

Economic Development Final Report



Program Summary:

The Economic Development Team held our LRV Program Day on Wednesday, March 15, 2023, at the Roanoke Higher Education Center. The program featured multiple speakers from the Roanoke Valley, including an Economic Development Panel with local experts from our region. We ended the day with a downtown scavenger hunt and a special presentation from Ed Walker on the revitalization plans for the American Viscose Plant. We tasked attendees with five calls to action to increase their impact on economic development. The goals and objectives of our day are listed below.

Program Goals:

- Define what economic development means to you.
- Identify why it is important.
- Understand why you should care.
- Determine how you can make a difference.

Program Objectives:

- Explore the definition of Economic Development.
- Educate the impact of Economic Development at the community level.
- Identify the influence Economic Development has on you.
- Engage and connect with your community.

Link to Program Photos:

https://drive.google.com/drive/folders/1D2QfKuvMAI_C2FEVnq57csjG5piuCjX?usp=share_link

Link to Program Video:

https://docs.google.com/presentation/d/13AkkToSqrD_iEYsTWy9mveNB8K5jt2sy/edit?usp=share_link&ouid=111100969370200364469&rtpof=true&sd=true

Link to Program Booklet:

https://drive.google.com/file/d/1f_kwpKIDXb5WR4QdB3-1iW_zosT1Vy1Z/view?usp=share_link

Quotes from Anonymous Participants:

“I appreciated learning about TAP, visiting the businesses (several I didn't know about), and the opportunity to hear from Ed Walker was great. I thought they did a great job with all the graphics and the presentation was very professional.”

“I enjoyed hearing from Ed Walker most - very good insight into the Roanoke region and its future.”

“Hearing about the diverse perspectives of economic development was interesting. But, the true highlight for me was hearing Jason Hariston's success story.”

“The scavenger hunt was the best part--I learned about some businesses that I never knew much about but it also enlightened me on some of what these businesses have to offer for the downtown area.”

“Really enjoyed the Panel. Very enlightening.”

“All pieces tied together really well!”

“I had the opportunity to connect with retailer's downtown that I wouldn't normally visit.”

“Seems like this team really stretched themselves to deliver a well thought out program day from start to finish. Every small detail felt very intentional.”

“By being able to picture a good future for the Roanoke valley after hearing what is happening and what's to come. The more involved we get here in the area, the more we help and benefit from the great future here.”

“This program was very well put together and organized. The flow of the program was great!”

“I don't know if it is a competition, but I think this team is winning! Great program day from start to finish. Perfect balance of sitting and listening to local experts vs. getting up and moving around and interacting with each other and our community which is what economic development is all about.”

Meet Our Team!

Advisors



Chip White



Leah Shank



Rachel Spencer

Participants



Ryan Applegate



Kaitlyn Van Buskirk



Tyler Phillips



Brian Powell



Scott Staley



Heather Thurman

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