

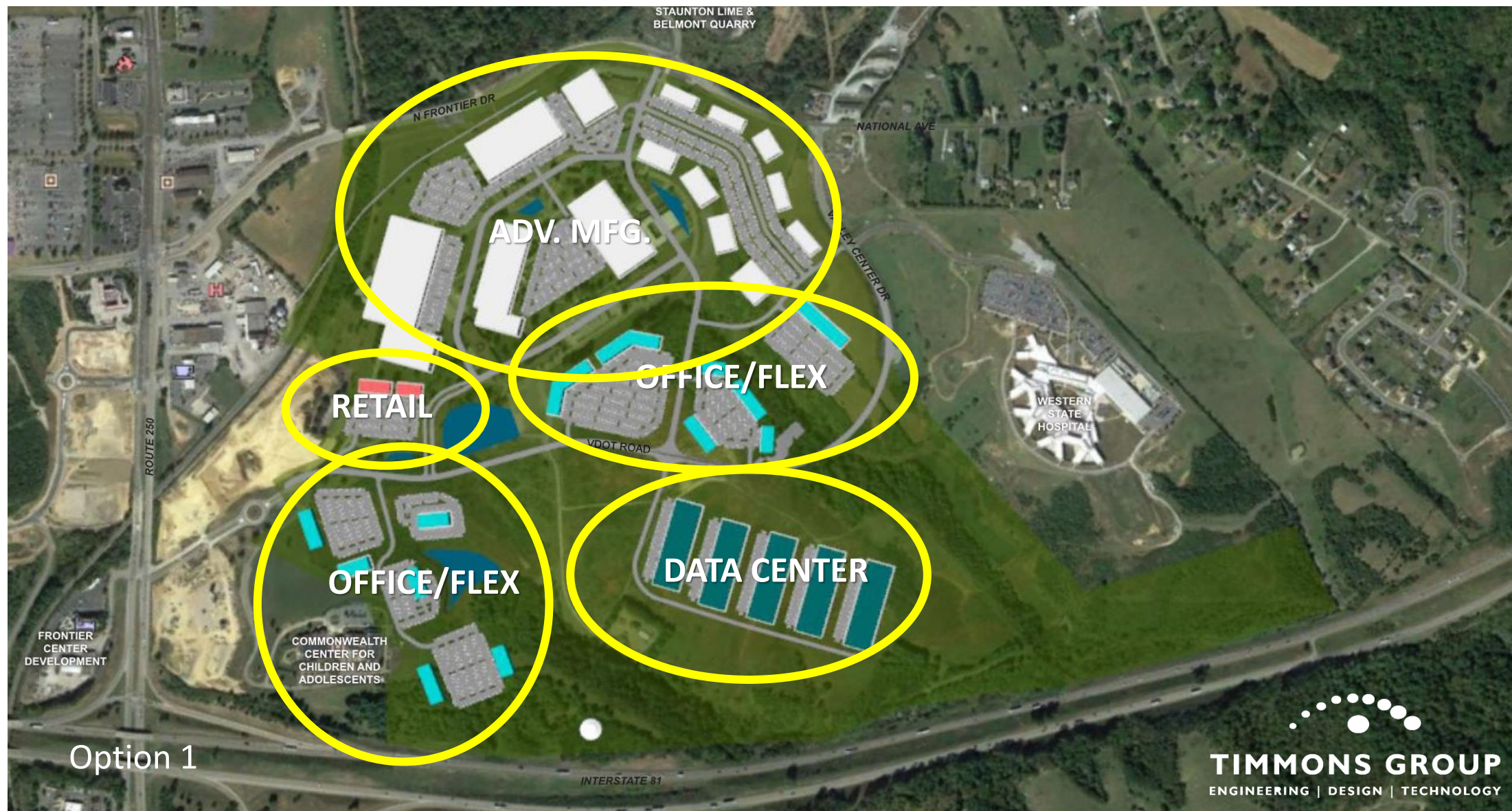


STAUNTON CROSSING



TIMMONS GROUP
ENGINEERING | DESIGN | TECHNOLOGY

The Staunton Crossing Plan



The Staunton Crossing Plan

THE BIG PICTURE



TOTAL SQUARE FOOTAGE

TABLE 1

2,115,000

TABLE 2

2,047,500

TABLE 3

2,497,500

MASTER PLAN

1,840,000

\$\$ OF CAPITAL INVESTMENT

\$292,613,347

\$289,218,028

\$341,263,364

\$264,000,000

REAL ESTATE TAXES

\$2,831,488

\$2,793,040

\$3,295,261

\$2,152,000

MACH. & TOOL TAXES

\$707,400

\$1,275,750

\$1,545,750

\$1,885,000

JOBS

2448

2869

1537

3250

TAXES PER ACRE

\$10,724

\$12,330

\$14,670

\$12,233

JOBS PER ACRE

7.4

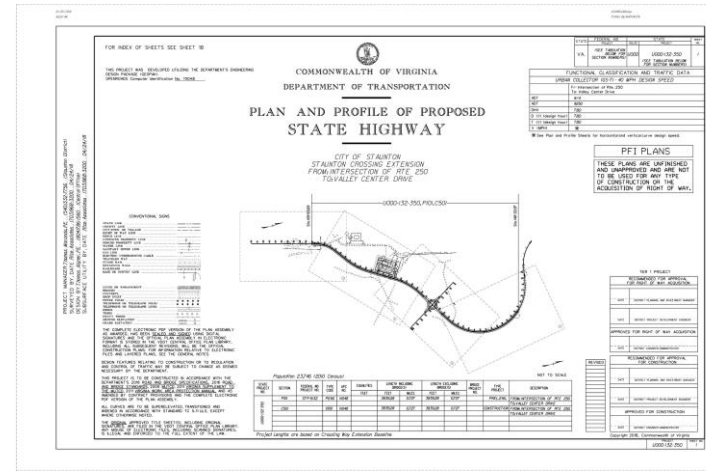
8.7

4.7

9.8

Recommendations

1. Demolish Existing Buildings
2. Build New VDOT Road
3. Brownfields Grant Funding
4. ROI Analysis
5. Tier 4 Site Readiness Certification
6. Develop Marketing Plan
7. Draft Design Guidelines Agreements
8. Draft Covenants & Restrictions
9. Data Center Strategies
10. Get Ready for Construction



Strategic Marketing Plan Stakeholders

EDA

City Staff

Virginia Economic Development
Partnership (VEDP)

Shenandoah Valley Partnership
(SVP)

Private Development Partners

Buckingham Branch Railroad



Targeted Industries from Business Plan

Manufacturing

Logistics/Transportation

Food & Beverage/ Agricultural

Professional Services

Rail-Oriented Industry

Data Centers/Mission Critical

Effective Marketing Strategy

What is being marketed?

What is the competition and why are they competitors?

What are the site attributes that are unique, or make the site stand out among its competitors?

What are the positive and negative attributes of the site, whether real or perceived?

