



Agenda Item VIII. B.

Meeting Date: June 6, 2017

Liaison and Committee Reports:

B. Regional Business Alliance, Board of Directors Meeting - May 25, 2017

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

Attachment 1

Representative Report

Organization: *LRB Alliance*

Meeting Date/Time: *May 25, 2017 / 3pm*

Meeting Location: *Alliance office*

Agenda/Discussion Topics of Interest to Amherst County:

No topics of particular significance.

Representations Made:

Instructions, Goals, Objectives received from Supervisors or Administrator:

Guidance needed from Board of Supervisors:

Upcoming Matters:

Report By:

Dean Rodgers

Date:

31 May 17



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

Lynchburg Regional Business Alliance *Board of Directors Meeting*

Lynchburg Regional Business Alliance Future Office, 300 Lucado Street, Lynchburg, VA 24504
May 25, 2017 | 3 p.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
2. Consensus Agenda (Vote on items A-B with one motion)
 - a. Approval of Previous Meeting Minutes
 - b. Financial Report
3. Chairman Report
 - a. Capital Campaign Update
 - b. GOVirginia Update
 - c. Workforce Summit Update
4. CEO Update
 - a. Business Recruitment
 - b. Hiring Update
 - c. Leadership Lynchburg Graduates & Outcomes
 - d. CEDS Process & Next Steps
5. Building Update
6. CAER Update
7. Items from Board of Directors
8. Upcoming Opportunities
 - a. AM Alliance – June 2 and July 7
 - b. Women's Exchange Luncheon – June 22
9. Adjourn

Jim Richards, Chairman

Todd Hall, Vice-Chair

Ryan McEntire, Treasurer

Richards

Hall

Gary Christie, Exe. Director LGC

Nat Marshall & Dr. Doug Schuch

Lucas

Lauren Dianich, Atelier 11

Bill Guzek, CAER Chairman

All

Lucas



Lynchburg Regional Business Alliance Board of Directors Meeting

Thursday, February 23, 2017 - 3:00 P.M.
Future Alliance Headquarters, 400 Court Street, Lynchburg

Minutes

Members Present

Jim Richards (Chair).....	Petty, Livingston, Dawson, Richards
Larry Jackson	American Electric Power
Bill Guzek.....	CAER Chairman
Bonnie Svrcek.....	City of Lynchburg
Alton Brown	News & Advance
Carl Boggess	Bedford County
Dean Rodgers	Amherst County
Gary Christie.....	Local Government Council
Stefanie Prokity.....	Successful Innovations
Lauren Dianich.....	Atelier 11 Architecture
John Doyle.....	Pettyjohn, Wood, White
John Stone.....	Stifel Nicolaus
George Kayes	WSET
Dr. James Mundy	LynCAG
Scott Brabrand	Lynchburg City Schools
Waverly Coggsdale.....	Town of Altavista
Nat Marshall.....	Workforce Development Board
Denise Woernle.....	AREVA
Anthony Andrews	Twenty23
Mike Davidson	Campbell County
Dr. John Capps	CVCC
Karen Simonton	OrthoVirginia
Michael Elliott	Centra Health
Pat McNamara	Max Play Fit
Ryan Kindt	Liberty Athletics
Susan Chapman.....	Brown, Edwards & Company, LLP
Ed Craighill	Boxley
Anne McVeigh.....	Davenport & Company, LLC
Dr. Doug Schuch.....	Bedford County Schools
Ryan White.....	BB&T

Members Not Present

Dr. Bradley Bateman	Randolph College
Cathie Brown.....	Impact Makers
Darryl Huften	Apple Ford
Dave Malewitz.....	YPCV

Frank Rogers	Campbell County
Luke Towles.....	Wells Fargo
Michael Shadler	Pacific Life
Susan Adams	Appomattox County
Phil Hamlett	Future Focus Foundation
Mike Griffin	Leadership Lynchburg Chairman
Randy Smith	Liberty University
Tray Petty	Moore & Giles
Rex Geveden	BWXT
Jack Hobbs	Town of Amherst
Jim Mercadante.....	Cintas
Todd Hall	First National Bank
Fred Armstrong.....	Wiley Wilson
Ryan McEntire.....	Brown, Edwards & Co.
Des Black	Lynchburg Regional Tech Council
Jack Hobbs.....	Town of Amherst
Clarence Monday	Town of Appomattox

Guests Present

Jonathan Parker	Parker Productions
Bob Bailey	CAER

Staff Present

Megan Lucas	Lynchburg Regional Business Alliance
Denise Jackson	Lynchburg Regional Business Alliance
Denise Rowland	Lynchburg Regional Business Alliance
Laverne Brown	Lynchburg Regional Business Alliance

Call to Order and Welcome

Jim Richards called the meeting to order at 3:01 p.m.

