

Economic Development Strategic Plan – Engagement and Media Summary *through July 22, 2025*

Meeting Engagements:

- 8/05/24 Board Meeting introducing Economic Development Strategic Plan Refresh
- 8/14/24 Joint meeting of the Board/EDA Meeting Agenda
- 1/21/25 EDA Meeting introducing Resonance kickoff announcement
- 2/18/25 EDA Meeting updates on EDSP
- 2/24/25 Community Advisory Committee Pantops
- 2/27/25 Community Advisory Committee AC Places29-Rio
- 2/27/25 Lunch & Learn AC44 Thriving Economy Chapter
- 3/11/25 Planning Commission Work Session AC44 Thriving Economy
- 3/12/25 Community Advisory Committee Crozet
- 3/13/25 Community Advisory Committee Places 29-North
- 3/18/25 EDA Meeting AC44 Thriving Economy
- 4/15/25 EDA Meeting Update on April Roundtables
- 4/16/25 Board Meeting Thriving Economies
- 5/14/25 Board Meeting in Scottsville
- 5/20/25 EDA Meeting Work Session
- 5/21/25 Board Work Session
- 6/06/25 Lunch & Learn with Resonance
- 7/15/25 Economic Development Authority meeting discussion
- 7/22/25 Economic Development Authority special meeting discussion

Press coverage

- Community Conversations on 29 News
 - [6/10/25](#)
 - [1/28/25](#)
- WINA
 - [5/27/25](#)
- Real Talk with Keith Smith
 - [6/6/25](#)

County Newsletters

- January 2025:
 - Press Release: <https://conta.cc/3WwtHM3>
 - Strategic Plan: <https://conta.cc/4aAkkRA>
 - January Community Digest: <https://conta.cc/40FMFkE>
- February 2025
 - AC44 Newsletter: <https://conta.cc/3X821gT>
- May 2025
 - May Community Digest: <https://conta.cc/4k9ZVGi>
- July 2025
 - Open Engagements Round-up: *link unavailable at agenda materials deadline*
 - July Community Digest: *link unavailable at agenda materials deadline*

Engage Page Metrics

- Page overall:
 - 2.3K Visitors all time
 - 204 Engaged Visitors (Participated in Survey)
 - 279 Viewed Multiple Pages
 - 204 Contributed to a tool
 - 203 Max Visitors Per Day
- Resources Overview:
 - 124 downloads on draft plan
 - 85 downloads on Defense Industry Economic Impact Report
 - 56 Downloads of current Project Enable
- Survey Responses
 - Survey 1: 153 Responses
 - #4 survey this year, top “content” project
 - Survey 2: 53 Responses
 - Survey 3: *In-process at agenda material deadline*

WAYS PEOPLE LEARNED ABOUT AND PARTICIPATED IN THE ECONOMIC DEVELOPMENT STRATEGIC PLAN (EDSP)



2.1k+ VISITS TO THE EDSP ENGAGE WEBPAGE

- ✓ 204 responses to two surveys
- ✓ 279 visitors viewed multiple pages
- ✓ 123 downloads of draft plan
- ✓ 70 downloads of Defense Industry Economic Impact Report
- ✓ 50 downloads of current Project Enable

Engaged Participants in Comparison to Other Leading Projects – FY25

1. **Help Name ACPD's New K9** (1,521 survey/poll submissions, 65.5% of web visits)
2. **The Courts at Darden Towe** (701 survey/poll submissions, 44.1% of web visits)
3. **2024 Fire Rescue Station Decoration Contest** (500 survey/poll submissions, 55.3% of web visits)
4. **Economic Development Strategic Plan** (204 survey/poll submissions, 13.1% of web visits)

Infographic prepared 7/15/2025