



Economic Development Update

City Council Meeting

January 27, 2022

DEPARTMENT OF ECONOMIC DEVELOPMENT

*Amanda DiMeo, Economic Development Specialist
Billy Vaughn, Director*



What's Going There?



Staunton Crossing

- ✓ Building Demolition
- ✓ Marketing Plan Strategy
- ✓ VDOT Crossing Way Extension
- ✓ VEDP Grant
- ✓ Recent Interest



What's Going There?

Richmond Avenue Projects



Richmond Avenue Projects



Staunton Crossing



Frontier Center

Richmond Avenue

Richmond Avenue Projects



WAFFLE
HOUSE

Staunton Crossing

Richmond Avenue

WAFFLE
HOUSE





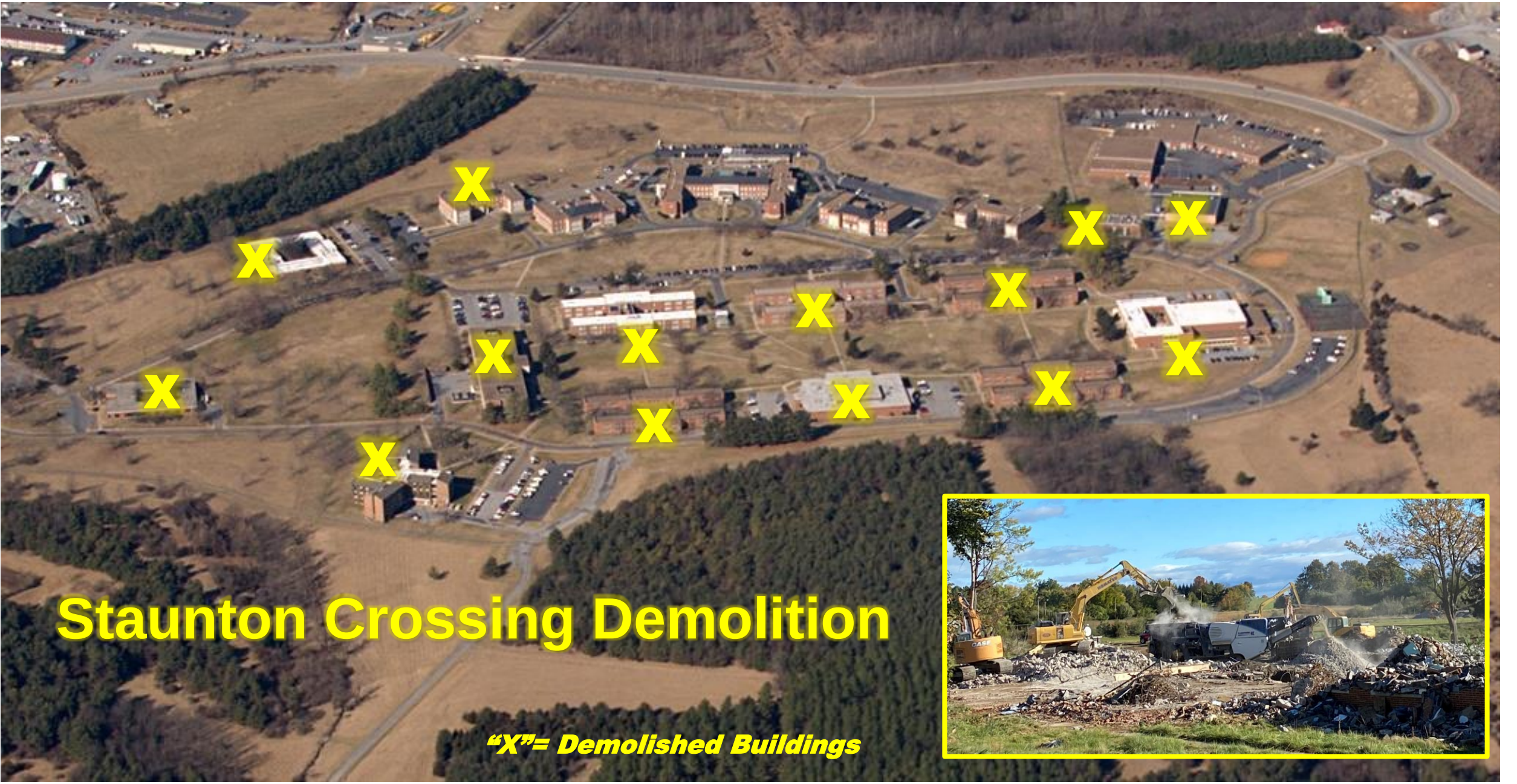
Building Demolition

Marketing Plan Strategy

VDOT Crossing Way Extension

Virginia Business Ready Site Program Grant

Recent Interest



Staunton Crossing Demolition

"X"= Demolished Buildings



WHAT... WHO... HOW...

