ALLEGHANY HIGHLANDS

VISION

2025

UPDATE / March 6, 2014

Supported by:

The Alleghany Foundation
Alleghany Chamber of Commerce & Tourism
Alleghany Highlands Economic Development Corporation

Moran, Stahl & Boyer
Connecting Companies With Communities
REFLECTING BACK OVER THE LAST 18 MONTHS

October 2012 – Business Forum
March 2013 – Local Economic Summit
May 2013 – Vision Exercise: 2025

June 2013 Through February 2014 – Action Team Formation

March 2014
INITIAL MOMENTUM OF CHANGE IS IN PLACE . . .

- Balchem
- MWV Boiler Project
- Tourism Marketing
- The Homestead Acquired by Omni Resorts
- Blueways Mapping and Access
- Masonic Theater and Amphitheater
- Geriatric Psychiatric Ward at LewisGale Hospital Alleghany
- Farmers Markets
- C&O Heritage Center
- Alleghany Highlands Arts Council, Alleghany Highlands Arts & Crafts Center, Clifton Forge School of the Arts
- Main Street Programs

. . . MORE CRITICAL MASS NEEDED.
THE STIMULUS FOR ACTION . . .

IF LEFT UNCHECKED, THERE IS A POTENTIAL FOR:

- Additional school closures
- Less health care services
- Business closures
- Abandoned homes
- Reduced property values

>20% loss in last 30 years

**POPULATION OF ALLEGHANY HIGHLANDS**

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*MS&B*
A PEEK INTO THE FUTURE: 2025

SEPT 25 2025 5:00 PM
MULTIPLE OPTIONS DISCUSSED, FIVE SELECTED . . .

Home Restorations . . . Enhance Curb Appeal

Business Parks/Utilities/Marketing

Industry Museum & Technology Center

Community Gardens and Parks as Destination Venues

Alleghany Highlands Web Store for Local Businesses

. . . AND MORE IN THE FUTURE.
WORKING TOWARD THE TIPPING POINT . . .

. . . WILL TAKE MULTIPLE/CONCURRENT EFFORTS.
QUAINT, COOL & ACCESSIBLE COMMUNITY
LIFE CHANGES AFTER THE TIPPING POINT . . .

- More businesses interested in coming to the area
- Enhanced publicity and word-of-mouth promotion
- Increased tourism activity
- Year-round web-based sales
- Workers/retirees relocating here and investing in houses
- Additional small businesses are established

. . . OUR VISION GATHERS MOMENT UM.
Back in May 2013
Selected five (5) modules to evaluate and develop ideas
Identified resources and action steps required to achieve vision
Assigned *Action Teams* to follow-up and move forward

Since That Time, We Have:
Developed an overall master plan to achieve vision
Prioritized and refined the individual *Action Modules*
Got to work on the “low hanging fruit”

Going Forward
Achieve and celebrate milestones
Have annual review of progress and refine strategy
ACTION INITIATIVES GAINING MOMENTUM...

Resources: Donations ($, in-kind), Grants, Government Support, etc.

Volunteers (variety of skills/interests)

Team Leader(s)

Team Members

...ACHIEVABLE, LONG-TERM EFFORTS
THE INITIAL FIVE ACTION INITIATIVES . . .
Real Estate, Utility Development and Marketing to Expand Industry Base

Expansion of Business Parks • Upgrade Existing Buildings • Improve Utility Access • Marketing

Jon Lanford: jlanford@co.alleghany.va.us
Museums and Trails to Showcase Our Historic Heritage & Natural Beauty

Alleghany Highlands Industrial Heritage and Technology Discovery Center

Industry Heritage & Technology Center ● Walking/Biking/Nature/History Trails ● Water Access

Dave Kleppinger: dave@ahedc.com
Teresa Hammond: thammond@ahchamber.com

To register items or stories you might be interested in adding to the Industrial Heritage Collection, please call the Alleghany Historical Society at 540.965.0149 or e-mail samuelhale2@yahoo.com
Enhance Curb Appeal of Homes in Selected Corridors and Main Street Program

Enhance Curb Appeal of Residences ● Signage ● Facades of Local Businesses ● Enhance Gateway Areas

Darlene Burcham: dlburcham@cliftonforgeva.gov
Community Landscaping and Destination Gardens

Public Landscaping ● Pocket Parks ● Formal and Virginia Native Plant Destination Gardens

Sandra Wright: sdenius@ahchamber.com
Alleghany Highlands Web Store and Small Business Support

Silk Screen Items • Pottery • Jewelry • Photography/Paintings • Paper-Based Items • Knit Items • Other Products

Herb Slaydon: herb@ahedc.com
LEARN MORE AND GET INVOLVED . . .

To join a group or volunteer, please send to Melenie Riley at allegfdn@aol.com or phone (540) 962-0970 with the following information:
- Your Name, Phone Number and E-Mail Address
- Name of Group You Wish to Join

. . . SUCCESS THROUGH A TEAM EFFORT.