

~~XV~~ B.

**Representatives to External  
Boards, Commissions, Councils and Committees**

**Representative Report**

Organization: LRBA Executive Board

Meeting Date/Time: 10 March 2017, 1100

Meeting Location: 2015 Memorial Ave.

Agenda/Discussion Topics of Interest to Amherst County:

1. Stephen Moret, new CEO of Virginia Economic Development Partnership received presentation from me on CVTC. He then received a tour of the facility. on 17 May, VEDP will be coming for familiarization tour of CVTC.
2. Lynchburg has risen from #37 to #8 in "well being" study  
Representations Made: by Gallup

Instructions, Goals, Objectives received from Supervisors or Administrator:

Guidance needed from Board of Supervisors:

Note last page nomination page for small business awards.  
10 March today is last day but will still accept nominations.

Upcoming Matters:

Report By:

Dean Rodgers

Date:

10 Mar 17



**LYNCHBURG REGIONAL  
BUSINESS ALLIANCE**  
— Chamber and Economic Development —

**Lynchburg Regional Business Alliance**  
***Executive Board Meeting***

2015 Memorial Avenue, Lynchburg, Virginia 24501

**March 10, 2017 ~ 11 a.m.**

**Vision:** Creating a region where businesses and individuals thrive.

**Mission:** To lead regional economic development through:

- a. generating jobs and investment
- b. promoting our brand and image globally
- c. cultivating talent
- d. enhancing the business climate

**A G E N D A**

- |   |                        |
|---|------------------------|
| 1. Welcome Board of Directors                                   | Jim Richards, Chairman |
| 2. Consensus Agenda (Vote on items A-C with one motion)         | Richards               |
| a. February Minutes   |                        |
| b. Financial Report   |                        |
| c. Membership Report  |                        |
| 3. Chairman's Report  | Richards               |
| 4. CEO's Report   | Megan Lucas, CEO       |
| a. Accreditation Update   |                        |
| 5. Discussion Items   |                        |
| a. Building Update  | Lucas                  |
| b. Horizon 2020 (article attached)                              | Lucas                  |
| 6. Upcoming Opportunities                                       | Lucas                  |
| a. Small Business Summit and Awards (nomination form in packet) |                        |
| b. AM Alliance – April 7  |                        |
| c.  |                        |
| 7. Adjourn  |                        |



## **Lynchburg Regional Business Alliance Executive Board of Directors Meeting**

Friday, February 10, 2017 – 11 A.M.  
2015 Memorial Avenue, Lynchburg, VA 24501

### **Minutes**

#### Members Present

Jim Richards, Dean Rodgers, Luke Towles, Des Black, Larry Jackson, Karen Simonton, George Kayes, Denise Woernle, Stefanie Prokity, Ryan McEntire, Gary Christie, Mike Davidson, Todd Hall, Ed Craighill

#### Members Absent

Randy Smith, Dave Malewitz, Bonnie Svrcek, Michael Elliott, Lauren Dianich, Alton Brown

#### Guest Present

Jon Braithwaite, Charles Hargrove, Zach Martin, Ruth Littlefield

#### Staff Present

Megan Lucas, Christine Kennedy, Jamie Glass

#### **Call to Order and Welcome**

Jim Richards called the meeting to order at 11 a.m.

#### **Consent Agenda Items:**

**Previous meeting minutes:** Richards requested the board review the provided January minutes and to recommend any additions and/or changes. No additions or changes were suggested.

**Financial report:** Ryan McEntire provided a brief overview of the financial reports as provided. McEntire noted concerning the building loan, the Foundation Board is developing the terms of the line of credit and lease agreement between the Foundation and the Alliance. There were no questions from members concerning the financial update.

**Report on Membership:** Megan Lucas asked the board to review the membership report. There were no questions from members.

**Motion:** Denise Woernle moved to approve the consent agenda. Mike Davidson seconded the motion. The motion carried.

#### **Discussion Items:**

**Chairman's Report:** Richards noted the upcoming Annual Meeting on Feb. 15<sup>th</sup>. He encouraged the members to register and bring guests. He noted there will be two awards to be presented. One to Larry Jackson for his Alliance service and the other to Kim Payne for community service. Richards noted the legislative reception in Richmond and praised the event on Feb. 23<sup>rd</sup> the Alliance will host guests at the Liberty University Basketball game. Local elected officials will be invited. Richards acknowledged and

congratulated Megan Lucas on being named one of the Top 50 Economic Developers in North America. Richards also acknowledged Christine Kennedy's upcoming surgery and medical leave.