A - YOUR TEAM



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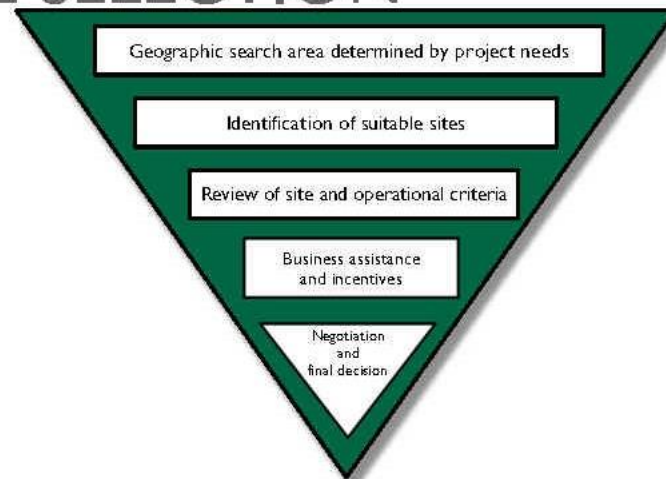


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B - BUSINESS ATTRACTION



C - SITE SELECTION



D - STRATEGIC PLAN

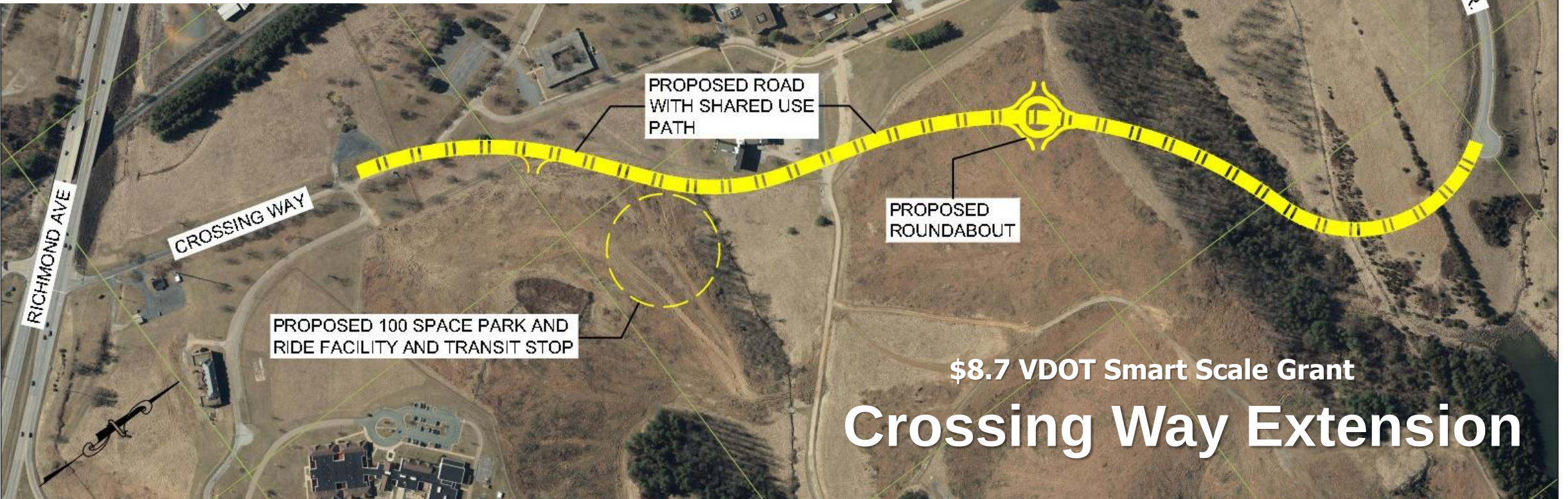
PROPOSED SCHEDULE

- Kick-off meeting 1 day
- Establish project goals and objectives 1 day
- Key contributor meeting 1 day
- Market research and key metric development 21 days
- Marketing plan goals meeting 1 day
- Marketing strategy development 23 days
- Meeting with key contributors to discuss strategies and adapt 1 day
- Delivery of goals and strategies 14 days
- Client feedback on goals and strategies 14 days
- Final Marketing Plan 7 days

SCOPE OF SERVICES

1. Identify marketable sweetener for short and long term.
2. Conduct a comprehensive regional and national market analysis.
3. Identify target market segments/cluster and City of Staunton to pursue.
4. Conduct a competitive analysis and competitive advantages.
5. Develop a marketing strategy including outreach, in-reach, and public relations.
6. Develop a tactical plan including media and positioning Staunton Crossing, and selling Staunton Crossing.
7. Priorities, timeline and estimated costs.

