

FOR IMMEDIATE RELEASE

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RICHMOND—On August 4, 2025, the Virginia Department of Housing and Community Development administratively approved the following Region 2 project aimed at growing the regional economy. Region 2 consists of the cities of Covington, Lynchburg, Radford, Roanoke, and Salem and the counties of Alleghany, Amherst, Appomattox, Bedford, Botetourt, Campbell, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, and Roanoke.

Approved Project:

Site Advancement Strategy (New River Valley Regional Commission)

This project will update and expand upon the 2019 Virginia Business Ready Sites Program (VBRSP) assessment by evaluating industrial sites across Floyd, Giles, Montgomery, and Pulaski counties, along with the city of Radford. Infrastructure and site improvements, landownership changes, and shifting market conditions have impacted site readiness, making an updated assessment necessary. The project will identify infrastructure gaps, environmental constraints, and site development needs, providing a clear path for advancing sites through the VBRSP tiers. Each locality will collaborate with Onward NRV and the New River Valley Regional Commission staff to select one priority site in their locality for evaluation, contributing to a regional portfolio of industrial properties that vary in site readiness and infrastructure needs. Additionally, a regional commerce park will be included in the assessment, furthering the region's ability to attract large-scale industrial projects. The GO Virginia board approved a total of \$94,400 in state funds for the project, which is leveraging \$108,479 in non-state sources.

"GO Virginia Region 2 faces a shortage of shovel-ready industrial sites, limiting opportunities for business expansion and investment in advanced manufacturing and automation," said Leo Priddy, economic development planning specialist for the New River Valley Regional Commission. "Through a collaborative effort, this project will enhance industrial site readiness across the New River Valley."

"Shovel-ready sites mean job-ready communities. This strategic assessment positions Region 2 to capture the advanced manufacturing opportunities that will define our economic future and provide high-wage careers for our residents," said William Amos, chair of the GO Virginia Region 2 council.

GO Virginia is a statewide initiative designed to encourage Virginia's economic growth through the creation of high-wage jobs. Virginia Tech's Center for Economic and Community Engagement serves as Region 2's support organization. For more information, please contact John Provo, jprovo@vt.edu.