**CEO Report:** Lucas noted a CEDS meeting was held with the Local Government Council and the individuals leading the initiatives. Lucas provided an update of GO Virginia – Ray Smoot was appointed chair of the Lynchburg/Roanoke/Blacksburg Region. He was hosted in the region on Jan. 25<sup>th</sup>. On Feb. 3<sup>rd</sup>, the Alliance sent a recommendation list of potential regional board members to Ray Smoot. Local managers and the RED team will meet to begin brainstorming about GO Virginia projects. Megan has begun municipal updates – Campbell County and Amherst County are complete. The capital campaign is moving along in the quiet phase. Mike Lewis announced his retirement on Jan. 29<sup>th</sup>. Part-time contract individuals are assisting until the position is filled. Event evaluation continues and the Small Business Awards Luncheon will become the Small Business Summit on April 6<sup>th</sup>. John Henry will be the speaker. The Connection Expo will be changed to the "Buy the Burg Show". The first AM Alliance event was held Friday. The Alliance has purchased Implan, which is an analytic software that will assist with economic development projects. Dean Rodgers noted Amherst County is using it for a current project and it is helpful. Drone videos have been completed and delivered to economic development offices. There are currently seven active prospects.

**Building Update:** The Alliance signed a contract with LG Flint for construction and it will begin on Feb. 25<sup>th</sup>. George Kayes noted a kickoff event to announce start-up of project may be helpful.

**Presentation by Ruth Littlefield:** Lucas introduced Ruth Littlefield of Littlefield Consultants. She was hired to evaluate the membership of the Alliance. Littlefield provided an overview of her activities and will provide the Alliance with a full report. She noted the opportunity to recreate the membership position. Littlefield asked the board to comment on their experience in joining the Alliance. Larry Jackson noted the Leadership Lynchburg program. Karen Simonton noted advocacy was her reason for getting involved after previously being in Leadership Lynchburg. McEntire noted he engaged due to Leadership Lynchburg. Littlefield discussed the needs for membership changing based on the size of the business. Kayes questioned how the board could assist and Littlefield responded to bring people to the table and recruitment.

**Upcoming Events:** Lucas noted upcoming event opportunities. Christine Kennedy asked the board to review the Blueprint Virginia invitation included in the board packet. Engagement and participation are important.

**Items from Members:** There were no items from members.

**Adjourn:** Richards adjourned the meeting at 12 p.m.

**Lynchburg Regional Business Alliance  
Income Statement  
For the Two Months Ending February 28, 2017**

REVENUE			EXPENSES		
	2/28/2017	2/29/2016		2/28/2017	2/29/2016
Membership Dues	63,875.60	68,632.02	Administrative	120,687.38	95,067.25
New Member Dues	2,575.24	2,733.84	Building and Grounds	3,778.77	9,453.70
Economic Development - Private	0.00	239,570.00	General Operating	21,473.25	14,701.58
Economic Development - Public	0.00		Economic Development	35,912.37	10,829.53
Additional Funds Needed	0.00	1,250.00	Programs	17,255.79	27,832.01
Tech Council	0.00	0.00	Bad Debts	89.33	0.00
Misc. Income	10,917.54	2,779.33			
Publication Revenue	10.00	10.00	Total	199,196.89	157,884.07
Interest Income	416.66	389.14			
			Compensating Projects	10,054.42	1,096.63
Total	77,795.04	315,364.33	Expenses (subtotal)	209,251.31	158,980.70
Compensating Projects	14,358.75	1,531.16	Net Income (subtotal)	(117,097.52)	157,914.79
Total Revenue	92,153.79	316,895.49			
			Economic Dev. Campaign	45,000.00	
			Communications Plan	20,500.00	
2017 Compensating projects net \$4,304.33			Total Expenses	274,751.31	158,980.70
			Net Income	(182,597.52)	157,914.79
			Budget Year to Date	(141,525.83)	

**Lynchburg Regional Business Alliance  
Balance Sheet  
February 28, 2017**

ASSETS			LIABILITIES AND CAPITAL		
	2/28/2017	2/29/2016		2/28/2017	2/29/2016
Current Assets			Current Liabilities		
Cash	633,566.64	910,084.66	Accounts Payable	1,594.29	(1,323.15)
Cash - ED Capital Campaign	109,550.06		Deferred Income	430,301.68	449,036.03
Cash - ED Public Contributions	0.00		Other Current Liabilities	19,212.28	23,465.76
Accounts Receivable Dues	68,161.00	102,152.50	Total Current Liabilities	451,108.25	471,178.64
Accounts Receivable ED Private	0.00	204,850.00			
Accounts Receivable ED Public	0.00		Capital		
Other Current Assets	125,132.07	170,652.01	Fund Balance Undesignated	676,088.04	873,233.68
Total Current Assets	936,409.77	1,387,739.17	Net Income	(182,597.52)	157,914.79
Property and Equipment	8,189.00	114,587.94	Total Capital	493,490.52	1,031,148.47
Total Assets	944,598.77	1,502,327.11	Total Liabilities & Capital	944,598.77	1,502,327.11
2/28/17 ED Public Contributions Cash	0.00				
2/28/17 ED Expenses	111,507.00				
Net	(111,507.00)				

