STAUNTON CROSSING BUSINESS PLAN UPDATE

STAUNTON
VIRGINIA

April 9, 2026

Original Business Plan Stakeholders

- EDA
- City Council
- City Staff
- Virginia Economic Development Partnership (VEDP)
- Shenandoah Valley Partnership (SVP)
- Private Development Partners
- Buckingham Branch Railroad

Current Target Industries

Advanced Manufacturing

Logistics/Transportation

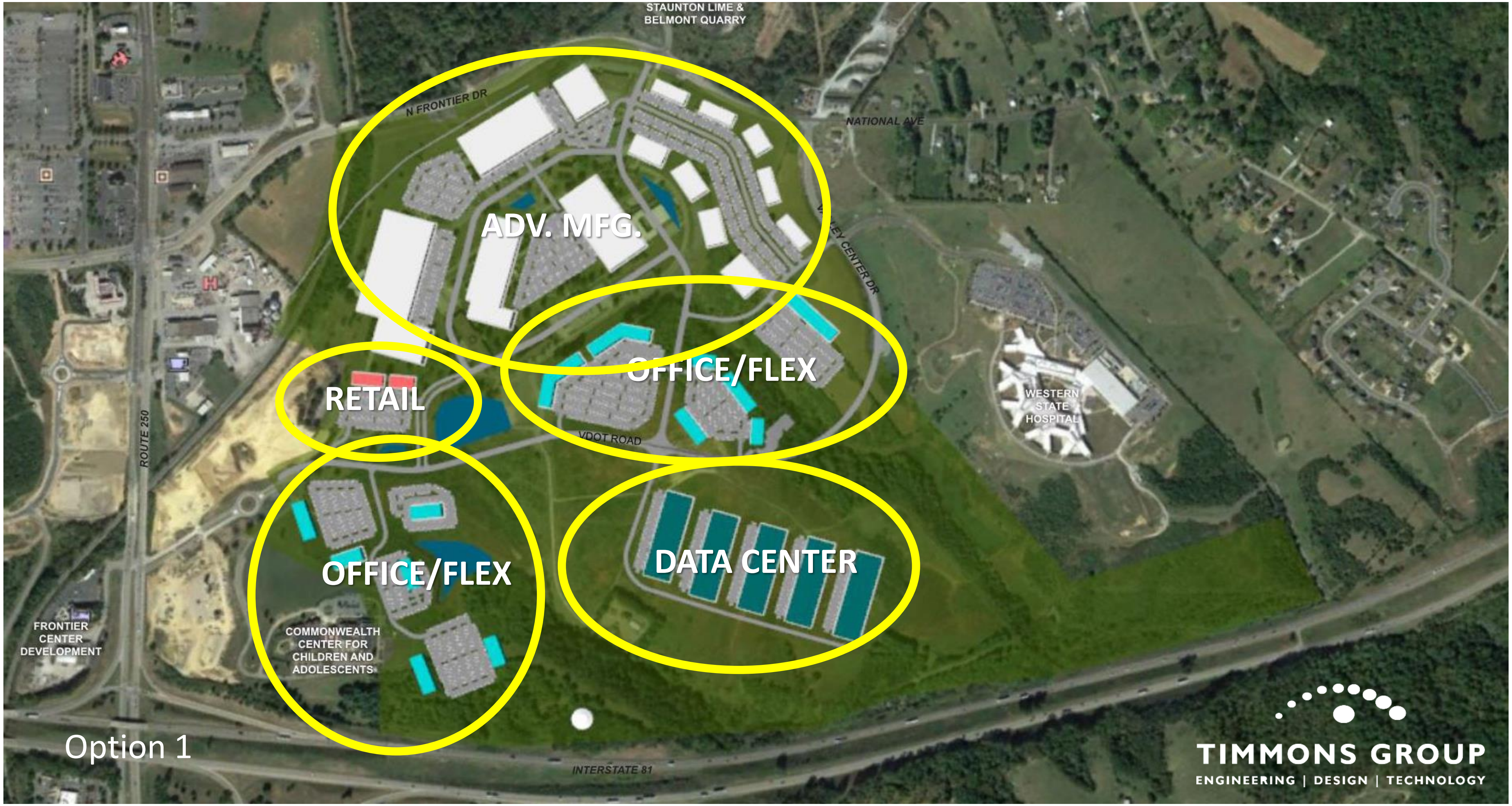
Food & Beverage/ Agricultural

Professional Services

Rail-Oriented Industry

Data Centers/Mission Critical