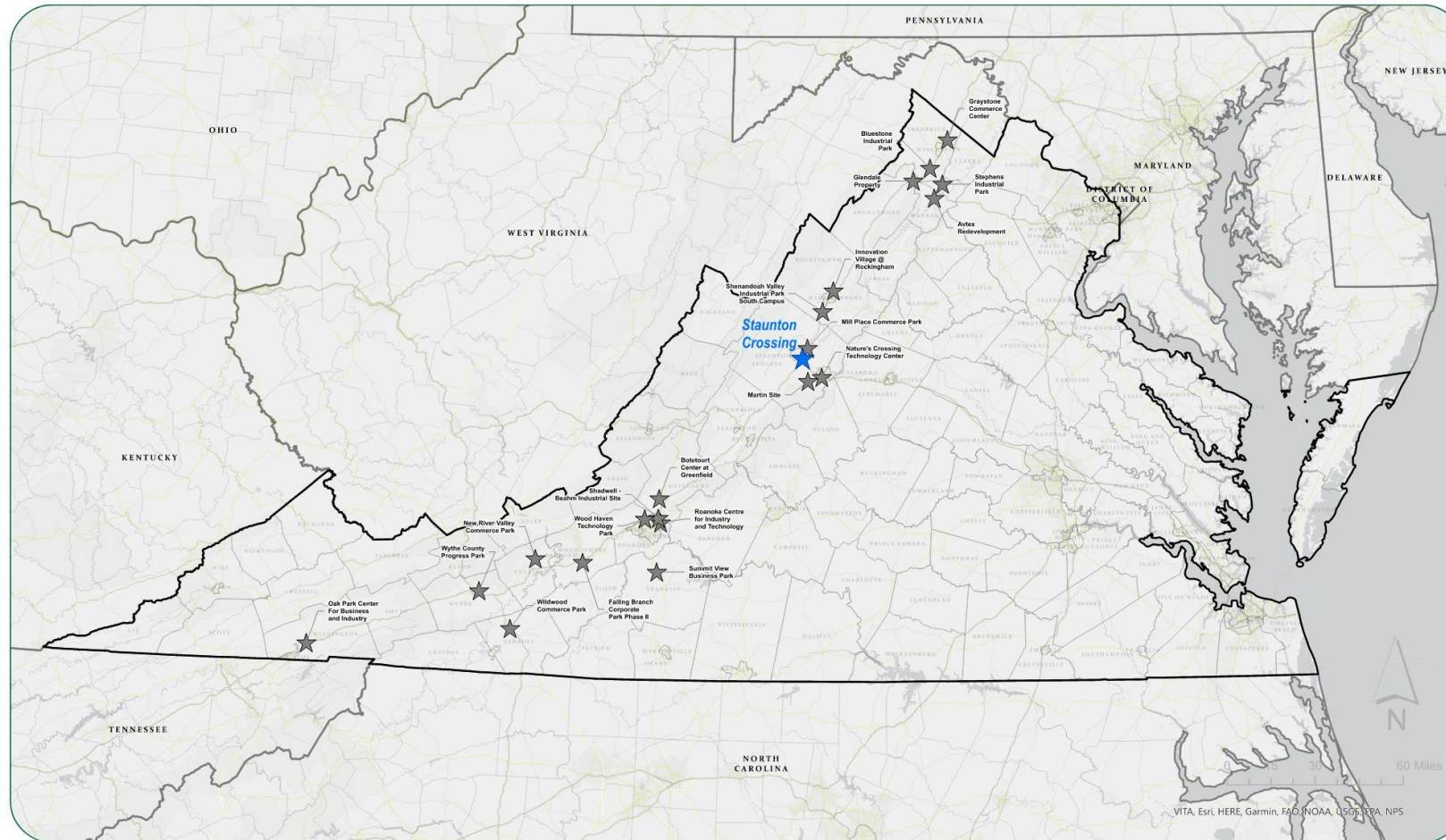
Who is the target audience?

What types of economic development successes are historically being realized in the market area?

How effective are current efforts to get the site in front of prospects?

What are the most effective, and desired, methods of relaying information?