Items on Consent Agenda

Previous meeting minutes: Richards requested the group review provided minutes.

Financial report: In Todd Hall's absence, John Stone provided an overview of financial statements ending on January 31, 2017. Stone also reviewed the balance sheet and statements for CVIC and the Foundation. There were no questions from members.

Motion: John Doyle moved to approve the consent agenda. John Capps seconded the motion. The motion carried.

Chairman Update: Richards noted that the Annual Meeting was a success and continues to receive positive feedback on the event. He also noted that the Legislative trip to Richmond was attended by 3-4 legislators and Aubrey Lane. Lane spoke to the group on transportation. Richards concluded by congratulating Megan Lucas as being recognized as one the Top 50 Economic Directors in North America.

CEO Update - Lucas provided a verbal review of the provided CEO report included in the board packet.

Building Update: Lauren Dianich provided an overview of the building plan. Several construction bids were submitted and Flint Construction was selected. The Building Committee and staff will meet in the upcoming weeks to discuss construction. They are in the process of obtaining necessary building permits.

CAER Update: Bob Bailey provided an update on the pending sale of the Center for Advanced Engineering and Research to Liberty University. A formal offer from Liberty University has not been made. The LU School of Engineering will plan to relocate to the CAER facility if the two organizations reach an agreement on the sale of the facility. The primary use for the building will be business development.

Communication Strategy Presentation: Jonathan Parker provided an update on the Alliance's new Communications Strategy. The new tagline will be: Where Creativity and Commerce Connect. The campaign will include print, TV, video and digital marketing.

Items from Members: Ed Craighill recognized Gary Christie for his work on LRTAG. He is currently working with Shannon Valentine on a six-year planning meeting to be held in April. Lucas noted that Shannon Valentine will be the guest speaker for the April 13th Economic Vibe breakfast.

Membership Report: Lucas noted that membership has remained at the current level. A complete membership audit was recently completed by Ruth Littlefield, a consultant hired by the Alliance. On December 31, 2016, the LRBA applied for re-accreditation for a Five-Star rating. Ruth Martineau will be selling memberships and sponsorships until a full-time Vice President of Membership is hired.

Upcoming Opportunities: Lucas noted upcoming opportunities for board engagement, including Blueprint Virginia on March 2nd, AM Alliance on March 3rd, and Pancakes and Politics on March 7th.

Adjourn: Richards adjourned the meeting at 4:20 p.m.

**Lynchburg Regional Business Alliance
Income Statement
For the Three Months Ending March 31, 2017**

REVENUE			EXPENSES		
	3/31/2017	3/31/2016		3/31/2017	3/31/2016
Membership Dues	95,184.22	103,093.98	Administrative	171,919.32	150,449.26
New Member Dues	4,137.85	4,818.41	Building and Grounds	5,884.89	20,826.88
Economic Development - Private	193,500.00	267,070.00	General Operating	32,988.23	19,818.04
Economic Development - Public	0.00		Economic Development	63,198.03	30,836.77
Additional Funds Needed	0.00	1,250.00	Programs	33,082.85	53,238.44
Tech Council	0.00	0.00	Bad Debts	1,117.79	55.00
Misc. Income	11,180.62	4,158.50			
Publication Revenue	30.00	26.00	Total	308,191.11	275,224.39
Interest Income	604.54	629.98			
Total	304,637.23	381,046.87	Compensating Projects	11,522.94	16,282.74
Compensating Projects	17,274.17	23,290.32	Expenses (subtotal)	319,714.05	291,507.13
Total Revenue	321,911.40	404,337.19	Net Income (subtotal)	2,197.35	112,830.06
2017 Compensating projects net \$5,751.23			Economic Dev. Campaign	67,500.00	
			Communications Plan	21,165.00	
			Total Expenses	408,379.05	291,507.13
			Net Income	(86,467.65)	112,830.06
			Budget Year to Date	(28,226.87)	