Lynchburg Regional Business Alliance  
Budget vs. Actual  
For the Two Months Ending February 28, 2017

		Actual	Budget	Variance	Annual
		Year to Date	Year to Date		Budget
	<b>INCOME</b>				
	PRIMARY INCOME				
1	New Member Dues	2,575.24	5,250.00	(2,674.76)	31,500.00
2	Current Member Dues	63,875.60	60,917.00	2,958.60	365,500.00
3	Compensating Projects - net	4,304.33	4,375.00	(70.67)	136,200.00
4	ED Local, City, Town and County Governments	0.00	0.00	0.00	268,634.00
5	ED Private Contributions	0.00	0.00	0.00	660,000.00
6	Additional Funds Needed to Balance	0.00	0.00	0.00	0.00
7	TOTAL PRIMARY INCOME	70,755.17	70,542.00	213.17	1,461,834.00
	OTHER INCOME				
8	Miscellaneous	602.54	117.00	485.54	700.00
9	Interest	416.66	367.00	49.66	2,200.00
10	Member Value Promotions	75.00	125.00	(50.00)	750.00
11	Website Advertising	10,250.00	3,000.00	7,250.00	3,000.00
12	ChamberSolutions	0.00	0.00	0.00	2,000.00
13	CVI Council Reimbursement	0.00	0.00	0.00	0.00
14	Administrative Support Reimbursement	0.00	0.00	0.00	0.00
15	Funding from Future Focus & Tech Council	0.00	0.00	0.00	10,000.00
16	Tech Council Revenue	0.00	0.00	0.00	23,000.00
17	TOTAL OTHER INCOME	11,344.20	3,609.00	7,735.20	41,650.00
18	TOTAL INCOME	82,099.37	74,151.00	7,948.37	1,503,484.00
	<b>EXPENSES</b>				
	ADMINISTRATIVE				
19	Salaries	95,261.40	90,141.00	5,120.40	622,100.00
20	Temporary Services	719.63	417.00	302.63	2,500.00
21	Sales Commissions	4,150.00	1,700.00	2,450.00	1,700.00
22	Retirement	4,219.06	5,474.00	(1,254.94)	60,300.00
23	Group Insurance	9,559.16	9,416.00	143.16	67,900.00
24	FICA	6,495.31	6,771.00	(275.69)	46,900.00
25	Unemployment Tax	0.00	0.00	0.00	4,000.00
26	Workman's Comp Insurance	282.82	317.00	(34.18)	1,900.00
27	TOTAL ADMINISTRATIVE	120,687.38	114,236.00	6,451.38	807,300.00
	OCCUPANCY				
28	Utilities	1,346.64	1,234.00	112.64	1,850.00
29	Custodial	530.00	530.00	0.00	810.00
30	Real Estate Tax	0.00	0.00	0.00	2,074.00
31	Building Insurance	321.66	234.00	87.66	350.00
32	Depreciation - Building	0.00	0.00	0.00	0.00
33	Building Repairs & Maintenance	1,580.47	1,860.00	(279.53)	2,800.00
34	Court Street Lease	0.00	0.00	0.00	53,000.00
35	TOTAL OCCUPANCY	3,778.77	3,858.00	(79.23)	60,884.00

