



CITY OF WAYNESBORO **ECONOMIC DEVELOPMENT AND TOURISM STRATEGIC PLAN**

EXECUTIVE SUMMARY

March 2025





GOALS & STRATEGIES

for making Waynesboro a great **PLACE** for growth

PREPARE opportunities for future investment

- Develop and market city-owned industrial parks
- Encourage the repurpose of dormant downtown buildings
- Support Advancing Main Street designation efforts
- Partner with Real Estate professionals to develop retail and commercial locations
- Continue development and branding of East Main Street as Rockfish Gateway
- Maintain and promote 'Zones' for development
- Explore opportunities for future regional development

Provide **LOCAL** business support

- Build relationships with regular visits
- Conduct an annual business recognition program
- Educate and communicate resources available
- Engage partner resources where appropriate
- Provide updates as requested to local organizations

ATTRACT new investments, jobs, talents, and visitors

- Enhance visitor experience
- Continue to work with the Virginia Museum of Natural History and General Assembly to open Waynesboro Campus
- Develop additional tourism products
- Focus on target industry - rail served manufacturing
- Maintain relationships with real estate brokers and site location consultants to market industrial sites
- Collaborate with partners on talent attraction efforts

COMMUNICATE attributes, achievements, opportunities

- Maintain accurate and informative websites
- Promote achievements with earned and owned media
- Utilize social media to highlight local attractions, promote local businesses, and support economic development initiatives
- Publish regular marketing newsletters for business attraction, business retention, and tourism
- Develop and execute annual tourism marketing plan
- Develop and execute marketing plans for Nature's Crossing Technology Center and Waynesboro Commerce and Industry Park

Guide **ENTREPRENEUR** development

- Develop and maintain “How to Start a Business” resources
- Provide technical expertise
- Maintain strong referral resources for additional support
- Promote Grow Loan fund and other available financial resources
- Create and run business start-up competitions as funding is available



VISION

The purpose of the Waynesboro, Virginia Office of Economic Development and Tourism is to stimulate the local economy through the creation of primary employment, capital investment, and increased tourism activity. We will be known by our integrity and the professional manner in which we handle issues. Our goal is to be responsive to our clients' needs and visitors' experiences to effectively enhance their successes.

Our actions, in concert with other regional and state partners, will promote wealth-building, create a pro-business environment, and improve the quality of life of our citizens.

MISSION

To enhance community prosperity through leadership, collaboration with public and private partners, and innovative programs that drive capital investment, job creation, and tax revenue growth.

GUIDING PRINCIPLES

- Build Strategic Partnerships
- Operate Professionally
- Use Innovative Solutions

DECADE GOALS

- Increase % of business generated revenue
- Increase average income for citizens
- Strive for zero vacancy downtown

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