**Lynchburg Regional Business Alliance
Balance Sheet
March 31, 2017**

ASSETS			LIABILITIES AND CAPITAL		
	3/31/2017	3/31/2016		3/31/2017	3/31/2016
Current Assets			Current Liabilities		
Cash	671,351.15	629,050.67	Accounts Payable	21,671.12	25,281.35
Cash - ED Capital Campaign	87,050.06	250,000.00	Deferred Income	401,144.91	404,119.75
Cash - ED Public Contributions	0.00		Other Current Liabilities	24,197.65	22,242.89
Accounts Receivable Dues	40,426.00	85,399.50	Total Current Liabilities	447,013.68	451,643.99
Accounts Receivable ED Private	113,500.00	194,650.00	Capital		
Accounts Receivable ED Public	0.00		Fund Balance Undesignated	676,080.26	867,233.68
Other Current Assets	116,536.70	158,659.41	Net Income	(86,467.65)	112,830.06
Total Current Assets	1,028,863.91	1,317,759.58	Total Capital	589,612.61	980,063.74
Property and Equipment	7,762.38	113,948.15	Total Liabilities & Capital	1,036,626.29	1,431,707.73
Total Assets	1,036,626.29	1,431,707.73			
3/31/17 ED Public Contributions Cash	0.00				
3/31/17 ED Expenses	186,915.00				
Net	(186,915.00)				

Lynchburg Regional Business Alliance
Budget vs. Actual
For the Three Months Ending March 31, 2017

		Actual	Budget	Variance	Annual
		Year to Date	Year to Date		Budget
	INCOME				
	PRIMARY INCOME				
1	New Member Dues	4,137.85	7,875.00	(3,737.15)	31,500.00
2	Current Member Dues	95,184.22	91,375.00	3,809.22	365,500.00
3	Compensating Projects - net	5,751.23	5,625.00	126.23	136,200.00
4	ED Local, City, Town and County Governments	0.00	0.00	0.00	268,634.00
5	ED Private Contributions	193,500.00	193,500.00	0.00	660,000.00
6	Additional Funds Needed to Balance	0.00	0.00	0.00	0.00
7	TOTAL PRIMARY INCOME	298,573.30	298,375.00	198.30	1,461,834.00
	OTHER INCOME				
8	Miscellaneous	810.62	117.00	693.62	700.00
9	Interest	604.54	367.00	237.54	2,200.00
10	Member Value Promotions	150.00	125.00	25.00	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	11,815.16	3,609.00	8,206.16	41,650.00
18	TOTAL INCOME	310,388.46	301,984.00	8,404.46	1,503,484.00
	EXPENSES				
	ADMINISTRATIVE				
19	Salaries	138,303.36	133,962.00	4,341.36	622,100.00
20	Temporary Services	933.38	625.00	308.38	2,500.00
21	Sales Commissions	5,129.20	1,700.00	3,429.20	1,700.00
22	Retirement	6,140.98	7,700.00	(1,559.02)	60,300.00
23	Group Insurance	11,736.14	14,124.00	(2,387.86)	67,900.00
24	FICA	9,252.03	10,060.00	(807.97)	46,900.00
25	Unemployment Tax	0.00	0.00	0.00	4,000.00
26	Workman's Comp Insurance	424.23	475.00	(50.77)	1,900.00
27	TOTAL ADMINISTRATIVE	171,919.32	168,646.00	3,273.32	807,300.00
	OCCUPANCY				
28	Utilities	1,988.20	1,850.00	138.20	1,850.00
29	Custodial	795.00	810.00	(15.00)	810.00
30	Real Estate Tax	0.00	0.00	0.00	2,074.00
31	Building Insurance	482.49	350.00	132.49	350.00
32	Depreciation - Building	0.00	0.00	0.00	0.00
33	Building Repairs & Maintenance	2,619.20	2,800.00	(180.80)	2,800.00
34	Court Street Lease	0.00	0.00	0.00	53,000.00
35	TOTAL OCCUPANCY	5,884.89	5,810.00	74.89	60,884.00

Lynchburg Regional Business Alliance
Budget vs. Actual
For the Three Months Ending March 31, 2017

