



Staunton Crossing/Economic Development Update

October 24, 2024



Staunton Crossing

Phase 1 Success

Calendar
Year

Annual Taxes¹

2020

\$850,000

2021

\$1.0 Million

2022

\$1.1 Million

2023

\$1.3 Million

2024²

\$1.3 Million

¹ Annual taxes include sales, meals, and lodging, business licenses, personal property, and real estate.

Phase 1 Commercial Development
Annual Revenue

\$5.55 Million





State Funding Support

Expenditure Category	Funding Commitment	Funding Commitment	Funding Commitment	Total
	<i>City Of Staunton</i>	<i>VDOT</i>	<i>VEDP</i>	
	Source Type:	Source Type:	Source Type:	
	<i>Actual Expenditures</i>	<i>Actual Expenditures</i>	<i>Actual Expenditures</i>	
Due Diligence Studies & Engineering Design	\$0	\$0	\$850,780	\$850,780
Sewer Utilities Installation/Extension	\$2,041,533	\$0	\$4,555,000	\$6,596,533
Water Utilities Installation/Extension	\$1,415,508	\$0	\$9,000,000	\$10,415,508
Road Access (Entrance and Extension)	\$797,500	\$11,297,500	\$0	\$12,095,000
Total	\$4,254,541	\$11,297,500	\$14,405,780	\$29,957,821



Crossing Way Road Completed



VDOT Smart Scale Grant \$10.5 Million



Marketing Momentum

Goal: Build awareness and interest for Staunton
the historic district in the East

Goal: Build awareness and interest for Staunton Crossing to a target audience of site selectors and company executives in various industries on the East Coast by driving traffic to the Staunton Crossing Landing Page. In addition, build awareness for Staunton, Virginia and the incredible opportunities for businesses here.



Company Name Segment

- Keller Williams Realty, Inc.
- Aramark
- The Estée Lauder Companies Inc.
- CGI
- Verizon
- Amazon Web Services (AWS)
- PwC
- Salesforce
- Thermo Fisher Scientific
- Oracle
- Deloitte
- Sanofi
- United States Air Force
- AstraZeneca
- Accenture
- Pfizer
- Merck
- American Express
- Google

580+ new
Company
Page followers
since the
campaigns
launched

Job Title Segment

Business Strategy Specialist
Vice President of Sales
Co-Owner
Independent Owner
Co-Founder
Owner
President
Real Estate Agent
Broker
Office Manager
Operations Manager
Managing Partner
Principal
Vice President
Operator
Chief Executive Officer
Founder
Director
Managing Director

Top CTRs and Conversions for our Paid Campaign

Staunton Crossing: Paid LinkedIn Advertising Campaign

8/22/2023 – 10/15/2024

1,467,690 Impressions

8,575 Clicks to StauntonCrossing.com

0.58% Average Click Through Rate

\$1.68 Average Cost Per Click

\$14,370.95 Spent

1.24% CTR

 **Staunton Virginia Economic Development**
1,125 followers
Promoted

Expand or relocate your business to Staunton Crossing! A strategically-located 300-acre site fostering business growth.



STAUTON CROSSING

The premier destination for your business in western Virginia.

Get to Know Staunton Crossing: Staunton, VA
stauntoncrossing.com

[Learn more](#)



Top performing ads! Overall campaign ads have remained above the benchmark of 0.34%

0.74% CTR

 **Staunton Virginia Economic Development**
1,125 followers
Promoted

Learn about Staunton Crossing, where accessibility meets "ready to go" development options. Perfect for expanding or relocating your business!

Expand Your Business to Staunton Crossing

The ideal combination of accessibility and strategic positioning.



At the crossroads of I-81 and I-64.

Get to Know Staunton Crossing: Staunton, VA
stauntoncrossing.com

[Learn more](#)



Staunton Virginia Economic Development
1,135 followers
1w • 🌐

Incredible architecture, wonderful businesses and a vibrant culture. New memories in Staunton this fall! 🍂



More exciting news and expansion in Staunton!

