

FISCAL YEAR
2025



**MOUNT
ROGERS**
REGIONAL PARTNERSHIP

Annual Report



Meet the TEAM



**EXECUTIVE
DIRECTOR**
Ashlyn Shrewsbury



**DEPUTY
DIRECTOR**
Rebecca Fisher



**DIRECTOR OF
MARKETING &
COMMUNICATIONS**
Morgan Herbert



**OFFICE
ADMINISTRATOR**
Darla Porter

LETTER from Leadership

Greetings,

Fiscal Year 2025 brought an array of changes and opportunities to Mount Rogers Regional Partnership. Our small but mighty team rose to the challenge. We restructured roles, revamped policies, and doubled down on our commitment to transparency and community service.

The year brought exciting announcements, including two expansions and a new business locating in Wildwood Commerce Park, which you'll learn about in depth in this year's report. It also brought unexpected hurdles, like Hurricane Helene, which had an unprecedented impact on our region's individuals, businesses, resources, and tourism assets. We are so proud of the way our communities rallied around each other to work toward recovery.

It was also a year of setting our organization on a path for continued success in the future. We sought out locations that may become future industrial parks, identified needs within the organization and the community, and developed plans to leverage resources to achieve our goals.

We are honored to represent the region as its primary economic development organization and look forward to serving the people and business community in new and innovative ways.

Warm Regards,

A handwritten signature in blue ink that reads "Ashlyn Jade Shrewsbury".

Ashlyn Shrewsbury
Executive Director
Mount Rogers Regional Partnership

BOARD OF DIRECTORS

Executive Committee

The Executive Committee is composed of the county or city administrator for each locality



SHAWN UTT
Chair
Smyth County



STEVE BOYER
Vice Chair
Grayson County



STEPHEN BEAR
Treasurer
Wythe County



CAMERON BURTON
Bland County



MIKE WATSON
Carroll County



MIKE BURNETTE
City of Galax

The Executive Director serves on the board of directors as staff liaison

Local IDA/EDA Representatives

LINDA TOWNLEY
Local IDA Representative,
Bland County

LARRY EDWARDS
Local EDA Representative,
Carroll County

DOUGLAS VAUGHT
Local EDA Representative,
City of Galax

ELIZABETH SHEARIN
Local IDA Representative,
Grayson County

JULIUS WINEBARGER
Local EDA Representative,
Smyth County

MICHAEL COLE
Local IDA Representative,
JIDA of Wythe County

Investing Partner Representatives

WHITNEY B. CZELUSNIAK
Director of Econ. Development,
Appalachian Power

KRISTEN COSTELLO
Market Segment Leader,
Dewberry

BRAD WATSON
Vice President,
National Bank of Blacksburg

ELIZABETH HASH
Business Lender,
Skyline National Bank

MIKE LAWLESS
Executive Vice President,
TRC Companies

Ex Officio Directors

DR. DEAN SPRINKLE
President
Wytheville Community College

DR. ADAM C. HUTCHISON
President
Virginia Highlands Community College

AARON SIZEMORE
Executive Director
Mount Rogers Planning District Commission

Pictured L to R: Steve Boyer, Morgan Herbert, Michael Watson, Brian Vaught, Ashlyn Shrewsbury, William Stanley, Dicky Morgan



ANNOUNCEMENTS



New Business Locates in Wildwood Commerce Park

- Low-carbon greenhouse will initially produce tomatoes
- \$104.8 million capital investment
- 118 new jobs
- Will utilize local sawmills for energy source



- \$895,000 expansion investment
- New production line for churned butter
- Increased milk production capacity



- \$22.5 million expansion investment
- 120 new jobs created
- Increased production capacity and added warehouse

BUSINESS ENGAGEMENT

238

New jobs created

128

Million dollars in
capital investment

40

Leads & contacts
generated

75

Businesses visited

20

RFI submissions

TALENT SOLUTIONS

Excellence In Action



“

I wouldn't have been able to get this job without the Manufacturing Excellence program connecting me.

”

Logan Gross, a 2025 graduate of Carroll County Public Schools, completed the Twin County Manufacturing Excellence program in the fall of 2024. The experiences, certifications, and connections gained through the program helped Logan land a job as an extrusion doffer at Mohawk Industries in Hillsville right out of high school.

