

# CENTER *for* COLDWATERS RESTORATION



## Strategic Plan Executive Summary March 2017

Water. The single natural resource for which no synthetic alternative exists. Its abundance in Waynesboro and the Shenandoah Valley region was the stimulus for the community's agriculture roots and led to the industrial success beginning in the 1700s and tourist activity in the late 1800s. Major corporations were drawn to Waynesboro to take advantage of the water, either as a power source or be used in the manufacturing process. The early successes generated the need for a quality workforce and robust transportation network, which laid the ground work for the economy today. The industrial landscape has changed much over the last 300 years, but the base is strong. Sustaining the momentum will be a key to the community's future.

Natural resource-based economic development will play a key role in the future Waynesboro economy. Since its inception in 2008 as a committee under the auspices of the Waynesboro Downtown Development Inc. (WDDI), The Center for Coldwater Restoration (CCR) has been an advocate for advancing programs and projects that foster economic development and environmental vitality in the watershed of the Upper South River.

Now a standalone, all-volunteer, non-profit, community-based corporation, CCR has laid a strong foundation for continued success. A few examples of successful projects include

- Convened distinguished higher education professionals, state and federal agencies, and industries to explore the possible synergy between the South River, spring water, and manufacturing
- Leveraged \$128,000 of grant and public funds with \$68,065 of private funds to raise awareness, conduct research, and advocate for legislation
- Initiated important partnerships for future success such as the strong relationship with the Virginia Museum of Natural History (VMNH) and the anticipated construction of a VMNH Waynesboro campus

As CCR looks to the future and the further development of its four anchor initiatives (see sidebar) that will serve as a catalyst for natural resource based economic growth, the articulation of this strategic plan is an important foundation. As further expressed in the plan, six key goals will define the work for the next three to five years.

[Anchor Initiatives](#)  
Interpretive Center  
Research/Industry  
Agency Campus  
Trout Facility

## Vision

Be a catalyst for implementation of natural resource-based economic development that will substantially accelerate and sustain the Waynesboro economy for generations to come.

## Mission

CCR will envision and advocate for programs, policies, and plans that foster long-term and sustainable natural resource-based economic development for the greater Waynesboro community.

## Goals

Enhance CCR as a credible resource for information and a catalyst for implementation of sustainable natural resource-based economic and community development

Support the creation of a Virginia Museum of Natural History campus in Waynesboro, VA

Facilitate a partnership among the higher education community and commercial enterprises to develop and foster environmentally sound practices, technologies, and policies with innovative water resources

Incubate a campus for the co-location of state and federal natural resource-related agencies to physically locate resources in Waynesboro, VA

Champion the creation of a trout grow-out facility

Explore the development of Aquaculture Industry, leveraging the abundant cold water, agriculture, transportation, and market proximity resources in the Waynesboro and surrounding area

[For additional information or to speak to a board member:](#)

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The complete strategic plan is available for download at [www.CCRWaynesboro.com](http://www.CCRWaynesboro.com), or by email request.