Competitor Sites

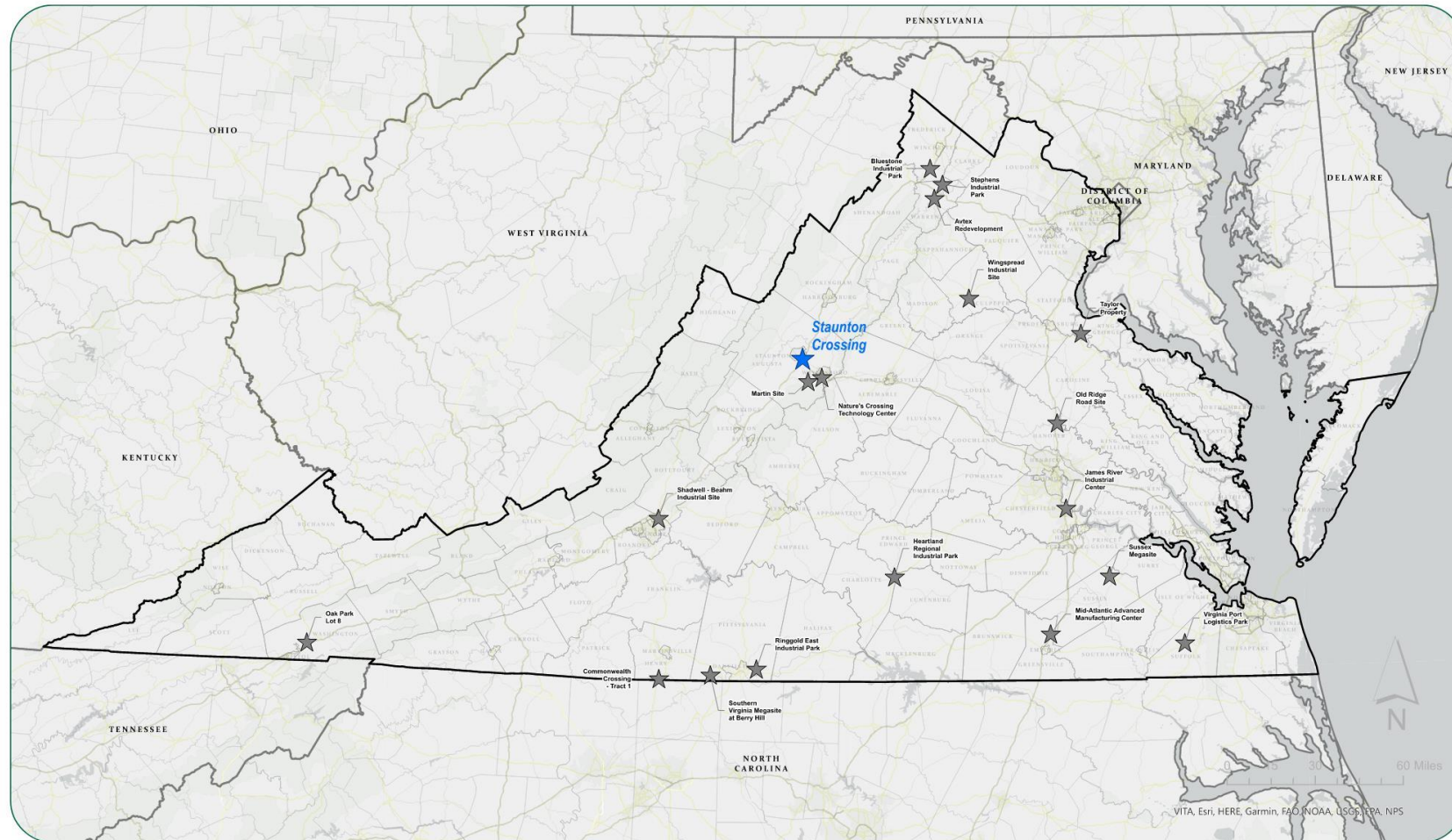


Staunton Crossing - Competitor Sites
Augusta County, VA

Competitor Sites

Competitor Sites	Locality	Available Acreage	Largest Contiguous	Topography	Distance to Interstate	Rail Served	Water, Sewer & Gas	Pad Ready	Business Ready Certified	FTZ	EZ
Staunton Crossing	Staunton	161	161	flat	1.2	Yes	Yes	No			
Avtex Redevelopment	Front Royal	136	136	flat	2.7	Yes	Yes	No			
Bluestone Industrial Park	Stephens City	122	122	rolling	1.2	Yes	Yes	No	Yes	Yes	
Botetourt Center at Greenfield	Daleville	330	158	rolling	4.6	No	Yes	No		Yes	
Falling Branch Corporate Park Phase II	Christiansburg	59	59	sloping	1.7	No	Yes	No	Yes		
Glendale Property	Strasburg	92	92	flat	1.1	No	Yes	No			
Graystone Commerce Center	Winchester	138	80	rolling/flat	1.4	No	Yes	No	Yes	Yes	
Innovation Village @ Rockingham	Harrisonburg	179	85	rolling	2.8	No	Yes	No			
Martin Site	Stuarts Draft	387	113	rolling	5.2	Yes	Yes	No			
Mill Place Commerce Park	Verona	209	68	rolling	1	No	Yes	Yes	Yes		
Nature's Crossing Technology Center	Waynesboro	115	105	rolling	2.9	Yes	Yes	No			Yes
New River Valley Commerce Park	Pulaski	388	272	level	3.7	No	Yes	No	Yes		Yes
Oak Park Center For Business and Industry	Abingdon	115	70	Pad-Ready	1.8	No	Yes	Yes			Yes
Roanoke Centre for Industry and Technology	Roanoke	70	70	rolling	4.6	No	Yes	No		Yes	Yes
Shadwell - Beahm Industrial Site	Roanoke	115	115	rolling	4	Yes	Yes	No		Yes	
Shenandoah Valley Industrial Park South Campus	Mount Crawford	78	78	rolling	3.3	No	Yes	No			
Stephens Industrial Park	Front Royal	85	53	rolling	4	Yes	Yes	No		Yes	
Summit View Business Park	Rocky Mount	324	150	rolling	17.5	No	Yes	No		Yes	
Wildwood Commerce Park	Hillsville	234	100	graded flat/rolling	1.1	No	Yes	Yes	Yes	Yes	Yes