	Lynchburg Regional Business Alliance			
	Budget vs. Actual			
	For the Two Months Ending February 28, 2017			
		Actual	Budget	Variance
		Year to Date	Year to Date	
				Annual Budget
	GENERAL			
36	Office Supplies	3,057.61	2,625.00	432.61
37	Postage	867.31	717.00	150.31
38	Printing	1,089.86	1,583.00	(493.14)
39	Telephone	1,050.87	1,317.00	(266.13)
40	Memberships & Subscriptions	1,669.23	1,680.00	(10.77)
41	Audit	0.00	0.00	0.00
42	Depreciation - Equipment	853.24	1,200.00	(346.76)
43	Taxes & Licenses	0.00	0.00	0.00
44	Meetings, Meals & Lodging	2,004.86	2,416.00	(411.14)
45	Travel	436.98	1,500.00	(1,063.02)
46	D & O Liability Insurance	832.84	832.00	0.84
47	Small Equipment Purchases	0.00	142.00	(142.00)
48	Membership Development	695.71	695.71	0.00
49	Promotional Items	0.00	524.00	(524.00)
50	Premium Investor Program	0.00	50.00	(50.00)
51	Partners in Education	0.00	0.00	0.00
52	Staff Training	3,912.93	1,500.00	2,412.93
53	Equipment Repairs & Maintenance	909.66	2,533.00	(1,623.34)
54	Auto Insurance	70.32	72.00	(1.68)
55	Equipment Lease & Rental	1,007.96	890.00	117.96
56	Bad Debts	89.33	89.33	0.00
57	Public Policy	441.12	834.00	(392.88)
58	Strategic Planning	0.00	0.00	0.00
59	Website	20.00	200.00	(180.00)
60	Marketing	1,370.65	2,083.00	(712.35)
61	Software	1,182.10	928.00	254.10
62	TOTAL GENERAL	21,562.58	24,411.04	(2,848.46)
	ECONOMIC DEVELOPMENT			
63	Marketing	13,988.18	28,167.00	(14,178.82)
64	Regional Collaboration Projects	1,500.00	1,333.00	167.00
66	Investor Relations Events	7,881.68	12,833.00	(4,951.32)
67	Meetings, Meals & Lodging	4,609.51	3,333.00	1,276.51
68	Travel	1,500.78	2,300.00	(799.22)
70	Special Projects	0.00	4,667.00	(4,667.00)
71	Dues & Subscriptions	399.56	100.00	299.56
72	Research	816.00	450.00	366.00
73	Software	5,216.66	1,483.00	3,733.66
75	Website	0.00	1,250.00	(1,250.00)
76	TOTAL ECONOMIC DEVELOPMENT	35,912.37	55,916.00	(20,003.63)
	OTHER			
77	CAER	15,000.00	15,000.00	0.00
78	Young Professionals of Central Virginia	1,594.44	1,594.44	0.00
79	Technology Council	433.01	433.01	0.00
80	TransDominion Express	228.34	228.34	0.00
81	TOTAL OTHER	17,255.79	17,255.79	0.00
82	EXPENSES (subtotal)	199,196.89	215,676.83	(16,479.94)

**Lynchburg Regional Business Alliance**

**Budget vs. Actual**

**For the Two Months Ending February 28, 2017**

		Actual	Budget	Variance	Annual
		Year to Date	Year to Date		Budget
83	<b>NET INCOME (subtotal)</b>	<b>(117,097.52)</b>	<b>(141,525.83)</b>	<b>24,428.31</b>	<b>0.00</b>
84	Campaign Management	45,000.00	0.00	45,000.00	
85	Communications Plan	20,500.00	0.00	20,500.00	
86	<b>TOTAL EXPENSES</b>	<b>264,696.89</b>	<b>215,676.83</b>	<b>49,020.06</b>	
87	<b>NET INCOME</b>	<b>(182,597.52)</b>	<b>(141,525.83)</b>	<b>(41,071.69)</b>	

Central Virginia Industries Council, LLC  
Income Statement  
For the Two Months Ending February 28, 2017

Revenues		Expenses	
Membership Dues	397.33	Office Supplies	
New Member Dues	0.00	Accounting & Legal	
Origination Fees	0.00	Commission	
Wage & Benefits Survey	0.00	Taxes & Licenses	
Lunch & Learn Event	0.00	Donations	
Sponsorships	<u>0.00</u>	Meetings, Meals & Lodging	
		Wage & Benefits Survey	
Total Revenue	397.33	Staff Support	
		Bad Debts	
		Printing	
		Postage	
			<u>0.00</u>
		Total Expenses	0.00
		Net Income	<u><u>397.33</u></u>

Central Virginia Industries Council, LLC  
Balance Sheet  
February 28, 2017

ASSETS		LIABILITIES AND CAPITAL	
Current Assets		Current Liabilities	
Cash - First National Bank	27,440.58	Deferred Income - Dues	623.00
Accounts Receivable	<u>0.00</u>	Accounts Payable	<u>0.00</u>
Total Assets	<u><u>27,440.58</u></u>	Total Liabilities	623.00
		Capital	
		Fund Balance	26,420.25
		Net Income	<u>397.33</u>
		Total Capital	<u>26,817.58</u>
		Total Liabilities & Capital	<u><u>27,440.58</u></u>

Central Virginia Foundation for Economic Education & Improvement  
Income Statement  
For the Two Months Ending February 28, 2017

Revenues		Expenses	
Capital Campaign	18,138.88	Other	
Young Entrepreneurs Academy	0.00	General Office	0.00
Miscellaneous	<u>0.00</u>	Misc. Licensing & Tax	25.00
		Young Entrepreneurs Academy	0.00
		Directors & Officers Insurance	<u>0.00</u> 25.00
Total Revenue	18,138.88		
		Building	
		Real Estate Taxes	11,825.49
		Utilities	1,640.06
		Building - misc.	0.00
		Building Insurance	1,134.60
		Building Repairs & Maintenance	0.00
		A&E Services	0.00
		Capital Campaign	0.00
		Bank Fees	<u>0.00</u> 14,600.15
		Total Expenses	14,625.15
		Net Income	<u><u>3,513.73</u></u>

