

ALLEGHANY HIGHLANDS

VISION

2 0 2 5

UPDATE / March 6, 2014

Supported by:



Moran, Stahl & Boyer
Connecting Companies With Communities SM

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 . . .

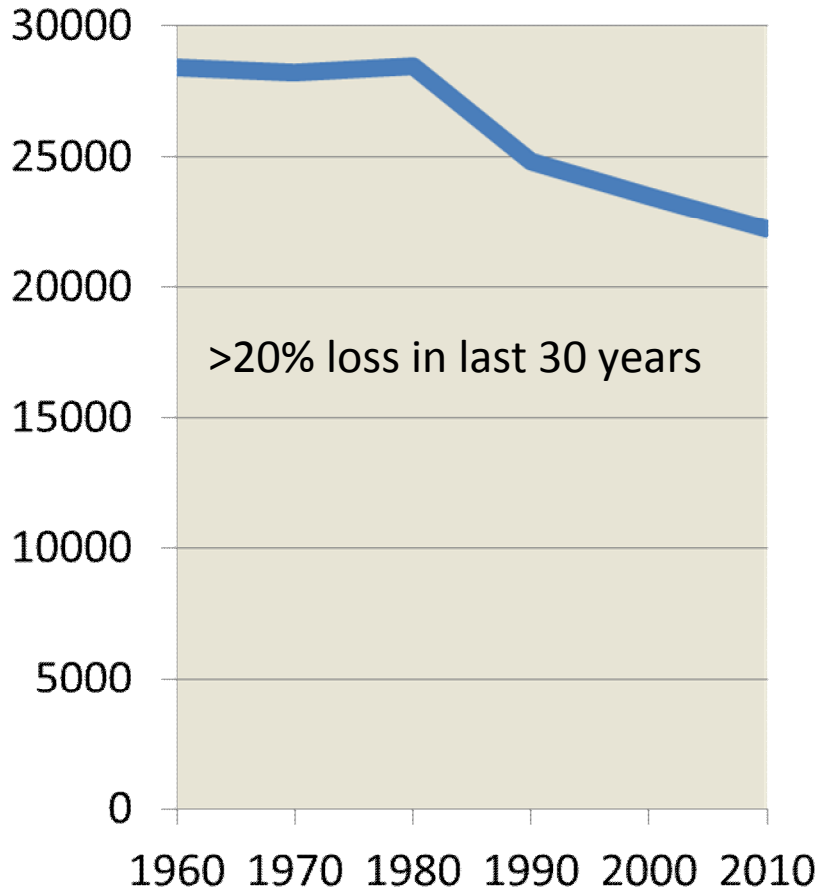


- Balchem
- MWV Boiler Project
- Tourism Marketing
- The Homestead Acquired by Omni Resorts
- Blueways Mapping and Access
- Masonic Theater and Amphitheater
- Geriatric Psychiatric Ward at LewisGale Hospital Allegheny
- Farmers Markets
- C&O Heritage Center
- Allegheny Highlands Arts Council, Allegheny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

. . . MORE CRITICAL MASS NEEDED.

THE STIMULUS FOR ACTION . . .

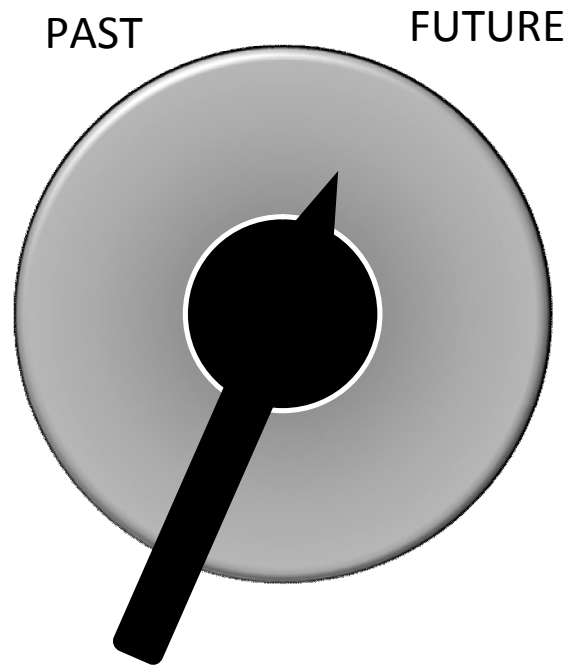
POPULATION OF ALLEGHANY HIGHLANDS



IF LEFT UNCHECKED, THERE IS A POTENTIAL FOR:



A PEEK INTO THE FUTURE: 2025



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

Home Restorations . . . Enhance Curb Appeal

Business Parks/Utilities/Marketing

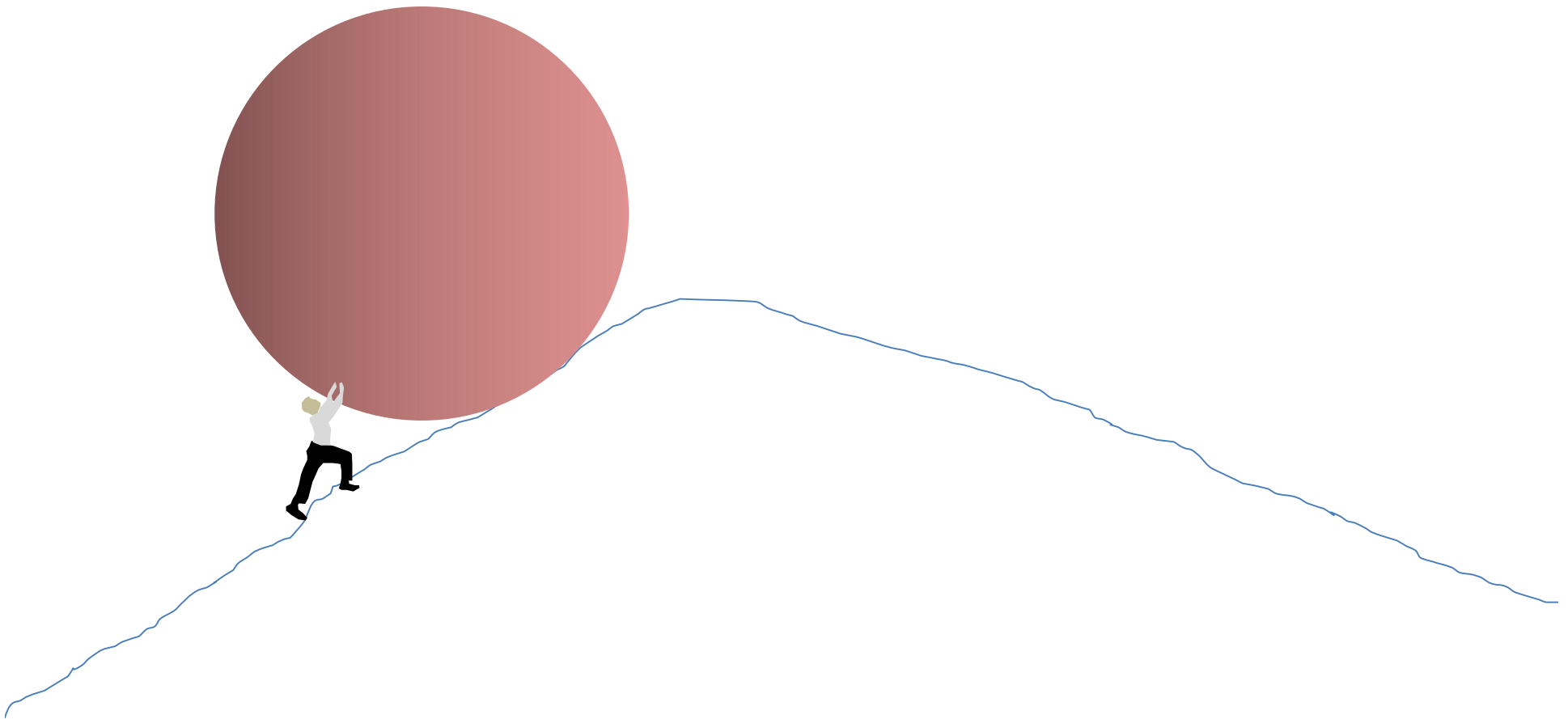
Industry Museum & Technology Center

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 MOMENTUM.