		Actual	Budget	Variance	Annual
		Year to Date	Year to Date		Budget
	GENERAL				
36	Office Supplies	4,692.29	3,937.50	754.79	15,750.00
37	Postage	1,060.51	1,075.00	(14.49)	4,300.00
38	Printing	4,699.98	2,375.00	2,324.98	9,500.00
39	Telephone	2,241.04	1,975.00	266.04	7,900.00
40	Memberships & Subscriptions	2,291.97	2,525.00	(233.03)	10,100.00
41	Audit	0.00	0.00	0.00	6,850.00
42	Depreciation - Equipment	1,279.86	1,800.00	(520.14)	7,200.00
43	Taxes & Licenses	0.00	0.00	0.00	830.00
44	Meetings, Meals & Lodging	2,324.06	3,625.00	(1,300.94)	14,500.00
45	Travel	504.44	2,250.00	(1,745.56)	9,000.00
46	D & O Liability Insurance	1,249.26	1,250.00	(0.74)	5,000.00
47	Small Equipment Purchases	0.00	212.50	(212.50)	850.00
48	Membership Development	881.98	881.98	0.00	1,700.00
49	Promotional Items	0.00	787.50	(787.50)	3,150.00
50	Premium Investor Program	0.00	75.00	(75.00)	300.00
51	Partners in Education	0.00	0.00	0.00	3,000.00
52	Staff Training	4,401.35	2,250.00	2,151.35	9,000.00
53	Equipment Repairs & Maintenance	1,338.44	3,800.00	(2,461.56)	15,200.00
54	Auto insurance	105.48	107.50	(2.02)	430.00
55	Equipment Lease & Rental	1,738.99	1,335.00	403.99	5,340.00
56	Bad Debts	1,117.79	1,117.79	0.00	11,200.00
57	Public Policy	441.12	1,250.00	(808.88)	5,000.00
58	Strategic Planning	0.00	0.00	0.00	2,500.00
59	Website	20.00	300.00	(280.00)	1,200.00
60	Marketing	2,164.36	3,125.00	(960.64)	12,500.00
61	Software	1,553.10	1,392.25	160.85	12,100.00
62	TOTAL GENERAL	34,106.02	37,447.02	(3,341.00)	174,400.00
	ECONOMIC DEVELOPMENT				
63	Marketing	23,697.07	42,250.00	(18,552.93)	169,000.00
64	Regional Collaboration Projects	1,743.00	2,000.00	(257.00)	8,000.00
66	Investor Relations Events	15,722.54	19,250.00	(3,527.46)	77,000.00
67	Meetings, Meals & Lodging	11,368.08	5,000.00	6,368.08	20,000.00
68	Travel	1,672.43	3,450.00	(1,777.57)	13,800.00
70	Special Projects	0.00	7,000.00	(7,000.00)	28,000.00
71	Dues & Subscriptions	887.92	1,500.00	(612.08)	6,000.00
72	Research	816.00	675.00	141.00	2,700.00
73	Software	5,430.99	2,225.00	3,205.99	8,900.00
75	Website	1,860.00	1,875.00	(15.00)	7,500.00
76	TOTAL ECONOMIC DEVELOPMENT	63,198.03	85,225.00	(22,026.97)	340,900.00
	OTHER				
77	CAER	30,000.00	30,000.00	0.00	90,000.00
78	Young Professionals of Central Virginia	1,968.68	1,968.68	0.00	7,000.00
79	Technology Council	885.83	885.83	0.00	23,000.00
80	TransDominion Express	228.34	228.34	0.00	0.00
81	TOTAL OTHER	33,082.85	33,082.85	0.00	120,000.00
82	EXPENSES (subtotal)	308,191.11	330,210.87	(22,019.76)	1,503,484.00

Lynchburg Regional Business Alliance				
Budget vs. Actual				
For the Three Months Ending March 31, 2017				
		Actual	Budget	Variance
		Year to Date	Year to Date	Annual Budget
83	NET INCOME (subtotal)	2,197.35	(28,226.87)	30,424.22
84	Campaign Management	67,500.00	0.00	67,500.00
85	Communications Plan	21,165.00	0.00	21,165.00
86	TOTAL EXPENSES	396,856.11	330,210.87	66,645.24
87	NET INCOME	(86,467.65)	(28,226.87)	(58,240.78)

Central Virginia Industries Council, LLC
Income Statement
For the Three Months Ending March 31, 2017

Revenues		Expenses	
Membership Dues	534.33	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	2,000.00
Sponsorships	<u>0.00</u>	Meetings, Meals & Lodging	
Total Revenue	534.33	Wage & Benefits Survey	
		Staff Support	
		Bad Debts	
		Printing	
		Postage	<u></u>
		Total Expenses	2,000.00
		Net Income	<u><u>(1,465.67)</u></u>

Central Virginia Industries Council, LLC
Balance Sheet
March 31, 2017

ASSETS		LIABILITIES AND CAPITAL	
Current Assets		Current Liabilities	
Cash - First National Bank	25,440.58	Deferred Income - Dues	486.00
Accounts Receivable	<u>0.00</u>	Accounts Payable	<u>0.00</u>
Total Assets	<u><u>25,440.58</u></u>	Total Liabilities	486.00
		Capital	
		Fund Balance	26,420.25
		Net Income	<u>(1,465.67)</u>
		Total Capital	<u>24,954.58</u>
		Total Liabilities & Capital	<u><u>25,440.58</u></u>

