displayed in the upper left, with 'WAYNESBORO' in black and 'VIRGINIA' in large, semi-transparent yellow letters. To the right, the hashtag '#ClickTo Expand' is written in bold orange. Below this, a list of five bullet points highlights the region's advantages for data centers. At the bottom left, the website '> clicktoexpand.com' is shown in orange. At the bottom right, contact information for Greg Hitchin is provided.

WAYNESBORO
VIRGINIA

#ClickTo Expand

Discover why Virginia's newest technology zone is primed for your next data center

- Talent pool available from 39 colleges and universities
- Redundant, reliable fiber and electricity
- Strategically located low risk greenfield sites with easy access to other centers in Virginia and along the East Coast
- Situated in iconic Shenandoah Valley providing outstanding quality of life
- Attractive state and local incentives

> clicktoexpand.com

Contact Greg Hitchin: HitchinGE@ci.waynesboro.va.us 540-942-6779

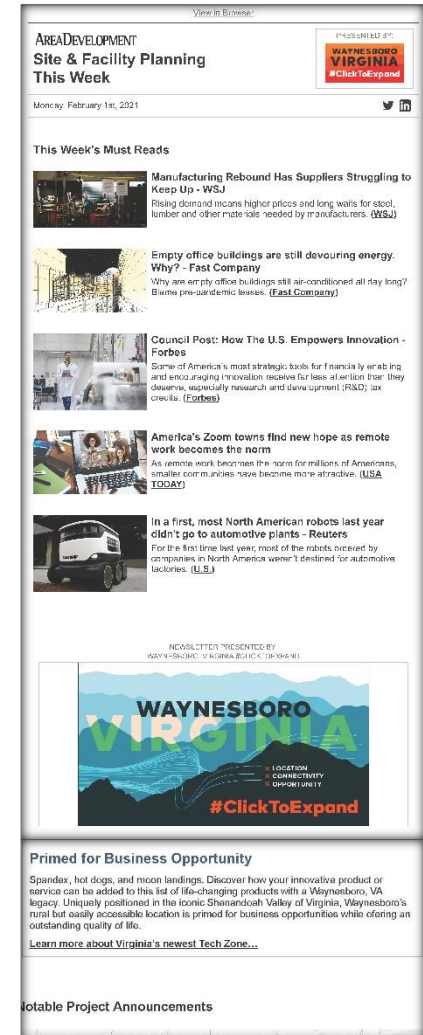
NCTC – Target Industry

- Industrial park coming on line
- Digital Newsletter Sponsorship

Primed for Business Opportunity

Spandex, hot dogs, and moon landings. Discover how your innovative product or service can be added to this list of life-changing products with a Waynesboro, VA legacy. Uniquely positioned in the iconic Shenandoah Valley of Virginia, Waynesboro's rural but easily accessible location is primed for business opportunities while offering an outstanding quality of life.

[Learn more about Virginia's newest Tech Zone...](#)



Collateral

- Industry Specific
 - Overview / Historic
 - Location Map
 - Quotes / Rankings
 - Talent
 - Quality of Life
 - MSA Data
 - Transportation
 - Community Investments
 - Operating Costs



Links

<https://www.waynesborobusiness.com/february-8-2021-city-council-meeting-information/>