Central Virginia Foundation for Economic Education & Improvement  
Balance Sheet  
February 28, 2017

ASSETS		LIABILITIES AND CAPITAL	
Current Assets		Current Liabilities	
Cash - checking	15,311.13	Deferred Income	5,494.50
Cash - building	162,873.41	Accounts Payable	647.97
Accounts Receivable	0.00	Due to Affiliate	<u>0.00</u>
Pledges Receivable	190,467.08		
Allowance for Uncollectible Pledges	(10,636.82)		
Prepaid Expenses	<u>0.00</u>		
Total Current Assets	358,014.80	Total Liabilities	6,142.47
		Capital	
Construction in Progress	0.00	Fund Balance	1,475,531.19
Property and Equipment	<u>1,130,464.59</u>	Restricted -Air Service	3,292.00
Total Property and Equipment	<u>1,130,464.59</u>	Net Income	<u>3,513.73</u>
		Total Capital	<u>1,482,336.92</u>
Total Assets	<u><u>1,488,479.39</u></u>	Total Liabilities & Capital	<u><u>1,488,479.39</u></u>

\*Fund Balance  
W. Alton Jones Grant 7,039.73

# MEMBERSHIP CAPSULE REPORT

## February 28, 2017

2/1/2017 -2/28/17

As of January 1, 2017:

Number of Members	587
Additional locations/subsidiaries	<u>191</u>
<b>TOTAL</b>	<b>778</b>

	<u>Current Month</u>	<u>Year-to- Date</u>	<u>Total New Members</u>	<u>GOAL</u> 100
New Members	2	7	8	
Additional locations/subsidiaries	0	1		
Re-instatement	0	0		<u>Variance</u>
Additional locations/subsidiaries	0	0		(92)
Cancelled Members	(3)	(5)		
Additional locations/subsidiaries	(0)	(1)		
Requested, may rejoin	(3)	(4)		
Closed, moved out of area, sold	(0)	(1)		
Delinquent, non-payment	(0)	(0)		
Budget Constraints	(0)	(0)		
Other	(0)	(1)		

**February 28, 2017**

<b>Primary locations</b>	<b>589</b>
<b>Additional locations/subsidiaries</b>	<b><u>191</u></b>
<b>TOTAL</b>	<b>780</b>

YTD net gain(loss) - # of members 2

YTD net gain (loss) - membership dollars \$890

### Monthly Financial Changes:

New Members	\$ 800.00
(2 @ \$400 Business Builder)	
Reinstatement	0.00
Renewals	<u>19,836.00</u>
<b>Balance</b>	<b><u>\$ 20,636.00</u></b>
Cancellations	\$ (1,072.00)
Decreased Investment	<u>(164.00)</u>
<b>Balance</b>	<b><u>\$ (1,236.00)</u></b>
<b>Total Change</b>	<b><u>\$ 19,400.00</u></b>

### Membership Revenue:

	<u>February</u>	<u>YTD</u>
Budget	\$ 2,750.00	\$ 5,250.00
Actual	<u>\$ 733.33</u>	<u>\$ 2,575.24</u>
<b>Total Variance</b>	<b><u>\$(2,016.67)</u></b>	<b><u>\$(2,674.76)</u></b>

# **MEMBERSHIP CAPSULE REPORT**

## **February 28, 2017**

### **New Members (2):**

Putt-Putt of Lynchburg, LLC  
WFLP Property Management

### **New Additional Locations/Subsidiaries (0):**

### **New Associate Members (0):**

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### **Re-instates (0):**

### **Re-instated Additional Locations/Subsidiaries (0):**

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### **Cancelled Members (3):**

Life Focus Pictures  
Dropped - Requested - May Rejoin  
United Scrap Metal  
Dropped - Requested  
Wetzel and Washburn, PLLC  
Dropped - Requested

### **Cancelled Additional Locations/Subsidiaries (0):**

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### **Renewals (25):**

ABC 13 WSET-TV	Holiday Lake 4-H Educational Center, Inc.
Affordable Corporate Suites	J. Crew
American Cancer Society	Jamerson-Lewis Construction
Appalachian Power	Kings Dominion
AXA Advisors	Lawrence Companies
Bee Line Transport, Inc.	Lynchburg Alarm Co.
Central Virginia United Soccer	Lynchburg District UMC
Comcast	Octapharma Plasma, Inc.
Dr. David O'Donnell	Perrow Properties
English Construction Company, Inc.	R L Lovelace & Associates
Environmental Standards, Inc.	Southern Air, Inc.
Fire & Safety Equipment Co., Inc.	The Supply Room Companies
Flowers Baking Company of Lynchburg, LLC	

