



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Corrie Bobe
Director
O. 434.793.1753

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City awarded spot on Site Selection Magazine's Top 100 Micropolitan list, highest-ranked community in Virginia

Site Selection Magazine recognized the City of Danville as one of their 2024 Top Micropolitan areas in the United States, securing the 8th spot on the list. Danville was also selected as the highest-ranked community in Virginia.

Micropolitan areas are defined as an urban area with a population of at least 10,000 but less than 50,000 residents and its surrounding communities. In 2023, Danville was tied for 44th in the ranking.

"This recognition affirms the incredible progress we've made as a community," said Mayor Alonzo Jones. "Danville's rise as a top-ranked city is proof of the vision, dedication, and teamwork of our residents, businesses, and local leaders. We are building a future that is not only prosperous but lasting, and this ranking showcases the momentum driving us forward."

City Manager Ken Larking said he is pleased Site Selection Magazine recognized Danville for this achievement. "For the past two decades, Danville and Pittsylvania County have made strategic investments in ourselves to make us more competitive for businesses and highly skilled workers," Larking said. "This has enabled our region to be a top target for business attraction and expansion."

"These rankings spotlight the decades of collaboration and perseverance from our local partners and community leaders who have worked tirelessly to build a stronger, more vibrant Danville and Southern Virginia region," said the Danville Office of Economic Development & Tourism Director, Corrie Bobe. "This recognition is a testament to our ongoing efforts to drive economic growth through job creation and new capital investment. We are honored to be recognized nationally for our bold initiatives to enhance the region's future."

The City experienced a period of rapid development in 2024, marked by major announcements and expansions, many in partnership with Pittsylvania County, including RBW Electric Cars, EPL America, JTI Leaf Services and a \$1.35 billion planned investment by Microporous.

"The Danville Micropolitan area's economic transformation, including the City of Danville and Pittsylvania County, is a remarkable achievement, reflected in its rise from 44th to 8th place—a staggering 82% improvement," said Executive Director, Southern Virginia Regional Alliance, Linda Green. "This recognition underscores the region's success in attracting jobs and capital investment, benefiting citizens and neighboring localities. Strategic, collaborative investments in workforce, housing, and downtown revitalization have been key drivers of this growth."

"The Danville Micropolitan area has been consistently ranked in the top percentile for economic growth since 2017," said Matt Rowe, Pittsylvania County Economic Development Director. "In 2024, numerous projects were announced with physical locations in Pittsylvania County including RBW Electric Cars, TECHnista, Cambridge Pavers, and Microporous. Pittsylvania County is proud to partner with the City of Danville on projects through both the Danville-Pittsylvania Regional Industrial Facility Authority and the Staunton River Regional Industrial Facility Authority. I am confident that 2025 will be another top 10 year for the Danville Micropolitan area with numerous other projects planning their physical location within Pittsylvania County."

The ranking is based on the number of new corporate facility projects in 2024 with significant impact, including headquarters, manufacturing plants, and Research and Development operations and logistics sites. The database, used by Site Selection Magazine, does not track retail and government projects, schools, hospitals or infrastructure investments. New facilities and expansions included in the analysis must meet at least one of three criteria: capital investment of at least \$1 million, at least 20 new jobs, or at least 20,000 square feet of new floor area.

Site Selection is an award-winning magazine and leading publication in corporate real estate, facility planning, location analysis, and foreign direct investment. Their team of journalists strive to provide in-depth news coverage of economic development editorial coverage. The magazine also publishes annual rankings of the best locations to invest globally.

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About the Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism recruits and retains businesses for the Danville area. The office provides information on available sites and buildings, incentives and other financial resources and offers a website designed for the business community: www.discoverdanville.com.