REACH THE SUMMIT 2024

SURRY COUNTY EDP

REACH THE SUMMIT CAMPAIGN

2024-2028

REACH THE SUMMIT

HONOR ROLL

5 YEAR STRATEGIC PLAN- ANNUAL INVESTMENTS

Founders Division I $20,000+

Hugh Chatham Health

Northern Regional Hospital

Platinum Division I $10,000+

Atrium Health Wake Forest Baptist

Novant Health

Petroleum Transport Company, Inc.

Workforce Unlimited

Gold Division I $5,000+

AES Inc.
Bray Properties
Carport Central
Carolina Carports Inc.
Coram Construction
First Citizens Bank
First Community Bank
Frontier Natural Gas
G&B Energy
Hayco Construction
Omega Construction
Perkins Financial
Renfro Brands
Surry Communications
Surry-Yadkin EMC

Bronze Division I $1,000+

Alliance Insurance
Aprio Inc.
CALCO Properties
Contentment Golf Cl.
Dr. David Shockley
Duke Energy
ECS Southeast
Mr. Gene Rees
Insteel Industries
Marshall Family Charitable Fund
Mountcastle Insurance
Mr. Peter Pequeno
Nester Hosiery
OSG
Rogers Realty
Scenic Automotive

Silver Division I $3,000+

Altec Inc.
Chick-fil-A Mount Airy
Garanco Inc.
Johnson Granite
Wayne-Sanderson Farms

Friends of the EDP

Creative EDC

Support our Efforts!

Become an investor! Reach out to blake@surryedp.com to learn more!

REACH THE SUMMIT 2025

GOALS AND METRICS

500 New Jobs

Attract $200 million in new capital investment

Influence a net population growth greater than 1,000

ACHIEVEMENT OUTCOMES

830 New Jobs, 330 ancillary jobs tied to attraction.

$ 41.3 million new annual wages

$ 22.8 million new annual local consumer spending

PROGRAMS

TALENT

Support and advocate for new housing growth

Launch talent attraction campaign and market community to new residents

Support K-12 pipeline to apprenticeships and local employment

BUILD BUSINESS

Market Surry County to new business growth

Support existing business retention, growth, and expansion

Develop opportunities for new sites and buildings for industrial growth

LEAD SURRY COUNTY

Explore regional strategic initiatives and be a leader in rural economic development

Advocate for business friendly public policy, quality of life developments, and public investment in key strategic areas

OUR GOALS

BUILD TALENT

The highest priority of all businesses in Surry County is workforce. Human talent is often the differentiating asset between successful and failed businesses. Surry County's economic future, must include growing and retaining workforce talent. The EDP will engage in strategies to strengthen the value of the local talent pipeline. This includes career awareness along with alignment of training and education programs.

Attracting new talented individuals and families to the community is critical. Further, amongst other factors, modern housing livability options are critical to retain and attract new talent.

BUILD BUSINESS

Supporting existing industry is central to EDP's work, as thriving businesses are vital to a healthy local economy. As we help current employers grow and remain committed to the community, we also aim to diversify the economic base and enhance quality of life.

To stay competitive, Surry County must be ready with shovel-ready sites and buildings, positioning our communities as prime locations for investment. EDP will lead efforts to market Surry County regionally and nationally while fostering entrepreneurship through accessible space, skill-building, partnerships, and potential grant support.

LEAD SURRY COUNTY

Driving Surry County beyond the status quo requires strong civic leadership and collaboration among elected officials, community advocates, and partners. EDP serves as a convener, fostering cooperation and sharing the business community's expertise to inform policy decisions.

Sustained economic growth depends on trust and continued investment, and EDP is committed to keeping investors and the community informed on progress toward our five-year strategic goals.

OUR STRATEGIES
BUILDING TALENT

STRATEGY A
EXPAND PIPELINE OF QUALIFIED TALENT

- Support expansion of Surry-Yadkin Works internship Program by recruiting more business engagement, promoting the program, and seeking resources for sustainability.
- Promote and support ally talent retention and development programs - FIRST LEGO, YESurry, Youth leadership Surry County, Surry-Yadkin Works.
- Deploy and sustain a formalized career awareness campaign targeting students, families, and school counselors. Focus content on the myriad of modern career opportunities, earning potential, and skill development availability.
  - Deliver a “fast facts” brief to school counselors
  - Continue Manufacturing Week to spotlight industry and promote local career opportunities.
  - Organize and host a “talent summit” bridging employers with education partners and workforce development agencies.
  - Develop events catered to students and parents to spread awareness of quality career opportunities available with Surry County employers.

STRATEGY B
ATTRACT TALENT TO SURRY COUNTY

- Market Surry County as a prime location for talented workers. Use multiple mediums (digital placements, collateral, video, websites, etc.) targeting skilled workforce, young professionals, and broader talent. Focus messaging on lifestyle factors and livability, along with availability of professional positions and remote worker accessibility.
- Lead partners in campaign to grow diversified housing availability.
  - Maintain and provide fingertip access to current housing market data and availability.
  - Explore and market appropriate sites for residential development.
  - Explore NC Housing Finance Agency programs to leverage development of market-rate housing.
  - Research localized housing strategies throughout NC to benchmark, share with local leadership, and consider within the county’s municipalities.



