



City of Harrisonburg
 Public Information Office
 409 South Main Street
 Harrisonburg, Virginia 22801
 540-432-8931 (office)

For Immediate Release
 June 1, 2017

Contact: Mary-Hope Vass, Public Information Officer
 540.432.8931
MaryHope.Vass@HarrisonburgVA.gov

Survey Launched as Part of a Regional Retail Market Analysis

Harrisonburg, Va. – The city of Harrisonburg is partnering with other agencies to conduct a regional retail market analysis and will need input from the community.

Harrisonburg Economic Development has partnered with Rockingham County, Harrisonburg Downtown Renaissance (HDR), James Madison University (JMU), and the Shenandoah Valley Small Business Development Center (SBDC) to undertake a regional retail market analysis.

The market analysis, which is being conducted by CLUE Group, will target three retail nodes: downtown, South Main Street, and Rockingham County’s projected growth area in the eastern corridor.

One of the first phases of this study will be to survey members of the community to determine where they shop and why and find out what retail stores the public desires to be in our area.

“Residents can be a partner in this analysis and help shape our future retail efforts of the city, county, HDR, and SBDC,” explained Peirce Macgill, assistant director of Harrisonburg’s Economic Development Department.

This survey is open through June 19 to city and county residents and those who shop in the city or county. To participate in the survey, visit <https://www.surveymonkey.com/r/CVCRW6Y>. Several participants will be randomly selected to win tickets to Massanutten Water Park and \$50 in downtown dollars.

The Virginia Department of Housing and Community Development awarded the city a \$15,000 Building Entrepreneurial Economies planning grant to conduct this analysis. The city, county, HDR, and JMU all provided matching funds, totaling \$7,000 toward the project.

It is anticipated that the final report will be presented at the end of July.

The City of Harrisonburg is centrally located in the Shenandoah Valley of Virginia. It is home to almost 55,000 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.



###