The Staunton Crossing Plan



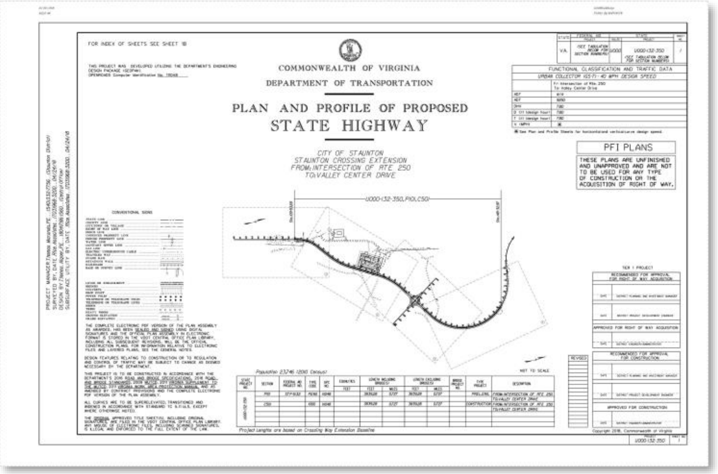
The Staunton Crossing Plan

THE BIG PICTURE

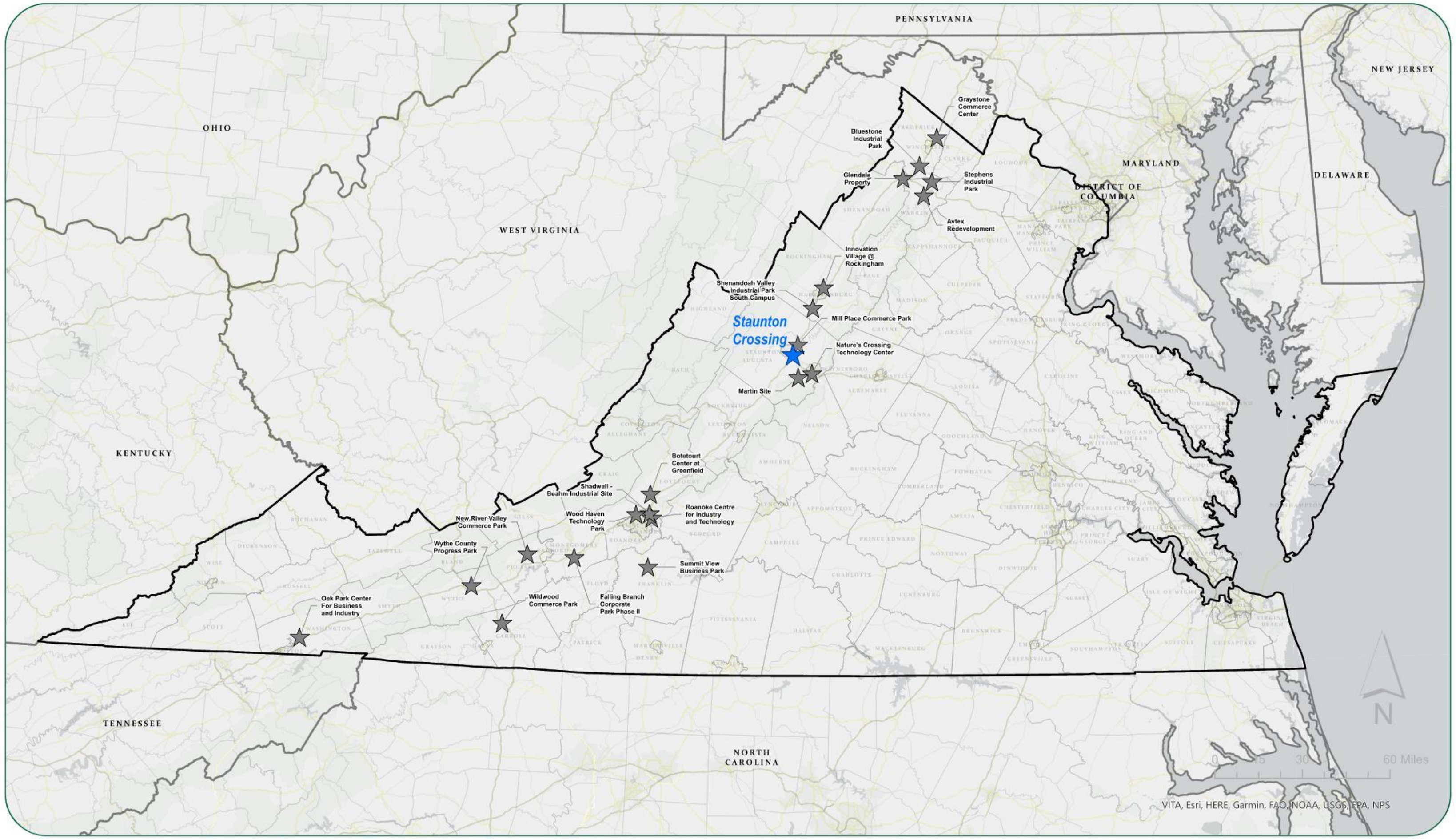
	TABLE 1	TABLE 2	TABLE 3	MASTER PLAN
TOTAL SQUARE FOOTAGE	2,115,000	2,047,500	2,497,500	1,840,000
$$ OF CAPITAL INVESTMENT	$292,613,347	$289,218,028	$341,263,364	$264,000,000
REAL ESTATE TAXES	$2,831,488	$2,793,040	$3,295,261	$2,152,000
MACH. & TOOL TAXES	$707,400	$1,275,750	$1,545,750	$1,885,000
JOBS	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