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### **Decreased Investment (1):**

R L Lovelace & Associates

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### **Aged Receivables (60):**

Altavista Economic Development Authority	Central Virginia Alliance for Community
AREVA Inc.	Living, Inc.
Badcock Home Furniture and More	Chocklett Press
Beltone Audiology & Hearing Aid Center	City Place Cigar
Boy Scouts of America - Blue Ridge Mountains	CleanSmart, LLC
Council	
Brockman, Drinkard & Pennington, P.C.	

## **MEMBERSHIP CAPSULE REPORT**

### **February 28, 2017**

Coca-Cola of Roanoke  
Community Maps  
Curves/Jenny Craig  
Database Computer Systems, Inc.  
David Peters State Farm  
Dream Landscapes  
Elwood Staffing Services, Inc.  
Employer Advantage Health Care Solutions  
Girl Scouts of Virginia Skyline Council  
Golden Corral  
Great American Sleep Shops, Inc.  
Harman Eye Center of Lynchburg  
Hometown Appraisal Services  
Hopkins Bros. LP&D  
Innovative Catering  
Innovative Insurance Group  
Kathryn's Flower & Gift Shop  
Legacy at Linden Park  
Liberty Ridge Health & Rehabilitation  
Lynchburg Regional Airshow  
Miller-Motte Technical College  
Northwestern Mutual Financial Network - Abe  
Loper  
Professional Home Care, LLC  
R. M. Gantt Construction  
Relevant Law  
RidgeView Dermatology  
Riverside Veterinary Hospital  
Skanska USA Building Inc.  
SkipMow Inc  
SouthEastern Media Corporation  
Specialty Exterminating Co.  
Staples  
StarTek Inc., Lynchburg  
State Farm Insurance - Francisco Mayo  
Sunbelt Rentals  
SunTrust Bank  
Thalhimer  
The Academy of Sports and Fitness  
The Corner at Rivermont  
The Rakos Agency, Inc.  
TradeWinds Subs & Deli  
Turner & Associates  
United Methodist Family Services (UMFS)  
Vector Space  
Virginia Business Systems  
Virginia Nuclear Energy Consortium

Walmart Neighborhood Market  
Wells Fargo Advisors, LLC  
Zaxby's

#### Payments Since February 28

Acorn Hill Lodge & Spa  
Atelier 11 Architecture, LTD  
BB&T  
Electronic Systems  
Gentiva Home Health  
Larry's Tire & Auto Repair

# MEMO

To: Lynchburg Regional Business Alliance, Executive Board  
Fr: Megan A. Lucas, CEO  
Date: March 6, 2017  
Re: February – March Activity

CEDS: The first quarter is focused on putting structure to the eleven key initiatives. Initiative Councils are being formed, one council per initiative and the processes for council participation and communication are being established. The chairs of the Initiative Councils are meeting monthly. Status: ongoing

GO Virginia: I participated in a conference call lead by John Provo with the three regional economic development organization CEO's: Beth Dowdy – Roanoke Valley Partnership, Charlie Jewel – New River Valley Partnership and the Lynchburg Regional Business Alliance. The GoVirginia State Board will meet March 14<sup>th</sup> to approve the administrative organizations for each region, ours will be the Office of Economic Development at Virginia Tech and approve the recommended Regional Councils. Regarding the Regional Council, there were over 200 nominations to our Council that equated to 90 names. Our Regional Council will consist of approximately 25 people. There is a plan to engage those that don't get on the Regional Council in work groups. In March there will be orientation for the new Council and sometime in the next two-to-three months we will host a "Metro Meeting," for a GOVA update and input toward the multi-region work plan. They plan to host three "Metro Meetings," one in each metro. The State Board is requiring each multi-region group to submit a work plan by June. Status: Ongoing

Economic Development Campaign: The Campaign is still in the quiet phase and is progressing very well toward our goal and along the lines of the feasibility study. Status: Ongoing

## Membership:

- Consultant: The report from Ruth Littlefield, the membership consultant, has been received. The summary action items include: Hire a VP of Membership Development, complete the conversion of tiered dues, establish a membership retention program, increase sponsorship and membership recruitment. The report also suggested changes to processes and procedures.
- VP of Membership Development. We have re-written the job description and responsibilities of the position to reflect the recent changes in the organization as well as the needs of the organization. We have begun marketing the position locally and within our existing state and national networks.