Wood Haven Technology Park	Roanoke	94	94	level to rolling	1.3	No	Yes	No	Yes	Yes	
Wythe County Progress Park	Wytheville	831	100	rolling	4	No	Yes	Yes			Yes

Other Rail Served Sites



Staunton Crossing - Rail-Served Competitor Sites
Augusta County, VA

Other Rail Served Sites

Competitor Sites	Locality	Available Acreage	Largest Contiguous	Topography	Distance to Interstate	Rail Served	Pad Ready	Business Ready Certified	FTZ	EZ
Staunton Crossing	Staunton	161	161	flat	1.2	Yes	No			
Avtex Redevelopment	Front Royal	136	136	flat	2.7	Yes	No			
Bluestone Industrial Park	Stephens City	122	122	rolling	1.2	Yes	No	Yes	Yes	
Commonwealth Crossing - Tract 1	Ridgeway	160	160	graded	35.3	Yes	Yes	Yes		Yes
Heartland Regional Industrial Park	Keysville	296	200	rolling	42.9	Yes	No			Yes
James River Industrial Center	Richmond	272	178	gently sloping	1.8	Yes	No	Yes	Yes	
Martin Site	Stuarts Draft	387	113	rolling	5.2	Yes	No			
Mid-Atlantic Advanced Manufacturing Center	Emporia	1069	1000	level/gently sloping	2.6	Yes	No	Yes	Yes	Yes
Nature's Crossing Technology Center	Waynesboro	115	105	rolling	2.9	Yes	No			Yes
Oak Park Lot 8	Abingdon	70	70	rolling	2	Yes	Yes			Yes
Old Ridge Road Site	Doswell	50	50	flat	3.1	Yes	No			
Ringgold East Industrial Park	Ringgold	51	51	rolling	45.1	Yes	No			Yes
Shadwell - Beahm Industrial Site	Roanoke	115	115	rolling	4	Yes	No		Yes	
Southern Virginia Megasite at Berry Hill	Danville	3528	2102	rolling	35.2	Yes	Yes	Yes		Yes
Stephens Industrial Park	Front Royal	85	53	rolling	4	Yes	No		Yes	
Sussex Megasite	Sussex	595	585	level/gently sloping	14.4	Yes	No	Yes	Yes	
Taylor Property	King George	266	266	level/gently sloping	13.4	Yes	No			
Virginia Port Logistics Park	Suffolk	612	300	flat	17.1	Yes	Yes	Yes	Yes	
Wingspread Industrial Site	Culpeper	214	135	flat to rolling	31.5	Yes	No	Yes	Yes	