ACTION PLAN TO ACHIEVE VISION

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:

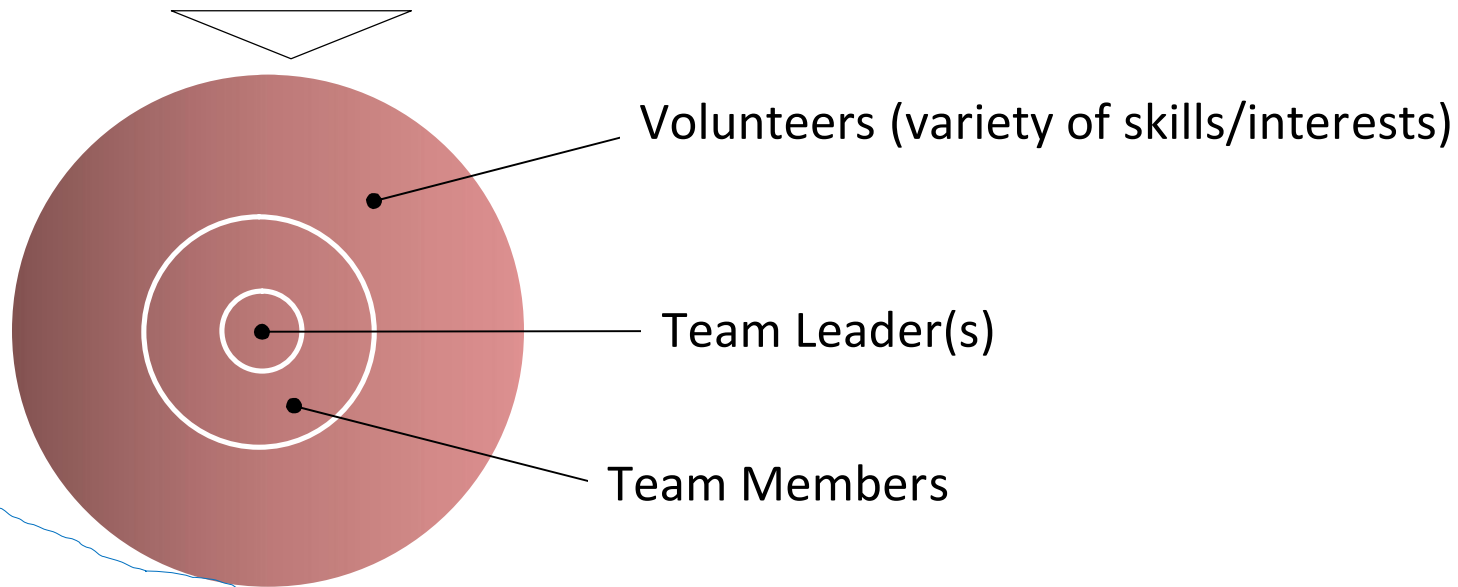
- ” Developed an overall master plan to achieve vision
- ” Prioritized and refined the individual *Action Modules*
- ” Got to work on the “low hanging fruit”

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.



. . . 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

Allegheny 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 Allegheny 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

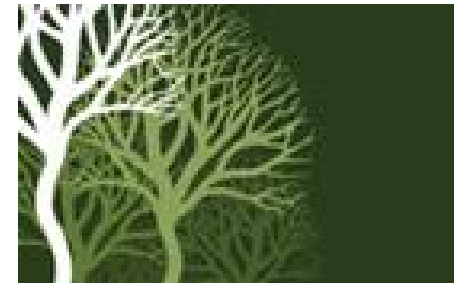
Community Landscaping and Destination Gardens



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.