## Marketing:

### Economic Development:

- Hosted Prospect Theme in the Region. Prospect Theme is looking for 160-250 acres of land, will employ approximately 75 full-time people and up to 700 seasonal with an estimated \$200,000,000 capital investment.
- Hosted Virginia Economic Development Partnership CEO, Stephen Moret in the Region for a familiarization tour. Stephen met with the RED Team, local business leaders, members of the executive board and toured LU and the CAER.
- Attended the Governor's Reception for Economic Developers, our Region was well represented.
- Attended Consultant Connect Marketing Meeting. Met with eight Site Selector's to educate and discuss the strength and opportunities of our Region.

*Alliance Communications Strategy:*

- Launched "Where Creativity and Commerce Connect." Still recording video vignettes and incorporating the design and messaging into our events and opportunities. WSET is airing the 30-second commercial for the next 4-6 weeks. We will have a scheduled launch for the vignettes.

Advocacy: We hosted our annual Legislative Reception in Richmond, the attendance was hampered by the flu but the event was successful. The Session has ended and we've hosted the legislative wrap up breakfast which featured six of our legislators. We hosted two business Roundtables for the gubernatorial candidates to address business issues and areas of concern with local business leaders. We were successful in securing \$260,000 to complete a phase one environmental study at CVTC. We are working with Sec. of Commerce Haymore's office for a regional visit sometime in May.

*Staff:*

Christine: Christine is doing remarkably well, considering. Last week she was put into time-out for too much hand usage which impacted her recovery. She is bored and would welcome your cards, notes and phone calls. She is restricted from any sort of typing, so please don't text or email her because she can't resist responding.

VP of Membership Development: We have finalized the job description and begun the search. Please send interested parties to our website.

**ACTIVITY REPORT FEBRUARY – MARCH 12, 2017**

Breakfast meeting with Lynchburg City Leadership	Membership Retention Meeting with Homestead Materials
Meeting with Parker Productions – multiple	Small Business Council Meetings
Tenant plan Meeting	Meeting with Wes Fugate, Randolph College
Central VA Foundation Board Meeting	Briefed Long & Foster
Leadership Lunch at Shoemakers	AM Alliance x2
Meeting with VA Business Systems	YPVC Internship Meeting
Meeting with Pacific Life	Hosted Ruth Littlefield for a week
Hosted Legislative Reception in Richmond	Attended Region 2000 LGC Managers Lunch
Attended Small Business Roundtable x2	Met with Prospect for gap financing
Presented to Appomattox County Board of Supervisors	Presented to Bedford County Board of Supervisors
Presented to Amherst Board of Supervisors	Presented to Lynchburg City Council
Alliance Annual Meeting	Block Advisors Ribbon Cutting
Meetings with VEDP	Meeting with Ryan Kindt
RED Team Meeting	Meeting with News & Advance
Lynchburg Tech Council Meeting	Meeting with Fletcher Mangum
Meeting with Genworth	Meeting with new member
Attended Workforce Board's Strategic Planning Review	Alliance Board of Directors Meeting
Spoke at Empowering Female Veteran's Event	Attended Workforce Summit Planning Meeting
Meeting with Hillcats	Hosted Prospect for site visit
Hosted VEDP CEO Stephen Moret	Meeting with Luke Towels
GoVA Conference Call	Meeting with Scott Pleasants
Meeting with Bob Bailey	Deliver 50-year plaques
Attended Women's Exchange	Meeting with The Standard
Hosted elected officials and new members at LU Basketball Game	Staff Meetings
Attended State of the City (Lynchburg)	



ASSOCIATION OF  
CHAMBER OF COMMERCE  
EXECUTIVES

# How will chambers adapt and evolve to mega trends over the next decade?

## How will they ensure that their best days are yet to come?

These are the core questions explored in ACCE's seminal report - Horizon Initiative: Chambers 2025. Released in April 2015, the Horizon Initiative report is the product of more than a year's work by an ACCE Board Task Force. It taps the chamber industry's collective wisdom and draws heavily from social science scholarship and business research. The goal is not to tell chambers what they must do or be a decade from now. Instead, the value of this report is its potential to inspire ideas. The eight influences described in the Horizon Initiative Report are:



### Belonging and Gathering

Coming revolution in who engages with chambers and how they engage. Millennial-phobia is overblown, but membership questions abound. An audience isn't necessarily a network and every event doesn't necessarily create value.



### Population Shift

Population diversification continues on a national scale. Millennials displace boomers as the workplace majority and bring with them inclusive core values that challenge traditional perceptions of a chamber.



### Communications and Technology

Technology is unlikely to differentiate chambers, but human support will. However, supports will expect mass customization, complete connectivity and robust feedback loops.