Central Virginia Foundation for Economic Education & Improvement
Income Statement
For the Three Months Ending March 31, 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	2,383.06
		Building - misc.	18.50
		Building Insurance	1,134.60
		Building Repairs & Maintenance	0.00
		A&E Services	268.25
		Capital Campaign	0.00
		Bank Fees	<u>0.00</u> 15,629.90
		Total Expenses	15,654.90
		Net Income	<u><u>2,483.98</u></u>

Central Virginia Foundation for Economic Education & Improvement
Balance Sheet
March 31, 2017

ASSETS		LIABILITIES AND CAPITAL	
Current Assets		Current Liabilities	
Cash - checking	15,311.13	Deferred Income	5,494.50
Cash - building	174,822.39	Accounts Payable	80.67
Accounts Receivable	0.00	Due to Affiliate	<u>0.00</u>
Pledges Receivable	175,467.08		
Allowance for Uncollectible Pledges	(10,636.82)	Total Liabilities	5,575.17
Prepaid Expenses	<u>0.00</u>		
Total Current Assets	354,963.78	Capital	
		Fund Balance	1,475,531.19
Construction in Progress	1,453.97	Restricted -Air Service	3,292.00
Property and Equipment	<u>1,130,464.59</u>	Net Income	<u>2,483.98</u>
Total Property and Equipment	1,131,918.56	Total Capital	1,481,307.17
Total Assets	<u><u>1,486,882.34</u></u>	Total Liabilities & Capital	<u><u>1,486,882.34</u></u>

*Fund Balance

W. Alton Jones Grant 7,039.73

MEMO

To: Board of Directors Lynchburg Regional Business Alliance

Fr: Megan Lucas, CEC
Lynchburg Regional Business Alliance, CEO

Date: May 22, 2017

Re: Alliance Economic Development Updates and Activity

ADVOCACY:

- **Lynchburg City Election Candidate Forums:** The Young Professionals of Central VA (YPCV) and the Alliance hosted candidate forums for two visible city races, Sheriff and Commonwealth Attorney with an estimated 200 in attendance. Leg. Affairs Committee member Wes Fugate moderated the debates.
- **Hosting Secretary of Commerce & Trade Todd Haymore:** We are hosting Secretary Haymore on July 25th for a regional tour and key meetings to familiarize him with the assets of our region. For unforeseen reasons the date of this event was changed from May 30th.

ECONOMIC DEVELOPMENT:

- **CEDS:** An email survey went out to all those who have been involved in the CEDS to date to affirm roles moving forward and for potential names for Initiative Councils. Initiative Councils will meet over the summer with formal action plans being submitted by September 30th.
- **GO Virginia:** Our GoVA Regional Council will be having their first of three "Metro Meetings" in May. We hosted the Regional Council May 22nd at Liberty University. Prior to the meeting we (Alliance & Local Government Council) briefed our Council representatives regarding regional initiatives and opportunities. We continue to work on establishing ideas for potential projects that would be eligible to compete for GoVA funds.
- **Economic Development Campaign:** On April 27th we publicly kicked-off the campaign at Wiley|Wilson communicating the \$3.3 million goal and announcing that we are already at 51% of goal. The Campaign Cabinet met to review the status of the campaign and assign donor calls. Request for meeting letters have been sent and team members have begun setting up investor appointments. The goals of the campaign are to generate 2500 primary jobs/\$111 million annual payroll after five years. This will be accomplished through an aggressive recruitment strategy, regional positioning in the national and global market and enhancing the regional business ecosystem all of which is done *in conjunction* with the local economic developers. However, none of this is possible without reaching this \$3.3M goal and this goal is only met by meeting with organizations in our region. Please encourage investment in the economic development campaign and open doors when possible.
- **CAER:** The CAER Board has voted on a formal arrangement with Liberty University. No public announcement of the sale has occurred. An update will be given at the board meeting on May 25th.

- **VMA:** We hosted the Virginia Manufactures Association for a Regional update with area manufacturers on May 11th. The Alliance is an active member of NAM (National Association of Manufacturers).

MEMBERSHIP & EVENTS:

- **Workforce Summit:** We planned and hosted over 80 educators and employers for a dialogue on our workforce on May 5th. It was a collaborative effort with Workforce Investment Director, Ben Bowman and Union Bank partner Matt Churchill. Table discussions and interactions with over 15 workforce solution providers yielded ten flip charts full of ideas. These will be discussed with our regional workforce development board and next steps will be decided upon.
- **Buy The Burg! Regional Trade Show:** One of our largest non-dues revenue producers, this event showcases members via trade show booths and will be held May 23rd. Our exhibitors need to see the support and foot traffic from our area businesses.
- **Leadership Lynchburg:** The Alliance celebrated the graduation of the 43rd Class of Leadership Lynchburg's Flagship Program on May 18th with 37 emerging leaders completing this nine-month program. Several have already been promoted within their organizations.