Read all about the company's continued growth.

#business #stauntonva #manufacturing #medtech #pharma

 **Cadence, Inc.**
6,560 followers
1mo • 🌐

Cadence, Inc. has expanded its cleanroom capacity at its Staunton, Virginia facility to 5,000 square feet, reflecting its ongoing commitment to supporting #MedTech and #Pharma clients. The expansion will enhance Cadence's ability to deliver high-quality, fully integrated manufacturing solutions, contributing to improved patient outcomes. To read more, visit: <https://lnkd.in/g2XNsb78>



Cadence Announces Cleanroom Expansion at its Virginia Facility - Cadence
cadenceinc.com

HUSS AND DALTON GUITAR COMPANY, INC. makes about 200 acoustic guitars and 15 electric guitars each year. The cases are custom-made in Oilville, Virginia by one of the largest producers in the country. They have clients all over the globe and locally, in the Shenandoah Valley, you can find their guitars in Waynesboro.

📷 Pictured here is owner Brian Dickel in their Staunton manufacturing facility.

We're so happy to have them as part of our dynamic business community!

Learn more about Huss & Dalton and their custom guitars: www.hussanddalton.com

#manufacturing #worldguitaraday #stauntonva #shenandoahvalley



#entrepreneur #innovation #business #stauntonva #shenandoahvalley



Staunton Virginia Economic Development
1,135 followers
1mo • Edited • 🌐

We're excited to welcome **Firestone Complete Auto Care** to Staunton!

We celebrated with a ribbon cutting and they also generously presented a check to the **Boys & Girls Club of Waynesboro, Staunton & Augusta County**.

🚗 Please help welcome them in the comments below and be sure to visit them at 1008 Richmond Avenue to keep your car in tip-top shape.

#business #stauntonva #shenandoahvalley #econdev



Chad Horvat and 33 others

STAUNTON CROSSING GRANT NEWS



Governor Glenn Youngkin awarded Staunton Crossing \$9 million as part of the Virginia Business Ready Sites Program (VBRSP) development grants, totaling \$126 million for 23 sites across the Commonwealth.

www.stauntoncrossing.com

Staunton Virginia Economic Development
1,135 followers
2mo • 🌐

Please join us on Thursday, July 25th at 8:30 a.m. in the City Manager Conference Room on the 3rd Floor of City Hall for a Staunton Economic Development Authority Meeting.

This meeting is open to the public and will provide updates on the West End Plan. We hope to see you then!

#stauntonva #shenandoahvalley #econdev #business

JOIN US FOR THE STAUNTON ECONOMIC DEVELOPMENT AUTHORITY MEETING!



Thursday, July 25, at 8:30 a.m.
City Manager Conference Room



This meeting is open to the public and will provide updates on the West End Plan. Please join us on the 3rd Floor of City Hall and enter through the Economic Development Department Office.

2024 Lead Opportunities

Requests for
Information (RFI) for
Companies considering
an expansion or
relocation of current
operations.

- A. Food and Beverage (4)
- B. Electronics (2)
- C. Fabrication (4)
- D. Technical (3)
- E. Business
- F. Utility
- G. Misc. (2)
- H. Distribution (2)
- I. Residential* (2)

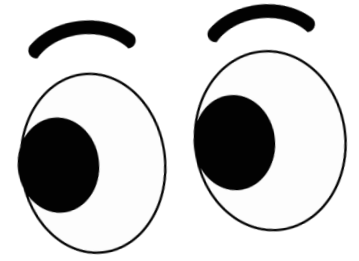
*Residential Currently not a component of Staunton Crossing Business Plan



- Disclosed Jobs: 25-250
- Disclosed investment: \$55-750 million



Looking ahead...



innovation
solution connection
STRATEGIC partner
collaboration growth synergy business
relationship **PARTNERSHIP** investment
strategy teamwork cooperation

Questions or Ideas...



- Call or stop by any time
540.332.3869

Water Storage Tank ideas...