Original 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



Marketing Plan



Staunton Crossing - Competitor Sites

Augusta County, VA

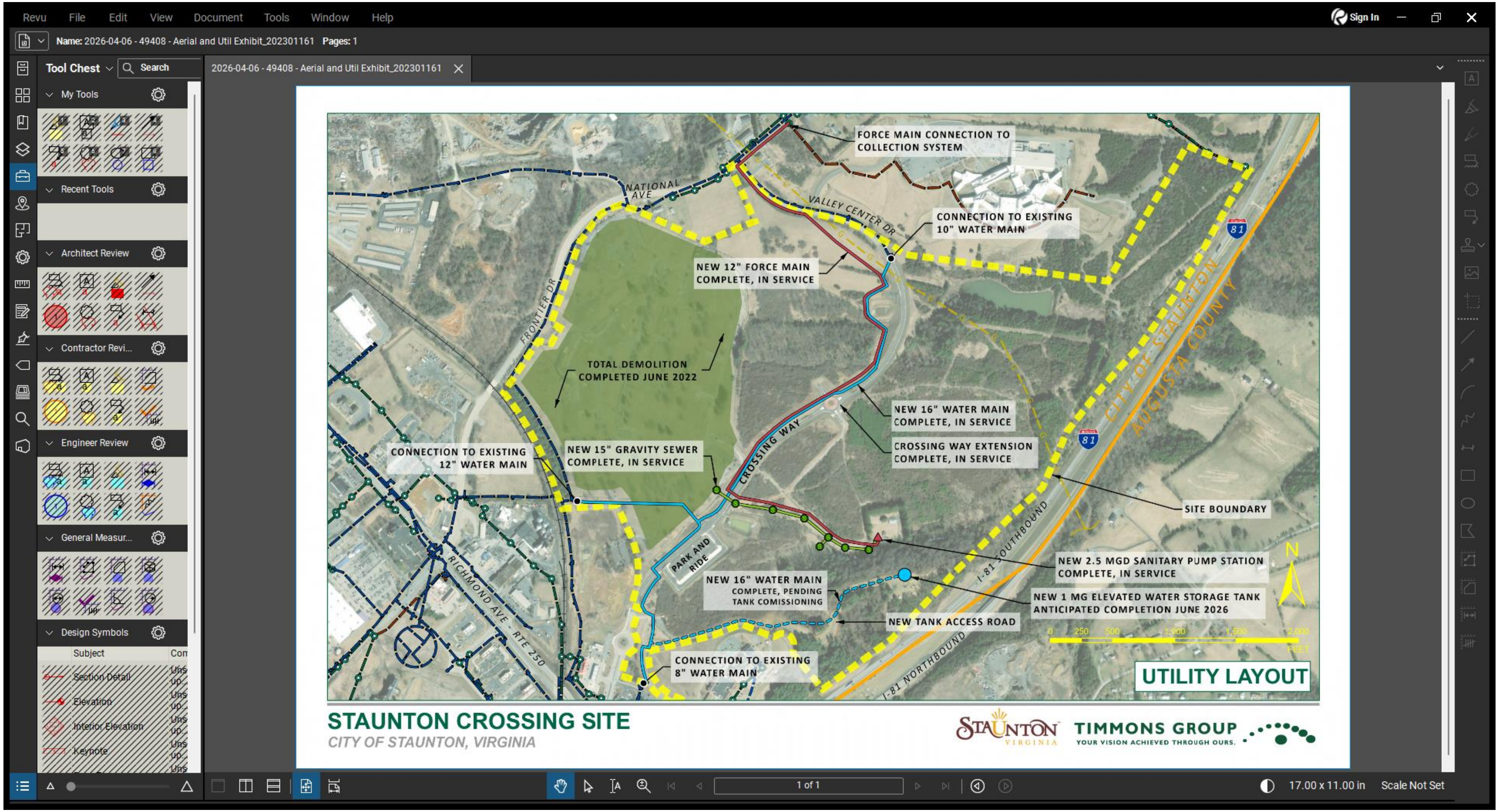
STAUNTON VIRGINIA

TIMMONS GROUP
ENGINEERING | DESIGN | TECHNOLOGY

Marketing Plan

High Priority	Medium Priority	Low Priority
Site Readiness Development Timeline Emphasizing Unique Characteristics	Workforce and Training Availability Infrastructure Availability and Redundancy	Site Location Visibility Access to Market Transportation

Get Ready for Construction



Get Ready for Construction

$9 Million Grant for Staunton Crossing Infrastructure
Aug. 9, 2024 –The City of Staunton has been awarded a $9 million grant by the Virginia Business Ready Sites Program (VBRSP) to fund infrastructure improvements at Staunton Crossing.

New Staunton Water Tower Rises Over I-81 as Construction Reaches Major Milestone
Nov. 25, 2025 – Holiday travelers driving I-81 this week may notice a striking new feature on Staunton's skyline. The City of Staunton's new 1-million-gallon elevated water storage tank at Staunton Crossing has reached a major construction milestone with the lift of its 264-ton steel bowl.

Tier 4 Certified in 2026

https://www.facebook.com/timmonsgroup/videos/1239495318119278/

Original Recommendations

1. *Develop a diverse, internal marketing team for Staunton Crossing.*
2. *Increase Staunton Crossing's online searchability targeted at site selection decision-makers.*
3. *Create a target marketing portfolio.*
4. *Building on current marketing material, create industry specific support material concentrating content on data most important to those industries targeted.*
5. *Create a stronger presence for Staunton Crossing through social media outlets.*
6. *Develop an ongoing campaign to disseminate news and updates focused on the development and activity related to Staunton Crossing.*