MARKETING & BRANDING OUR REGION:

- **Prospect Theme:** 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. The prospect returned for a second visit at the end of April.
- **TEVA:** We continue dialogue with leaders at TEVA and with the state on ways to assist them. At this time, we have a draft marketing strategy in place and will begin implementation once we receive the "go" from the TEVA legal team.
- **Supply Chain Strategy:** We are working with Applied Marketing to identify suppliers fitting in our regional profile and services which will create a marketing and lead generation strategy to attract those specific suppliers to our region. The goal is to identify companies fitting within the supply chain of existing companies and industries in our region.
- **Recruitment:** Exhibited at the National Craft Brewers Convention, "We don't know Jack! Brewing Business for the Lynchburg Region." This is the first time that the former and new organization has been in the position to participate as an exhibitor at an international convention and trade show. Our purpose was to engage the supply chain of the craft industry.
- **Trips & Visits to our Region:**
 - Hosted VEDP's new CEO Stephen Moret in the region.
 - Attended Site Selectors Guild to generate awareness and discussion regarding the assets of our region for industrial development.
 - Hosted VEDP Sites & Buildings staff to review our regional inventory.
 - VEDP Familiarization Tour: May 16th & 17th, we hosted 16 staff members of VEDP in the region. The guests visited Amherst, Appomattox, Bedford and Campbell Counties, the City of Lynchburg and Town of Altavista.
 - Manufacturers Writers Familiarization Tour: May 24-25th, we are hosting four national writers in the region.

- Select USA Summit: Held in June, The Alliance will be attending and exhibiting to showcase our region.

FACILITIES & OPERATIONS:

- **VP of Membership Development:** We have interviewed four candidates, have an additional interview next week and have promising prospects. We hope to extend an offer to a candidate very soon. We have marketed the position locally and within our existing state and national networks.
- **New Headquarters:** Construction renovations continue. We have discovered some unexpected issues that require shifting of construction priorities to keep within budget. Mainly, a roof repair needed to stop leakage. We are continuing to work on a leasing agreement for groups that want to use our new conference center space. These inquiries are coming in more frequently and we'll need to have an agreement in place by the time we are in the facility.

Makes Community Impact

ECONOMIC DEVELOPMENT

TEAM NAME: Lynchburg Community Connection

Our Team's project/community challenge was:

The community challenge was to improve the communication of available parking downtown City of Lynchburg with additional/updated signage as the City permits. The project in response to the community challenge centered on data collection for the City of Lynchburg that consisted of a focus group and a narrow-focused survey. The results of the focus group and survey, which generated more feedback than any previous survey conducted by the City of Lynchburg, provide the City of Lynchburg with usable data to support the necessity of making changes to the communication of parking.

How we made impact in this area: Clear communication of parking creates a more easily accessible downtown for those citizens living/working/visiting downtown. In turn, this will result in an influx of patrons into the downtown area that will spend money with the local shops and eateries, thus impacting the economic development of the City of Lynchburg.

EDUCATION

TEAM NAME: #GoGivers

Our Team's project/community challenge was:

Approaching the community challenge of Education by addressing the issue of early childhood literacy.

How we made impact in this area: We made Lynchburg a Talking is Teaching community by partnering with the Lynchburg Community Market and encouraging parents to talk to their children while visiting their local market.

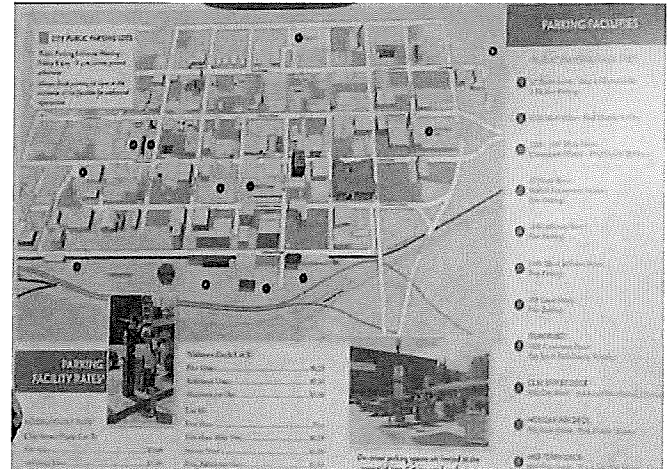
ENVIRONMENT & RECREATION

TEAM NAME: Team Mac & Trees

Our Team's project/community challenge was:

Environment/Recreation/Green Issues

How we made impact in this area: We constructed a half-mile trail on the south side of Percival's Island that expands the trail system and brings pedestrians closer to the James River. By coordinating with Parks and Recreation, this trail becomes part of the official city trail system and will enhance the outdoor experience for visitors to the island for years to come.