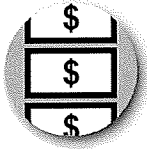
### Political and Social Fragmentation

Splintering in politics and society is felt at the local level, not just in DC and statehouses. Trend is unlikely to reverse, but chambers have an opportunity in the "sane center."



### Scarcity and Abundance

On the cusp of unforeseen abundance, local economies can feel short of water, energy, talent, land and leadership. Swings in supply and demand happen quicker. Chambers must be nimble problem solvers.



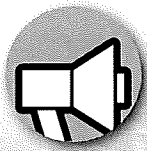
### Resource Alignment

In the search for revenue beyond the rate card, chambers must tie money to the mission. Supporters will want progress more than engagement.



### Global Impacts

Exports will drive growth. The world will come to your door. Strong places will still matter to global companies. Small-medium companies need exposure and connections to global opportunities.



### Catalytic Leadership

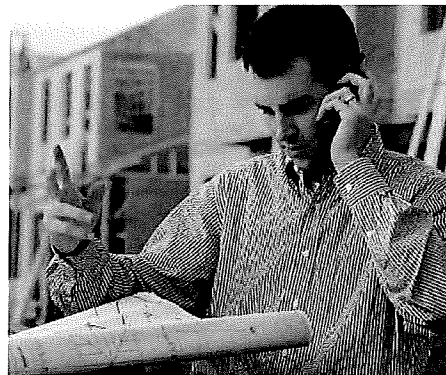
Local leadership matters more in a diverse and distracted world. Chamber may have to get comfortable catalyzing change, not just coping with it.



APRIL 6, 2017

Presented by

WELLS  
FARGO



**NOMINATION DEADLINE IS MARCH 10, 2017.**

## Nominate an Outstanding Business for the Prestigious Small Business Award

The Small Business Committee of the Lynchburg Regional Business Alliance is looking for the most outstanding small businesses in the region and we need your help! Nominees must demonstrate excellence in one or more of the following areas:

- Customer Service
- Innovative Products or Services
- Employee Satisfaction and Retention
- Sales Increase (either by unit or volume)
- Community Spirit
- Leadership

Nominated business must be an Alliance member in good standing, and have 50 or fewer employees. Business cannot win more than once within a five-year period.

### Nominate a Company in One of Six Categories:

Business/Professional Services, Manufacturing/Industrial, Newcomer, Non-profit, Restaurant/Venue, or Retail

### Award Recipients in each category will receive:

- Visibility on Alliance website for one year
  - Announcement in The News & Advance
  - Award Plaque and recognition at reception on April 6
  - Thousands of dollars in FREE advertising from regional media!
- PLUS one overall Business of the Year award package!

### Nomination form located on the back.

For more information contact Denise Jackson at (434) 845-5968 x13 or email [djackson@lynchburgregion.org](mailto:djackson@lynchburgregion.org).

### Small Business Award Recipients Since 2012

#### 2012

Charley's Restaurant  
Riley Dental Associates of Central Virginia, Inc.  
United Way of Central Virginia

#### 2013

Bank of the James  
Conner Produce Co., Inc.  
Isabella's Italian Trattoria  
Tharp Funeral Home & Crematory

#### 2014

Apple Ford  
Boys & Girls Club of Greater Lynchburg  
L & R Precision Tooling  
Oakwood County Club  
Stand Up, Inc.

#### 2015

Bloom By Doyle's  
Gleaning for the World  
Integrated Technology Group  
Jersey Mike's  
Lynchburg Ready Mix

#### 2016

Life Focus Pictures  
Altus Chocolate  
CASA of Central Virginia, Inc.  
The Corner at Rivermont  
The Window Men



Presented by

WELLS  
FARGO

## Nomination Form

Nominated business must be an Alliance member in good standing and have 50 or fewer employees.  
Business cannot win more than once within a five-year period.

**Nomination deadline is March 10, 2017.**

**Nomination Categories:** Business/Professional Services • Manufacturing/Industrial

• Newcomer\* • Non-profit • Restaurant/Venue • Retail

\*Any business that has been operating 2 years or less

Business Name: \_\_\_\_\_

Owner/President/General Partner Name(s): \_\_\_\_\_

Category: \_\_\_\_\_

Why is the nominee deserving:

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Nominated by: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Nomination deadline is March 10, 2017.**

Fax or email completed forms to:

Denise Jackson | (434) 522-9592 | [djackson@lynchburgregion.org](mailto:djackson@lynchburgregion.org)

Or mail to: Lynchburg Regional Business Alliance

2015 Memorial Avenue | Lynchburg, VA 24501

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### For Alliance Use Only

Nomination Category:

Date Received:

Member Join Date:

Employee Count:

Non-profit: Branch Office/Operating Unit: