



## SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).


### PROGRAM INFORMATION

County: Roanoke County  
Program Title: Economic Development Weather Video  
Program Category: Community & Economic Development

### CONTACT INFORMATION

Name: Megan Baker  
Title: Economic Development Director  
Department: Economic Development  
Telephone: 540-772-2124 Website: www.roanokecountyva.gov  
Email: mebaker@roanokecountyva.gov

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Richard Caywood  
Title: County Administrator  
Signature: 

## **EXECUTIVE SUMMARY**

In September 2023, Governor Glenn Youngkin announced that Wells Fargo & Company would invest \$87 million to modernize and expand its customer support center in Roanoke County. The investment would allow room for the creation of approximately 1,100 new jobs and enhance the working experience for more than 1,650 current employees. The project announcement represents both the largest commercial office investment and single project employment announcement in Roanoke County's history, and Wells Fargo will become the largest employer in Roanoke County once the expansion is complete.

Following the announcement, the County's Economic Development staff attended the Virginia Economic Developers Association's (VEDA) fall conference. Each year for their annual conference, economic developers from around the state are asked to make imaginative project announcement videos for a contest. Staff and Board of Supervisors representative Phil North, whose district Wells Fargo calls home, teamed up with Roanoke Valley Television to produce a promotional video explaining what the expansion means for Roanoke County, and the estimated economic impacts to our region. The witty video earned the department first place in VEDA's 2023 Top Projects Awards.

Staff strives to find creative ways to talk about business announcements and generate buzz. The video was shared on the County's social media channels and featured during the 2023 State of the County Address, which was attended by 300 business and government leaders from across the area, local and state elected officials, and media. Staff received positive feedback, and it proved to be an entertaining and effective way to promote a significant business announcement.

The video can be seen here: <https://www.youtube.com/watch?v=YRDQyOAMCJg>.

## **PROGRAM / AN INNOVATIVE SOLUTION / MODEL FOR OTHER LOCAL GOVERNMENTS TO IMPLEMENT**

The Roanoke County Economic Development staff looks for innovative methods in communicating business announcements and create excitement. When Governor Glenn Youngkin announced that Wells Fargo Bank would invest \$87 million to modernize and expand its customer support center in Roanoke County, staff capitalized on the wide media attention and interest in the community.

A "[weather video](#)" highlighting the positive economic forecast following the announcement was produced by the County's government-education access channel, Roanoke Valley Television (RVTV-3). It was first used as a submission to a contest at the Virginia Economic Developers Association's (VEDA) 2023 fall conference, during which economic developers attending could highlight a recent business announcement through a video. It featured Board of Supervisors representative Phil North, whose district Wells Fargo calls home, and Economic Development staff explaining what the expansion means for Roanoke County, and the estimated economic impacts to our region. The witty video earned Roanoke County first place in VEDA's 2023 Top Projects Awards.

Due to its success at the VEDA conference, staff also shared the video to the County's social media platforms, and it was showcased during the 2023 State of the County Address, which attracted 300 business leaders from the region, as well as local and state officials, and media representatives. Staff received favorable responses, and the video turned out to be an engaging way to highlight an important business announcement.

As RVTV-3 serves Roanoke County government as its production company, there were no costs associated with the video, other than personnel time to create and edit the video. Staff and Supervisor

North spent minimal time filming. This was an excellent way to promote the economic development success story to citizens, developers, and potential investors. The [video](#) project also turned out to be an innovative tool staff can use as an example to promote future announcements and highlight growth in the County. This project could also serve as a model for other localities to use in highlighting business announcements, particularly with low or no costs associated with production and a minimal time commitment for staff.

# Wells Fargo to Invest \$87 Million to Expand Customer Support Center in Roanoke County

Governor Glenn Youngkin today announced that Wells Fargo & Company (NYSE: WFC) will invest \$87 million to invest, modernize, and expand its customer support center in Roanoke County. The investment will allow room for the creation of approximately 1,100 new jobs and enhance the working experience for more than 1,650 current employees. This project will represent both the largest commercial office investment and single project employment announcement in Roanoke County's history, and Wells Fargo will become the largest employer in Roanoke County with this expansion.

"Wells Fargo is excited to announce this significant commitment to the Roanoke area as an important employment center for the company," said John W. Delaney, Head of Wells Fargo's Consumer Operations whose team has the largest presence on site. "We're one of the largest private employers in the Roanoke Region, and we are pleased to be able to make these investments in this space including, expanded amenities like food, health, and well-being options, as well as improved and expanded collaboration spaces, all supported through significant upgrades in technology throughout the building."

"The expansion of Wells Fargo within the Roanoke Region of Virginia represents the largest number of jobs announced in the Roanoke Region in more than forty years in a single project," John Hull, Roanoke Regional Partnership executive director, noted. "Wells Fargo's confidence in the market is further proof of the region's strength in talent development and recruitment."

Wells Fargo & Company is a leading financial services company that has approximately \$1.9 trillion in assets, proudly serves one in three U.S. households and more than 10% of small businesses in the U.S., and is a leading middle market banking provider in the U.S. Wells Fargo provides a diversified set of banking, investment, and mortgage products and services, as well as consumer and commercial finance, through four reportable operating segments: Consumer Banking and Lending, Commercial Banking, Corporate and Investment Banking, and Wealth & Investment Management. Wells Fargo ranked No. 47 on Fortune's 2023 rankings of America's largest corporations. In the communities it serves, the company focuses its social impact



on building a sustainable, inclusive future for all by supporting housing affordability, small business growth, financial health, and a low-carbon economy.

“We’re thrilled with today’s announcement of Wells Fargo’s significant expansion,” said Roanoke County Board of Supervisors Chair Martha B. Hooker. “This investment brings economic growth and new employment opportunities that demonstrate Wells Fargo’s commitment to our shared future. We applaud Wells Fargo for their confidence in our community and look forward to the positive impact of this expansion.”

“Today’s announcement of Wells Fargo’s expansion is a testament to our efforts to create a business-friendly environment in Roanoke County”, said Phil C. North, Roanoke County Board of Supervisors representative for the Hollins Magisterial District. “Over the past decade, Roanoke County has led the implementation of over \$14,000,000 in transportation improvements along the Plantation Road business corridor that serves Wells Fargo. These improvements have greatly enhanced accessibility to the site and added pedestrian accommodations that serve Wells Fargo’s employees.”

“This substantial investment by Wells Fargo creates new job opportunities and underscores our County’s, and the larger region’s, commitment to growth and economic development,” said Roanoke County Administrator Richard L. Caywood. “I am especially appreciative of Roanoke County’s new Director of Economic Development Megan Baker and her staff for their hard work in making this project a reality.”

“Wells Fargo’s decision to expand speaks to the pro-business environment companies find in Roanoke County and the Region,” said Woody Windley, Chair, Roanoke County Economic Development Authority. “The EDA is grateful to Wells Fargo for its confidence and investment in Roanoke County.”

This investment from Wells Fargo is the largest project by both employment and impact announced in the region’s history. Roanoke Regional Partnership forecasts an annual recurring economic impact of \$322 million at full operations. This expansion will support an estimated 798 indirect and induced jobs in the region. Indirect and induced economic impacts represent those benefits created by the additional spending on goods and services in the region by a company and its new employees.

“The Partnership’s mission is to attract jobs, investment, and residents to the region,” Hull said. “These jobs provide opportunity for our residents, attract talent, and bring more wealth into our community. The Plantation Road corridor is among the largest employment concentrations in the region with commuters attracted from the entirety of Western Virginia. This project is a win for the entire region.”

The Virginia Economic Development Partnership (VEDP) worked with Roanoke County, the Roanoke Regional Partnership, and the General Assembly’s Major Employment and Investment (MEI) Project

support Wells Fargo's job creation through either the Virginia Jobs Investment Program or the Virginia Talent Accelerator Program.

Previous

Next

Work Hard  
Play Hard  
Live Easy

Contact Us



**ROANOKE  
REGIONAL  
PARTNERSHIP**



GET2KNOW  
NOKE



ROANOKE  
OUTSIDE

[Privacy Policy](#) | [Terms of Use](#) | [Accessibility Statement](#) | [Diversity Statement](#)  
Copyright © 2024 Roanoke Regional Partnership. All rights reserved