Program Highlights

293

High school students served through Connect and Excellence programs



35

Business visited through Mount Rogers Connect



506

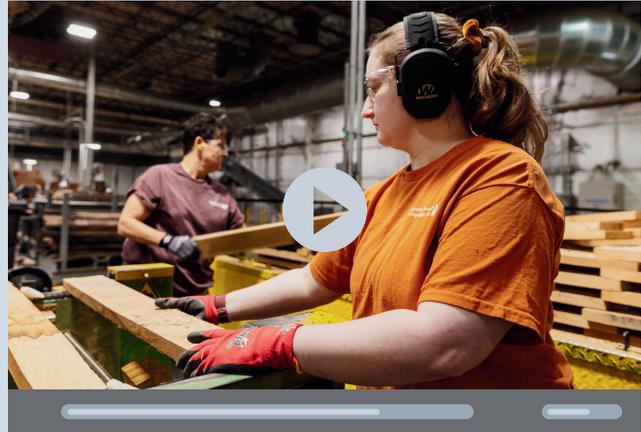
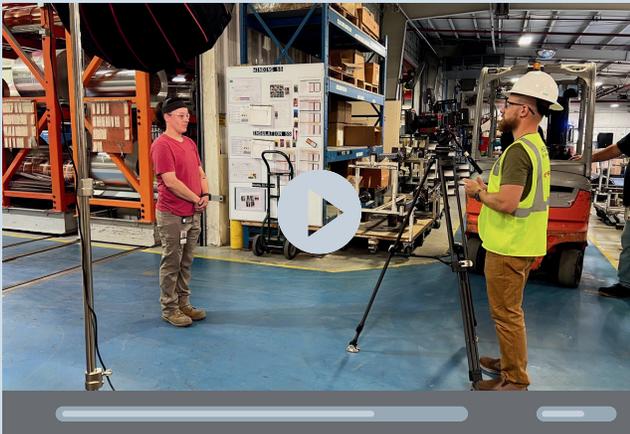
Adults and students served by Crossroads and Wythe-Bland career fairs



MARKETING & COMMUNICATIONS

Two New Videos

Mount Rogers Regional Partnership engaged Forged Film Company to create two new videos for talent retention and attraction.



The videos highlight entry-level manufacturing jobs throughout the region as well as roles requiring advanced degrees in engineering and other STEM disciplines.

View them on our YouTube channel!

*Area Development
Ad Campaign Receives
More than 30,000 Views*



7

Press Releases



24

News Stories



97

New Followers



94

New Followers



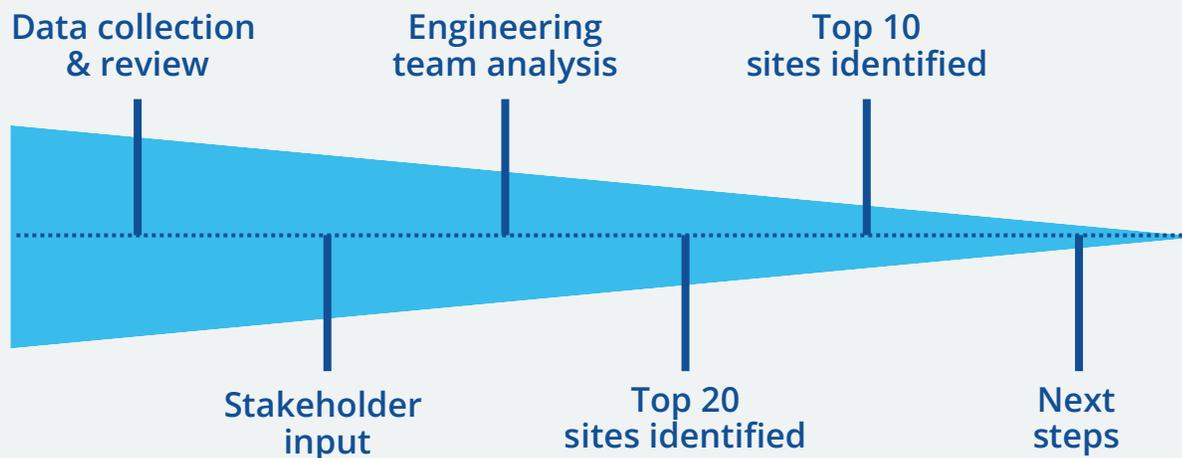
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Website Visits

SPECIAL PROJECTS

Regional Site Study

MRRP engaged Timmons Group to conduct a study to identify potential future industrial sites throughout the region.



Local & Regional Projects



Wildwood Site 1
Due Diligence & Design



Pathway Park Site Access
Improvements Analysis



Pathway Park
Target Industry Study

LEAD GENERATION & NETWORKING



Virginia Women's Forum
Networking and Connections
Fairfax, Virginia



AgTech
VEDP Call Trip
Amsterdam, Netherlands



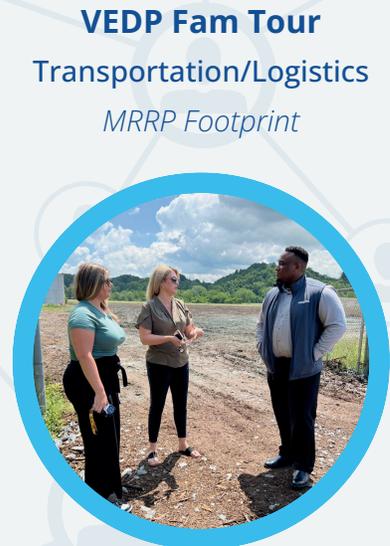
Legislative Day
Advocacy
Richmond, Virginia



TPM25
Logistics Lead Generation
Long Beach, California



SelectUSA
Networking and Connections
National Harbor, Maryland



VEDP Fam Tour
Transportation/Logistics
MRRP Footprint



Mount Rogers Regional Partnership
is grateful for support and assistance from our
valued community partners, including:



www.mountrogersregion.com



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@mountrogersregionalpartner7170

Our Investors

Mount Rogers Regional Partnership appreciates its private investors. These are our partners supporting MRRP's mission and work through annual financial contributions.



Skyline National Bank
ALWAYS OUR BEST



Invest in the Region's Future

To learn how your company can become an investing partner with Mount Rogers Regional Partnership, contact Deputy Director Rebecca Fisher at rfisher@wcc.vccs.edu or (276) 223-4709