OUR STRATEGIES
BUILDING BUSINESS

STRATEGY A
PROACTIVELY SUPPORT EXISTING BUSINESS RETENTION & EXPANSION

- Facilitate existing industry expansion with resources for sites, buildings, and workforce, incentives, utilities and business connections.
- Identify & support existing business needs through on-site visitations, consistent communication & engagement
- Produce Leadership Roundtable sessions along with business appreciation and networking events.
- Engage relationships with allies focusing on existing business including NC Department of Commerce and Economic Development Partnership of North Carolina (EDPNC).





STRATEGY B
MARKET SURRY COUNTY TO RECRUIT & ATTRACT NEW BUSINESS INVESTMENT

- Maintain up-to-date, accurate, and relevant marketing materials and data that presents the best opportunities for business attraction, retention, and startup.This includes website, collateral, digital, print and additional marketing tools.
- Stay on leading edge of supplier attraction opportunities related to regional mega-projects (Toyota, Boom Supersonic, Vinfast, and Wolfspeed) as well as critical suppliers for existing industry.
- Expand marketing with allies including EDPNC, site search consultants, and brokers. Engage in ally-led target-sector marketing initiatives (sales trips, trade shows, etc.)
- Convene and collaborate when appropriate with other growth-oriented marketing agencies in Surry County. (Business, tourism, talent, downtowns, etc.)

OUR STRATEGIES
BUILDING BUSINESS

STRATEGY C
ACCELERATE DEVELOPMENT OF QUALITY PRODUCT INVENTORY

- Create a multi-phase site development strategic plan.
  - Identify land for economic development. This may be public, private, infill, brownfield, or multi-jurisdictional.
  - Partner with local governments to enhance readiness of existing parks and sites.
  - Leverage local funding with outside resources such as USEDA, Golden Leaf Foundation, Appalachian Regional Commission, etc.
- Manage current inventory of available buildings and sites and consistently promote to existing businesses.
- Assess and influence competitiveness and standardization of local government incentive policies for new and existing industry.
- Complete a competitive and benchmarking analysis of Surry County to peer counties in the region.
- Research vacant or underutilized buildings that may be candidates for redevelopment or reuse. Encourage use of grants (local or U.S. EDA) for architectural, engineering, or feasibility studies.
- Complete a spec building feasibility study and assess creative methods for product development.

STRATEGY D
DELIVER CATALYTIC LEADERSHIP TOWARD VIBRANT ENTREPRENEURSHIP & SMALL BUSINESS GROWTH

- Strengthen the county's small business ecosystem
  - Facilitate B2B opportunities and connectedness between large companies and small business service providers.
  - Convene and facilitate entrepreneurial networking and support initiatives such as logistics, expansions, marketing, exporting, etc.
  - Partner with the Small Business Center and Chambers of Commerce to host business-building and training events.
  - Explore a local-investor angel network and mentorship initiative to accelerate entrepreneurship.
- Initiate new micro-grant funding for entrepreneurial and small business development.



OUR STRATEGIES
LEADING SURRY COUNTY

STRATEGY A
DEVELOP INNOVATIVE LEADERSHIP FOR LOCAL AND REGIONAL GROWTH STRATEGIES

- Strengthen the county's small business ecosystem
  - Facilitate B2B opportunities and connectedness between large companies and small business service providers.
  - Convene and facilitate entrepreneurial networking and support initiatives such as logistics, expansions, marketing, exporting, etc.
  - Partner with the Small Business Center and Chambers of Commerce to host business-building and training events.
  - Explore a local-investor angel network and mentorship initiative to accelerate entrepreneurship.
- Initiate new micro-grant funding for entrepreneurial and small business development.

STRATEGY B
TRACK AND SHARE OUTCOMES THROUGH ENHANCED INVESTOR RELATIONS & A STRATEGIC COMMUNICATION STRATEGY

- Expand the base of support with balance of private and public investment through a comprehensive campaign to fully implement all of the strategies and achieve goals. Revise the existing member structure to maximize engagement and investor benefit.
- Publish quarterly updates to ensure stakeholders are fully abreast of EDP initiatives and activities.
- Deliver topical and prevailing business data and trends via multiple mediums – e-communications, webinars, seminars, and lunch & learns.
- Produce annual report and scorecard highlighting EDP deliverables and ROI.
- Create, implement, and leverage an annual strategic messaging content and calendar using traditional media, social media, e-communications, video, etc.

STRATEGY C
ADVOCATE AND INFLUENCE

- Influence business-friendly public-policy environment across all levels of government.
- Advocate for public investment in state-of-the-art education, workforce development, and other economic development initiatives.



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BayFront Development

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Wayne Sanderson Farm

David Steelman
Yadkin Valley Chamber of Commerce



SURRY COUNTY EDP

OUR TEAM

The Surry County Economic Development Partnership is here to support your growth, answer your questions, and connect you to the resources you need. Whether you're an investor, business owner, job seeker, or community member, our team is ready to help! Get connected today!









Catrina Alexander
Industry Initiatives Director
catrina@surryedp.com
(336) 374-9543

Blake Moyer
President & CEO
blake@surryedp.com
(336) 269-3828

Leah Tunstall
Business Manager
leah@surryedp.com
(336) 429-8209

Weatherly A. Reeves
Talent & Marketing Manager
weatherly@surryedp.com
(336) 977-7705

SURRY COUNTY ECONOMIC DEVELOPMENT PARTNERSHIP
NORTH CAROLINA

For more information, please reach out to Blake Moyer, CEO

surryedp.com
(336) 401-9900 I blake@surryedp.com
484 Howard Woltz Jr. Way, Mount Airy, NC 27030 | PO BOX 7128