

STAUNTONTM

VIRGINIA



FOR YOUR BUSINESS. FOR YOUR LIFE.





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cover photos, l to r: Peter Aaslestad, City of Staunton, Kathy Frazier, Woodrow Wilson Presidential Library, Woods Pierce

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Staunton is an enterprising and dynamic city with an appealing sense of history and place.

Staunton offers many of the cultural advantages of a larger metropolitan area and pairs them with the quality of life associated with a smaller community. Staunton's proximity and accessibility to major cities in the region make it a gateway to the East Coast.

Staunton is a community that encourages business, and people, to succeed. Our city offers a sustainable approach to development, a wide range of building stock, vital neighborhoods, a flourishing park system, quality schools, and award-winning health care.

If you are relocating an established business, or are thinking about starting one, we ask you to consider Staunton.

FOR YOUR BUSINESS. FOR YOUR LIFE.



© Shen. Valley Airport

Staunton is located at the intersection of I-81 and I-64, and is within a three-hour drive or 30-minute flight from Washington, D.C.



© Kathy Frazer

The city features a vibrant arts and culture community and a nationally-celebrated, historic downtown.



© City of Staunton

Staunton offers a full range of economic development incentives including direct lending from the Staunton Creative Community Fund.



Virginia is ranked a Top State for Business by *Forbes Magazine* due to its strong economic growth, low business costs and excellent quality of life.*

*www.forbes.com

For Your Business



“Our employees have strong values and we don’t see a lot of turnover. The low cost of living has been a draw for senior-level employees from as far away as Boston and Cleveland.”

— Peter Harris
CEO | Cadence, Inc.

CEO Peter Harris (left), pictured with company founder Martin Lightsey © City of Staunton

Staunton is a city of innovation and reinvention.

Its entrepreneurial and transformational atmosphere is reflected in its people. Staunton’s skilled workforce shows up ready to work with a positive outlook, a strong work ethic and a willingness to do what is needed to help employers grow and succeed.

- Virginia: a “Right to Work” state with fewer than 5% of workers in unions
- Customizable training options available through Valley Vocational Technical School and Blue Ridge Community College
- Close proximity to major universities for recruitment and continuing education
- A low cost of labor in comparison to large metro areas



“The best small American manufacturers are finding ways to compete on a global scale...it’s all about innovation, and in this U.S. entrepreneurs excel.”

— Excerpt from *Fortune Small Business* cover article about Cadence, “Feisty Factories”

FOR INNOVATORS

In 1985, Martin Lightsey believed there was a market for a company that could produce relatively small quantities of specialized blades for industrial customers. He launched Specialty Blades with two people in an old creamery building in downtown Staunton. The company has since evolved into Cadence, a multi-faceted, \$36 million market leader providing outsourced design and manufacturing solutions for surgical devices and scientific applications.

Martin retired in 2003. Peter Harris, now CEO of Cadence, credits much of Cadence’s success to its 240 employees, the majority of who are from the Staunton area. “Our employees have strong values and we don’t see a lot of turnover,” says Harris. “And the low cost of living has been a draw for senior-level employees from as far away as Boston and Cleveland.” Harris believes Staunton is a good place for small- and mid-sized companies as well as high-tech operations.

“The people of Staunton are upbeat. They have a strong sense of community, which they bring to the work environment. They appreciate what they have and don’t take things for granted. They have a great work ethic and attitude toward work. This is reflected in the culture at Cadence.”



Augusta Health is ranked among the nation's 100 Top Hospitals® by Thomson Reuters and among the top 5% of U.S. hospitals for patient safety and clinical excellence by HealthGrades.

Staunton offers the perfect work-life balance.

Less time in rush hour traffic means more time to spend with family. A more affordable cost of living means investing less in a mortgage and more in those things that matter the most in life.

- Quality public and private K-12 schools
- 11 colleges and universities within 35 minutes
- Award-winning health care, with a variety of world-class, full-service health care facilities and doctors within a 45-minute radius
- Affordable housing with the average home price in Staunton a fraction of those in major cities such as Washington, D.C, Philadelphia, or New York City
- Beautiful parks, such as Staunton's Gypsy Hill Park, and 2,000 acres of protected open space
- A multitude of youth sports and competitive traveling teams
- One-of-a-kind cultural assets, such as the American Shakespeare Center



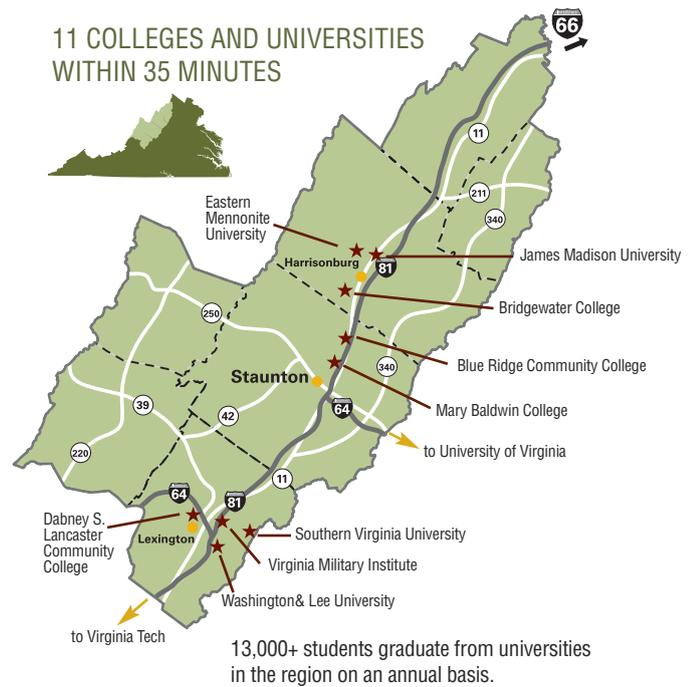
Commencement at Mary Baldwin College

© Woods Pierce for Mary Baldwin College

AVERAGE HOME LISTING PRICE



11 COLLEGES AND UNIVERSITIES WITHIN 35 MINUTES



Nationally ranked UVA Health System in Charlottesville offers innovative treatment options, specialized services for cancer and heart; a children's hospital, and dedicated, skilled people. uvahealth.com

© courtesy of UVA Health System

For Your Business



“Staunton is equidistant from Rockville and RTP, so it’s perfect for us. Getting here is easy. Clients from Europe, Asia, and North America travel to our corporate office in Staunton and stay just blocks away at the Stonewall Jackson Hotel where they can enjoy the cultural and culinary offerings in downtown.”

— Paul Bishop,
Managing Partner | Atlantic Research Group

Founders and managing partners of Atlantic Research Group, Lyle Camblos (left) and Paul Bishop (right)

Staunton is a vibrant and entrepreneurial city.

It is a welcoming place for both start-ups and established companies.

- Broadband access that allows you to stay connected with clients and employees around the world
- Ideal location at the intersection of I-81 and I-64
- A choice of two airports (Shenandoah Valley (SHD) and Charlottesville (CHO)) within a 45-minute drive that offer commercial service, easy parking, and convenient connections to international airports
- Amtrak passenger service on the Cardinal Line from New York to Chicago
- Quality office space that costs a fraction of similar space in comparable communities
- A growing network of entrepreneurs excited to share ideas and collaborate with others
- Creative start-up financing, technical assistance, and business training from Staunton’s community development finance corporation



FOR ENTREPRENEURS

When Paul Bishop and Lyle Camblos were looking for a home for Atlantic Research Group (ARG), a full-service contract research organization that provides clinical trial management for small and mid-sized biotech and pharmaceutical companies, they wanted something affordable, yet accessible to clients from around the world. They found the perfect location in Staunton.

Staunton’s economic development team responded to ARG’s needs immediately. By offering economic development grants and premiere office space at nearly half the cost of nearby locations, Staunton was the ideal home for ARG.



The Stonewall Jackson Hotel and Conference Center offers 8,500 square feet of meeting space — perfect for corporate meetings or board retreats.



A family of four contemplates the terrain at Wintergreen Resort, just a short drive from Staunton.

© Wintergreen Resort

Staunton is located in the heart of Virginia's beautiful Shenandoah Valley, providing easy access to a variety of outdoor and recreational activities.

- Hundreds of acres of park land, including city-owned Gypsy Hill and Montgomery Hall Parks
- Miles of hiking and biking trails with breathtaking scenery
- A choice of top-tier public and private golf courses within a 60-mile radius
- Fishing and rafting opportunities
- Camping and hunting
- Close proximity to some of the best ski and snow-tubing runs in Virginia
- Scenic highways for car and motorcycle enthusiasts



Located in the heart of Staunton, Gypsy Hill Park is just one of many city, state, and national parks within minutes of downtown Staunton.

© City of Staunton



Bike Virginia Festival

© Woods Pierce

“Staunton and its region – have much to offer, from its historic downtown district and nearby Civil War battlefields to the Blue Ridge Mountains.”

— *Philadelphia Inquirer*

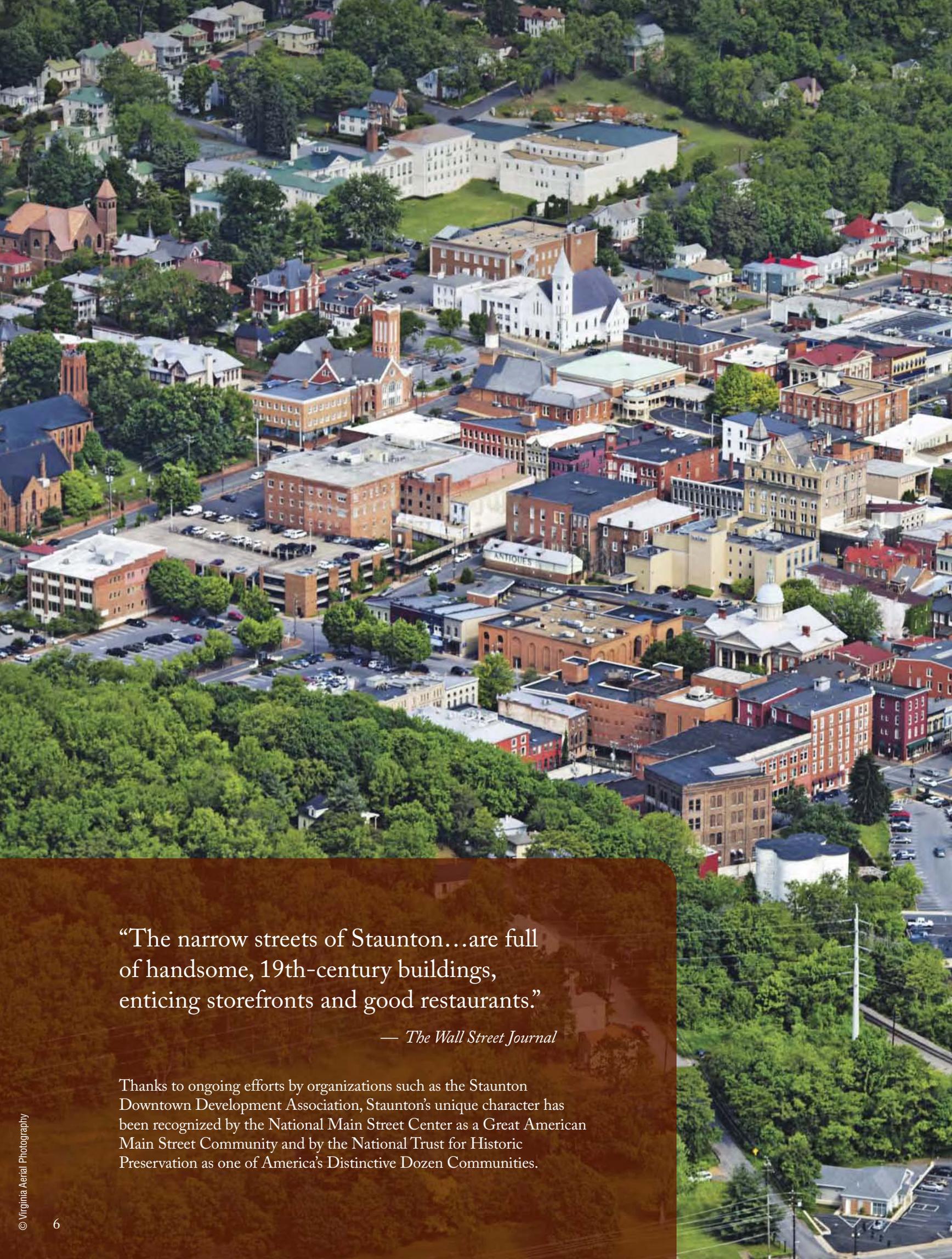
Shenandoah National Park is one of many nearby outdoor destinations that enrich the lives of those who live and work in Staunton. Other nearby attractions include:

- The Blue Ridge Mountains
- The Appalachian Trail
- Civil War battlefields
- Mountain biking and horseback riding
- Wintergreen Resort
- Massanutten Resort
- The Homestead Resort



“Top 100 Courses You Can Play,” The Homestead's Cascades Course ranked #27 in the Top 100 Courses You Can Play and the #1 public course in the state of Virginia. — *Golf Magazine* (2010)

© The Homestead



“The narrow streets of Staunton...are full of handsome, 19th-century buildings, enticing storefronts and good restaurants.”

— *The Wall Street Journal*

Thanks to ongoing efforts by organizations such as the Staunton Downtown Development Association, Staunton’s unique character has been recognized by the National Main Street Center as a Great American Main Street Community and by the National Trust for Historic Preservation as one of America’s Distinctive Dozen Communities.



For Your Business



“Decades ago, we recognized that Staunton was a city on the move — it was culturally alive then, and it grows more so every year.”

— Bill Frazier, AICP, Principal | Frazier Associates

© City of Staunton

“A civic passion for preservation and polish, gathering momentum in the past decade, has transformed a once-fading downtown into a showplace today. Such a renaissance demanded civic cooperation and enthusiasm of a high order, plus skilled hands to provide historic integrity and artistic flair.”

— “America’s Main Street” in *Virginia Living Magazine*

Staunton’s economic development team works with you to make your vision for your business a reality.

Incentives and resources include:

- Special tax breaks and financial incentives at the city and state level, for qualifying businesses
- Enterprise Zone grants, New Markets Tax Credits, and Historic Tax Credits in designated parts of the city
- Access to financing, grants, and loans through partnerships with public and private lenders, including the Staunton Creative Community Fund which provides start-up and expansionary loans to innovative and locally-based small businesses
- Promotional, networking, and educational opportunities provided by Staunton’s Main Street organization

FOR VISIONARIES

When Kathy and Bill Frazier came to Staunton in 1976, historic but neglected buildings were being torn down with no plans to replace them. They spearheaded early preservation and revitalization efforts, later establishing their architecture and urban planning firm in one of Staunton’s oldest buildings.

Three decades later, Frazier Associates has grown into a full-service design firm with thousands of projects in locations across the country, from California to Georgia. Downtown revitalization, historic architecture, urban infill, and community planning projects remain the hallmarks of the firm, although its scope of work has greatly expanded. The Urban Land Institute, which provides leadership for thriving and sustainable cities, is just one of many organizations that has recognized the firm for its vision and design contributions.



© Frazier Associates

Downtown Staunton offers unique office spaces with contemporary features that complement the historic elements of buildings. Spaces such as this one at Frazier Associates inspire creativity.

The renaissance of downtown Staunton, a national showcase for architectural vitality, now helps attract architects and designers to the firm.



© Jason Hotel

Among Frazier Associates' projects that have earned design awards is the City of Staunton's New Street Parking garage, recipient of a 2002 Palladio National Design Award by *Traditional Building Magazine*, the 2002 Best Downtown Infill Building Award from the Valley Conservation Council, and a 2003 International Parking Institute Merit Award for Architectural Achievement.

Staunton offers the best of both worlds: a unique city with the culture and variety you expect from a major metropolitan area.

- An intriguing mix of more than 100 shops, stores, and galleries
- The world's only authentic recreation of Shakespeare's indoor theatre — the Blackfriars Playhouse
- A variety of live music options, such as the city's newest music venue, Mockingbird — Artisan Fare and Roots Music
- World-class music performances at the Staunton Music Festival, a classical music festival held each August
- The Woodrow Wilson Presidential Library and Museum and the Frontier Culture Museum of Virginia (a living history museum)
- Year-round guided tours of the city's historic and cultural highlights
- Bookstores, multiplex theaters, and independent movie houses



© John Boatright



© Woods Pierce

Staunton is home to nationally-known artisans and craftsmen, such as Huss & Dalton Musical Instruments and Sunspots Studios, which bring authenticity and variety to the city's cultural crafts movement.

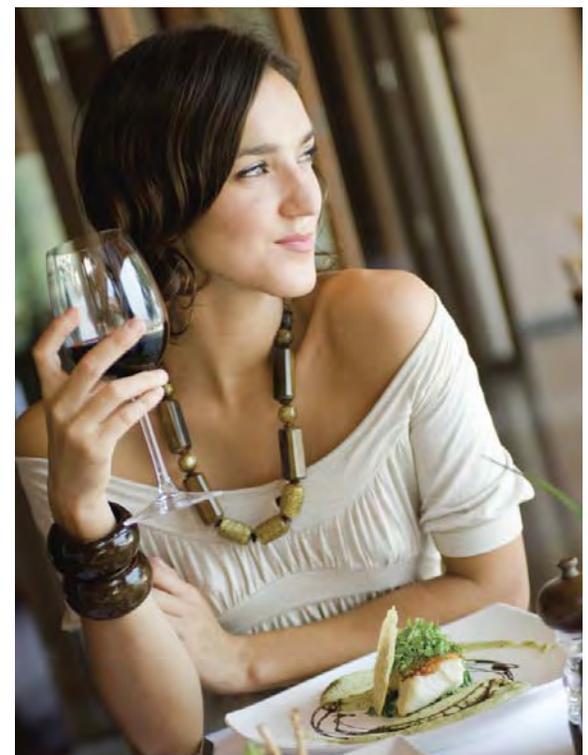


Jonathan Holtzman and Dence Burbach in Macbeth. © Michael Bailey.

The renowned American Shakespeare Center is hailed by *The Washington Post* as "shamelessly entertaining" and by *The Boston Globe* as "phenomenal...bursting with energy."

"Staunton has some big draws — including good food and terrific theater."

— *Washingtonian Magazine*



Staunton offers an unusually high concentration of farm-to-table restaurants and chefs with emerging national reputations.

For Your Business



“Staunton is the coolest small city in Virginia, bar none.”
— Robin Miller, Principal | Miller & Associates

© Audibert Photo



Development moves quickly in Staunton. City officials review plans in a timely manner — here, you won’t see the long waiting lines that are customary in large metropolitan areas. The local government supports business growth, promotes community revitalization, and responds to business needs. In Staunton, you will have:

- A personal working relationship with city officials
- Prompt and clear review procedures and timelines
- Timely, reliable, and transparent resolution of issues

FOR INVESTORS

Just a quick walk from Staunton’s award-winning downtown, the 80-acre Villages at Staunton campus sits at the entrance to the business district. This new-urbanism project, one of the largest of its kind on the East Coast, offers a mix of residential, retail, and office uses.

Robin Miller, Principal of Richmond-based Miller & Associates is co-owner of this development with Dan Gecker. They began the five-stage redevelopment of the Villages in 2006, starting with the adaptive reuse of the historic buildings. “One of the many things Staunton has done right is to build on its existing urban fabric. I saw an opportunity to save a historically important collection of buildings. The city saw an opportunity to grow its downtown core,” says Miller.



Condos in The Villages offer a contemporary flair in a historic setting.

© Peter Aasfeszad



Watch our “Visit Staunton” video



The Villages campus connects to Staunton's historic downtown. Mary Baldwin College can be seen in the distance.



© Woods Pierce



© Woods Pierce



© Woods Pierce

Flying Fox is one of 40 Virginia Wineries located within 90 minutes.

Staunton's Farmers Market has been selling locally-produced goods for nearly two decades.

Entertainment options abound in downtown Staunton.

Staunton's cityscape sets it apart from other historic communities. Unlike many of its neighbors, Staunton emerged from the Civil War relatively unscathed. The city's walkable downtown boasts a remarkable array of period architecture that charms residents and visitors alike.

In addition to Staunton's cultural amenities, a plethora of culinary options provide insight into the city's robust dining scene.

- Restaurants at all price points, ranging from artisanal pizza to fine dining, from sunny cafes to home-style Southern cooking
- Mexican, Italian, Indian, Japanese, and Thai restaurants add an international flair
- Locally-baked breads and pastries, sustainably-roasted coffees, naturally-flavored ice cream, and hand-made cheeses
- A full range of chain and independent coffee shops
- Downtown grocers with a full range of eat-healthy, gluten-free, and vegetarian shopping options

“Walkability is one of the cornerstones of Staunton's appeal. I love to stroll down Beverley Street to look at the architecture and absorb the energy of downtown.”

— Robin Miller, Principal | Miller & Associates



© Virginia Aerial Photography

We understand that determining the location of your new or expanding business is a vitally important decision. With that in mind, we encourage you to visit Staunton — a place where your company will grow and succeed, in a community where you will enjoy the things that matter most.

We invite you to learn more about Staunton.
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