Makes Community Impact

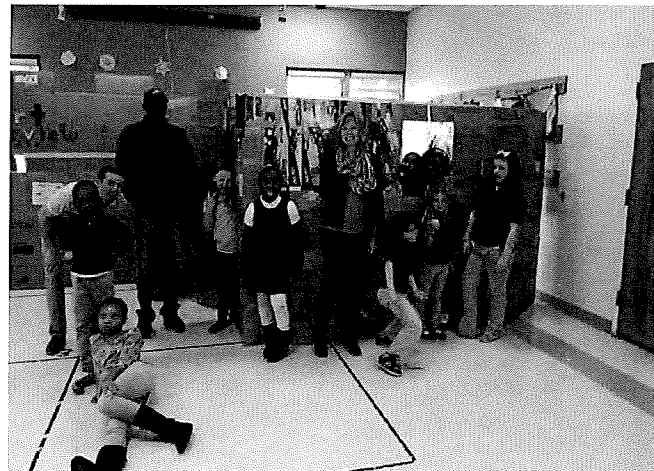
HEALTH

TEAM NAME: Live Well Lynchburg

Our Team's project/community challenge was:

Our team's project was empowering children of the Lynchburg Community Centers to make healthier choices by encouraging new food experiences and connecting the resources of our community to their fingertips and taste buds.

How we made impact in this area: We made an impact in this area by bringing healthy snacks to the 5 local community centers. We visited each community center three times and each time we brought them a new snack. We cleaned, prepped and gave the snacks to the kids while also telling them about the nutritional benefits of what they were eating. We were fortunate to have all of our fruits and vegetables donated to us by Conner Produce. At each center we visited there were always kids who were trying something new and enjoying what they were eating which always made our group happy.



WORKFORCE & EMPLOYMENT

TEAM NAME: Team CSI

Our Team's project/community challenge was:

Workforce & Employment

How we made impact in this area: Team CSI worked with local employers in the areas of healthcare, manufacturing and construction to create short videos highlighting each sector's future growth. The videos also focused on alternative pathways to careers in each of these job sectors.



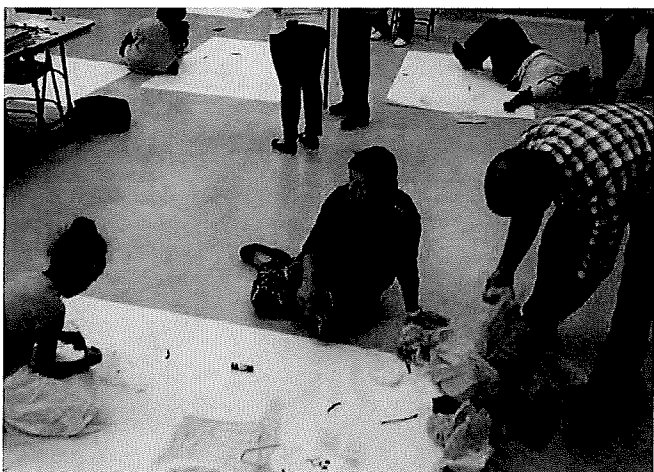
YOUTH

TEAM NAME: #UthRok

Our Team's project/community challenge was:

Youth – To identify and impact challenges facing the youth in our community.

How we made impact in this area: We created a program which introduced school aged children to expressionism through art. Our program also unifies youth centers with under-utilized agreements with art groups to create sustainable and consistent opportunities for the children at the youth center.





The Center for Advanced
Engineering & Research

Center for Advanced Engineering and Research – Economic Development Outcomes from 2011 – 2016

- Marketing the Region – CAER has hosted numerous visitors from around the country and the world for tours and events. In particular, the BWXT IST has been and continues to be a source of a significant amount of exposure for the region.
- Jobs – The CAER has led or supported projects that have resulted in a total of 260 new jobs in the region between 2011 and 2016. In addition, current projects in the CAER pipeline add up to another 335 jobs.
- Capital Investment – CAER projects have led to a total of \$23,530,000 in private sector investment and a total of \$15,720,000 in research grants in the region.
- Companies – CAER has provided direct support to ten (10) companies that have either relocated or expanded in the region
- Partnerships - CAER has established Master Research Agreements with six (6) universities, educational partnerships with five (5) universities, and teaming agreements with the VA Nuclear Energy Consortium, Vanderbilt University Center for Research and Innovation in Systems Safety, and the International Critical Infrastructure Security Institute (ICISI). The CAER has also led the effort to establish the Central Virginia Energy Alliance as an energy focused technology cluster.
- Funding - CAER has developed strong relationships and expertise to connect regional companies to a wide variety of potential R&D resources.

