

## **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/40FMFkF>
- 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*