Project Announcements by VEDP 2017-2022

VEDP Announcements 2017-2022																			
	Data Center Announcements	Data Center Jobs	Data Center Investment (\$M)		Dist. & Logistics Announcements	Dist. & Logistics Jobs	Dist. & Logistics Investment (\$M)		Food & Ag. Announcements	Food & Ag. Jobs	Food & Ag. Investment (\$M)		Manufacturing Announcements	Manufacturing Jobs	Manufacturing Investment (\$M)		Prof Services Announcements	Prof Services Jobs	Prof Services Investment (\$M)
Region																			
Northern Shenandoah Valley	1	25	\$90		5	55	\$47		3	178	\$72		12	853	\$215		2	1,650	\$103
Shenandoah Valley	0	0	\$0		2	211	\$48		24	871	\$636		31	1,478	\$1,198		1	11	\$0
Roanoke Region	0	0	\$0		1	70	\$11		7	148	\$68		21	1,056	\$472		5	324	\$13
Totals:	1	25	\$90		8	336	\$106		34	1,197	\$776		64	3,387	\$1,885		8	1,985	\$116
Total VEDP Announcements	115																		
Total New Jobs	6,930																		
Total New Investment (\$M)	\$2,972																		

Site Submissions to Prospects 2017-2021

Staunton Crossing Included in VEDP Submission 2017-2021					
Year	Data Center	Distribution & Logistics	Food & Agriculture	Manufacturing	Professional Services
2017	0	0	0	1	0
2018	0	0	0	0	0
2019	0	0	0	2	0
2020	0	0	0	2	0
2021	0	1	0	2	0
* Site recommended approximately 7 times for inclusion in submissions by Shenandoah Valley Partnership					

Marketing Areas of Focus

High Priority

Site Readiness

Development Timeline

Emphasizing Unique
Characteristics

Medium Priority

Workforce and Training
Availability

Infrastructure
Availability and
Redundancy

Low Priority

Site Location

Visibility

Access to Market

Transportation
Ownership

Marketing Targets

Internal partners: Local and regional governmental and quasi-governmental organizations; local private sector

State Economic Development Agencies: Virginia Economic Development Partnership

Private Industry: Prospective companies for location in Staunton Crossing

Developers: Private sector industrial development community

Site Selectors: Individuals and organizations that represent companies in their site selection efforts

Recommendations/Implementation

- 1. Develop a diverse, internal marketing team for Staunton Crossing.**
 - *Responsibility: City of Staunton; Cost: \$2,500*
- 2. Increase Staunton Crossing's online searchability targeted at site selection decision-makers.**
 - *Responsibility: Outside IT Firm/Social Media Consultant; Cost: \$30,000 + frequency of advertising*
- 3. Create a stronger presence for Staunton Crossing through social media outlets.**
 - *Responsibility: Social Media Consultant; Cost: \$10,000*
- 4. Create a target marketing portfolio.**
 - *Responsibility: City of Staunton; Cost: Staff time (\$10,000-\$20,000 if done by outside consultant)*

Recommendations/Implementation

- 5. Building on current marketing material, create industry specific support material concentrating content on data most important to those industries targeted.**
 - *Responsibility: City of Staunton/Outside Design Firm; Cost: Staff time/\$10,000-\$20,000 TBD by scope of requested materials*
- 6. Develop an ongoing campaign to disseminate news and updates focused on the development and activity related to Staunton Crossing.**
 - *Responsibility: City of Staunton/Outside Design Firm; Cost: Staff time/\$5,000 for template design*
- 7. Improve the physical site visibility and appearance of Staunton Crossing from I-81.**
 - *Responsibility: City of Staunton; Cost: TBD by projects selected and city departments involved*
- 8. Host “on-site” visits to Staunton for site selection decision-makers which spotlight Staunton Crossing.**
 - *Responsibility: City of Staunton; Cost: \$15,000*