7. *Host "on-site" visits to Staunton for site selection decision-makers which spotlight Staunton Crossing.*
8. *Improve the physical site visibility and appearance of Staunton Crossing from I-81.*

Current Trends to Consider

1. **Pharmaceutical Manufacturing**
2. **Mission Critical/Data Centers/Supply Chain**
3. **On-site Energy Generation**
4. **AI Site Elimination vs. Site Selection**
5. **Where will my employees come from?**
6. **Where will my employees live?**
7. **Creative Tax Strategies**
8. **Strategic Target Marketing**
9. **Placemaking/Story Telling**
10. **GameDay Strategies**

Virginia is a Top State for Business (CNBC, 2025)

Virginia has placed in the top 5 states for eight years running. Major investments in education, infrastructure, business friendliness, quality of life, technology and innovation, and access to capital solidified Virginia's No. 4 spot. Virginia moved into the top 10 for the quality of life and technology and innovation categories, landed No. 2 for infrastructure and finished as the No. 1 state for education.

Recommendations

1. Review previously completed Business Plan and all efforts since it’s completion including marketing updates, infrastructure improvements, prospect test-fits and visits, and debriefs from VEDP and/or SVP

2. Prepare for and conduct a kickoff work session to be scheduled as part of the EDA’s monthly scheduled meetings to review the current plan and layout a plan for updates

3. Revisit the goals of the current Business Plan and provide a re-fresh regarding the target jobs/acre and revenue/acre based on our experience with other similar projects.

4. Review the target markets outlined in the Business Plan and work with the City, VEDP and SVP to make sure the property aligns with the updated marketing efforts and prospects anticipated in 2026 and beyond

5. Provide a refreshed DRAFT of the Business Plan and updated master planning graphics at a regularly scheduled EDA meeting

6. Provide an Updated Business Plan