



MARKETING THE REGION

to Compete Globally & Win Locally



As the region's lead marketing organization, Advantage Valley promotes investment in the Charleston-Huntington metro area, advancing job creation and driving long-term private sector growth.

Advantage Valley is a thirteen-county region encompassing the Charleston-Huntington, WV metropolitan areas. It includes nine West Virginia counties—Boone, Cabell, Clay, Jackson, Kanawha, Lincoln, Mason, Putnam, and Wayne—along with Lawrence County, Ohio, and Boyd, Carter, and Greenup Counties in Kentucky. Recognizing the shared business and labor patterns, community leaders identified the area twenty-five years ago as a single regional economy with the capacity to leverage its combined workforce, institutions, infrastructure, and quality of life to attract significant investment.

OUR VALUE PROPOSITION

- Promote the combined assets of the region to position our community as a globally competitive location for business and investment.
- Facilitate the development of shared regional economic development goals.
- Identify gaps in resources that create barriers to our regional success and secure the necessary resources to address them.
- Align efforts to enhance efficiency and strengthen the impact of each organization's resources.

OUR GOALS

BUSINESS ATTRACTION

Position the Advantage Valley region as a globally competitive business location.

STRATEGIES

- Increase the number of business prospects.
- Identify and develop more industrial sites.
- Expand access to workforce housing, transportation and child care.

BUSINESS RETENTION

Support existing businesses to maximize their market potential and growth.

STRATEGIES

- Fund positions for county EDA Retention staff.
- Fund services for businesses to help them grow.

ENTREPRENEURIAL DEVELOPMENT

Support the start up and expansion of early stage businesses.

STRATEGY

- Provide business coaching and access to capital for new startups in the region.

INCREASE RESOURCES

Grow a well resourced regional team with aligned goals.

STRATEGY

- Secure federal, state, and private resource for regional projects and programs

RESULTS 2018 - 2025

BUSINESS ATTRACTION AND MARKETING

We have identified 60 leads for the region including manufacturing, innovative startups, and housing developers with two converted manufacturing leads. Advantage Valley's housing study supported the recruitment of a new 400 unit housing subdivision.

BUSINESS RETENTION AND EXPANSION

Over \$1 million in funding has been awarded to local county economic development organizations for business retention staff and technical assistance to 426 companies. This has resulted in 908 new and 2,556 retained jobs.

ENTREPRENEURIAL DEVELOPMENT

Our FASTER WV program has supported the creation of 177 new businesses and 267 new jobs.

STRATEGIC THOUGHT LEADERSHIP

Secured \$11 million to date for regional initiatives. Our regional focus gives us unique insights across county boundaries, driving the conversation around issues such as site development, housing, childcare, talent development, transportation, and regional cooperation.

WHY YOUR INVESTMENT MATTERS & HOW YOU CAN HELP

It is estimated that 100–to 200 business expansion projects occur annually, with more than 15,000 communities across the U.S. and the world competing for them (Source: International Economic Development Council). To successfully compete for these investments, communities must be well resourced to strengthen their assets and tell their story effectively.

Advantage Valley is asset-rich, with a skilled workforce supported by nationally recognized training programs, robust logistical infrastructure, and a competitive business climate. Our established strengths in metals, chemicals, auto parts, and aviation/aerospace manufacturing provide focus for our business attraction efforts. Emerging developments in cyber security at Marshall University will further expand our competitive edge by creating another strong industry cluster.

Despite these advantages, our current marketing budget of just \$50,000 per year limits our ability to compete at the level required. With your three-year commitment, Advantage Valley will be positioned to more effectively market the region, attract high-value investment, and generate new opportunities for job growth and private sector expansion enabling us to:

- Increase our number of leads from an average of 8 per year to 15 per year (45 new leads).
- Improve our conversion rate from 3% to 10% (5 new manufacturing companies resulting in 75 new jobs and capital investment of \$35 million).
- Add 500 units of new housing.



YOUR INVESTMENT LEVERAGES ADDITIONAL DOLLARS

We will leverage \$5 of federal, state, and philanthropic funding for every dollar of private investment.

INITIATIVE	Annual Budget	Federal & State Funds	Local Fundraising Needed
Support Growth of Existing Businesses	\$750,000	\$750,000	\$0
Regional Marketing & Business Attraction	\$350,000	\$0	\$350,000
Entrepreneurship & Innovation	\$548,000	\$548,000	\$0
Administration	\$100,000	\$100,000	\$0
TOTAL	\$1,748,000	\$1,398,000	\$350,000

INVESTOR LEVELS & BENEFITS

Join Advantage Valley in shaping the future of our region by becoming an investor in its growth and prosperity. Your support will spark new opportunities, fueling job creation, attracting capital investment, expanding affordable housing, and opening pathways to economic mobility for all. Together, we can build a stronger, more vibrant community where everyone has the chance to thrive.

INVESTOR BENEFITS	\$25,000	\$15,000	\$10,000	\$5,000	\$2,000	\$1,000
Copy of Annual Report	✓	✓	✓	✓	✓	✓
Monthly Newsletter Updates from CEO	✓	✓	✓	✓	✓	✓
Listing in Online Investor Page	✓	✓	✓	✓	✓	✓
Link Your Company Website to Online Investor Page	✓	✓	✓	✓		
Invitation to Quarterly Meetings with Key Decision & Policy Makers	✓	✓	✓	✓		
Board of Directors Membership	✓	✓	✓	✓		
Complimentary Admission to Advantage Valley Events	✓	✓	✓	✓		
Access to customized economic and business research services	✓	✓	✓			
Sponsorship Recognition at Advantage Valley Events	✓	✓				

2026 EVENTS SCHEDULED

Taste of Appalachia, Waterway Industrial Park Celebration, and Capitol Kitchen Ribbon Cutting – with additional events to be announced as the year progresses.

Our communities must be positioned to compete globally to attract investment and talent. We can no longer view each other as the competition... the world is our competition. To compete we must align our resources and assets to make a compelling case that this region is coordinated and works cooperatively to meet the needs of business and industry.



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