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Economic Development Launches Video

Harrisonburg, Va. – The city of Harrisonburg’s Economic Development Department recently launched a video to continue its efforts in promoting the city as a destination for businesses.

Last spring, the Economic Development Department initiated an effort to focus on digital advertising. Online marketing is a cost effective way to market Harrisonburg as a premier location for businesses.

The marketing video is one piece of the initiative and was created to show why Harrisonburg is the friendly city for business. This is an ongoing means through which economic development can market the city to new residents, businesses, and employers. The video is prominently featured on the department’s website and will be a vital component in moving to the next step of the marketing plan – online advertising.

“We want to push people to our [website](#) to watch the video so they can see and learn more about Harrisonburg,” explained Peirce Macgill, assistant director of Economic Development.

Since focusing on this new initiative, the Economic Development Department has increased the use of [social media](#) and created a new [website](#). Both of these resources provide a wealth of information for current and prospective businesses, while also sharing news and promoting Harrisonburg.

To watch the video, visit www.HarrisonburgDevelopment.com.

*The city of Harrisonburg is home to four **Harrisonburg Fire Department** stations. For more information about each fire station, visit www.HarrisonburgVA.gov/hfd-stations.*



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