Marketing Plan



\$8.7 VDOT Smart Scale Grant
Crossing Way Extension

Virginia Business Ready Sites Program Grant

- \$7 Million Competitive Grant Program
- Increase Number of Project Ready Sites Statewide
- Improve Tier Level Designations
- 18 Applications - \$44 Million
- 1 of 11 Applications Funded



\$850,780

\$1.28 Million

Due Diligence

Key Reports and Studies

- Phase I Environmental Site Assessment
- Phase I Archaeological/Cultural Resource Study
- Floodplain and Stormwater
- Wetlands Delineation
- Geotechnical Services
- Traffic Impact Study

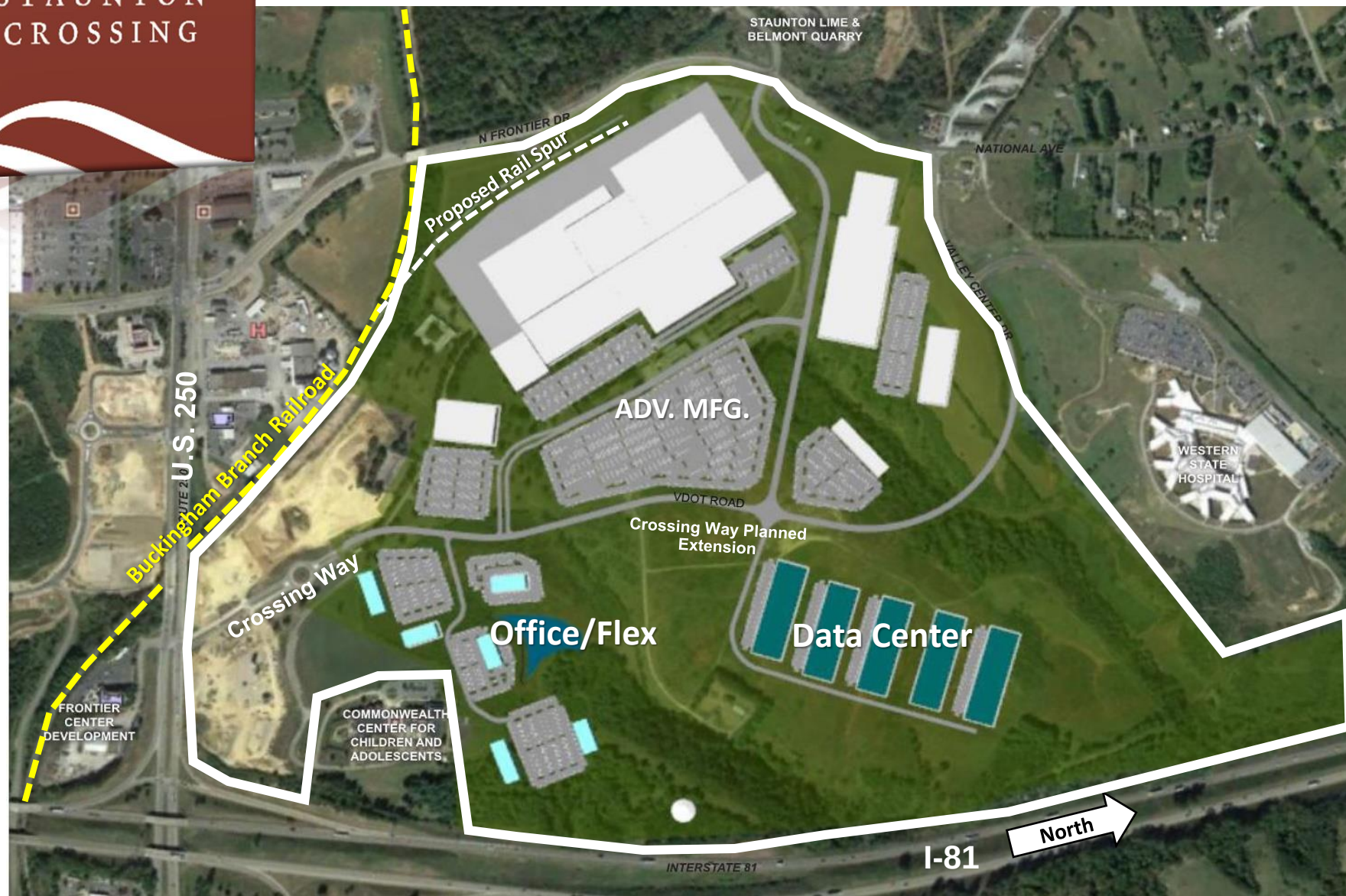
Engineering and Design Documents

- Water System Design
- Water Storage Tank Design
- Wastewater Collection System Design



\$150 Million
General Assembly
Senate Bill 28

STAUNTON CROSSING



Master Plan *Option 2*

**Staunton Crossing
Economic
Development
Business Plan
2019**

An aerial photograph of Staunton, Virginia, showing a mix of residential, commercial, and industrial areas. A large, modern building with a white roof is prominent in the foreground. The text "Upcoming PUBLIC FORUM" is overlaid in large, bold, white letters, and "Economic Development Authority" is overlaid in smaller, bold, white letters below it.

Upcoming
PUBLIC FORUM
Economic Development Authority



Additional Questions?

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