



**ROANOKE
REGIONAL
PARTNERSHIP**

2020 Annual Report

John Hull, Executive Director

- 17 years professional experience
- 360-degree perspective on organization
- **Accountability through metrics/research**
- Background in strategy development
- **Graduate, Oklahoma University's Economic Development Institute**
- Graduate, Roanoke College's Management Institute
- **Graduate, Virginia Industrial Development Authorities Institute**
- Certified Economic Research Professional, Council for Community and Economic Research

Revenue Generators Canceled

- ~~Bible Ridge Marathon~~
- ~~Down on Downtown Music Festival~~
- ~~Orvis Down the Hatch~~
- ~~Devils Backbone Benefit for Roanoke Outside~~
- ~~Experience 2020~~
- ~~Talent Solutions Summit~~

Roanoke Region Responds

- Regional resource webpage: Roanoke Region Responds

Roanoke Region Responds

- Regional resource webpage: Roanoke Region Responds
- Designed a business survey and provide leads to local governments

Roanoke Region Responds

- Regional resource webpage: Roanoke Region Responds
- Designed a business survey and provide leads to local governments
- Postcard mailing to all business licenses

Roanoke Region Responds

- Regional resource webpage: Roanoke Region Responds
- Designed a business survey and provide leads to local governments
- Postcard mailing to all business licenses
- Researched economic impact reports for local governments

Roanoke Region Responds

- Regional resource webpage: Roanoke Region Responds
- Designed a business survey and provide leads to local governments
- Postcard mailing to all business licenses
- Researched economic impact reports for local governments
- Social media content and engagement

Roanoke Region Responds

- Regional resource webpage: Roanoke Region Responds
- Designed a business survey and provide leads to local governments
- Postcard mailing to all business licenses
- Researched economic impact reports for local governments
- Social media content and engagement
- Organized regular calls with local partners

Roanoke Region Responds

- Regional resource webpage: Roanoke Region Responds
- Designed a business survey and provide leads to local governments
- Postcard mailing to all business licenses
- Researched economic impact reports for local governments
- Social media content and engagement
- Organized regular calls with local partners
- Assisted other organizations

Roanoke Region Responds

- Regional resource webpage: Roanoke Region Responds
- Designed a business survey and provide leads to local governments
- Postcard mailing to all business licenses
- Researched economic impact reports for local governments
- Social media content and engagement
- Organized regular calls with local partners
- Assisted other organizations
- Organized an Opportunity Zone webinar

Business Attraction



Business Attraction

	2020	2019
PROJECTS	46	34
PROSPECTS	15	14
INFO REQUESTS	350	455
VEDP	16	20

Prospect Activity Recovering

January 1 to June 30

Project Files Opened: 12

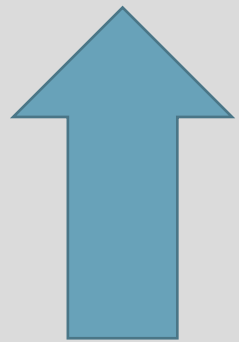
Prospect Visits: 2

July 1 to December 31

Project Files Opened: 30

Prospect Visits: 13

2020 Roanoke Region Large Site Projects



300%

Avg. Jobs: 320

Avg. Investment:

150.5M



Product Development

- Entrance Road Completed
- Signage Installed
- Clearing Started

GO Virginia Grant Roanoke Regional Recovery

- **Business Retention and Expansion Project**
 - Coalition Formed
 - Sector Roundtables
 - Business Coaching
 - Long-term Strategy







Virtual College Summer Program

- 150 Students and Recent Graduates
- 9 Weeks of Professional Development and Networking
- Over 50 regional professionals participating to showcase all eight localities in the Roanoke Region


Remote Worker Campaign



Live Here, Work Anywhere



Move your dream job to your dream location in the Roanoke Region of Virginia



May-December

- 3.93 million impressions
- 47,100 clicks
- \$4,500 spent
- Top 5 locations: Los Angeles, New York, Philadelphia, Atlanta, Washington DC
- Newsletter signups: 2,200



COVID-19 ALERTS

Tips to safely get outside:

- Avoid heavy use areas and choose off-peak times
- Limit group to your household
- Pack out your trash
- Bring a mask and wear it when passing others
- Use our [trail finder](#) to find #thepathlesstraveled

[Outdoor Updates for Retailers & Rec Areas](#)



Project Outside

\$107,000 Raised

Seeking proposals on projects

Awards

Future Focus

- **Strategic Plan**
- **Technology/Innovation**
- **Talent**
- **Opportunity Zones**
- **Outdoors Funding**
- **Regional Site Development**
- **Targeted Digital Campaigns**



**ROANOKE
REGIONAL
PARTNERSHIP**

2020 Annual Report