Center for Advanced Engineering and Research – Major Initiatives 2017 - 2019

- Support the LRBA technology based economic development programs
 - Identify and support funding for technology development/commercialization
 - Access to university partners
 - Science and engineering workforce development
- Collaborative efforts with LU to develop the partnerships and programs needed to build out their engineering school and increase their capacity for energy related R&D and economic development
- Grow industry partnerships and develop programs and services in industrial cyber security in collaboration with ICISI
- Establish and grow the Southern Virginia Innovation Center for Dynamic Spectrum Access – with a focus on addressing rural broadband access
- Management of Commonwealth Graduate Engineering Program (CGEP)

GO Virginia Region 2 Council: Working Groups and Project Development

Working groups will advise the Council on the development and implementation of the regional growth and diversification (G&D) plan and how to meet its central goal of growing higher wage jobs, primarily from new revenue. Selected by the Council, these groups will focus on talent, technology, capital, and development issues. They will consist of up to 100 volunteers (current council members and others from the community) with expertise and interest in these topics. Their selection will involve an open call for expressions of interest similar to the process used for soliciting Council nominations.

The groups will work with Council staff between June and August, exploring opportunities and challenges in Region 2, refining understandings and approaches, and developing an activity matrix that will assist the Council in soliciting and evaluating project proposals. The activity matrix will also guide Council staff in identifying regional champions and providing technical assistance to project applicants.

Groups

Skilled talent at all levels: At the state level GO Virginia has identified talent production and the retention of high skilled workers as among critical challenge for all regions in Virginia. The group may focus on the challenge of retaining graduates from our four-year institutions of higher education or opportunities to grow STEM-focused, middle-skill workers at our community colleges and secondary schools.

Technology innovations for targeted industry clusters: Statewide, the GO Virginia program has highlighted the need to better leverage ideas generated from our state's higher education system and companies. The group may consider how getting new ideas to the market place offer opportunities for startups, scale ups and established firms in our region. Specific approaches will be filtered by the needs of targeted industry clusters identified through the G&D planning process. These clusters of related firms in existing or emerging sectors should represent specific opportunities that are ripe for new product development or process improvements.

Development of unique sites and buildings: Having appropriate real estate product, places and spaces where different industries can thrive, has never been more complex and demanding. GO Virginia funds are not appropriate for site acquisition, but the state has recognized there are opportunities to facilitate specific approaches to site development (e.g. industrial parks, destination neighborhoods). The group may shape those opportunities through the needs of targeted clusters identified through the G&D process.

Capital access and business mentorship: A common concern, especially outside the Commonwealth's urban crescent, relates to capital and ideas about how entrepreneurs and businesses access it. The group may concentrate on ways of supporting acceleration efforts for young and growing firms, linking acquisition of capital to high quality mentorship and training programs, that linkage is an increasingly common approach to effectively deploying capital. Such initiatives may be targeted to support firms with high growth potential across challenging stages of their life cycle.

Activities

First each working group will consider how their topic area can advance the program's goals and objectives. Council staff and regional partners will provide relevant data to inform these discussions.

Work groups will further discuss 3-5 types of projects relevant to the program. They will identify any alignment of assets and opportunities available to the region to move them forward, and suggest priority areas for the council to pursue.

Work groups are also expected to develop and propose relevant measures of project success. These will be informed by simultaneous discussions of the state board and the regional council.

Lastly work groups will suggest evaluation criteria for project proposals. Among the criteria should be financial commitments available to project proponents.

Deliverable

Each work group's discussions will be captured in an activity matrix including: suggested project types, alignment of assets and opportunities, project success measures, and criteria for evaluation of project proposals. This matrix will be suitable for inclusion in the G&D plan.

Anticipated Timeline

<i>MAY</i>	<i>MAY-JULY</i>	<i>JULY</i>	<i>AUGUST- SEPTEMBER</i>	<i>SEPTEMBER- OCTOBER</i>
Member recruitment for 4 working groups with up to 25 members each	Charge meeting for all working groups 2 staff facilitated working group discussions Staff and regional data on economic conditions delivered to working groups	Groups deliver activity matrix for G&D plan	G&D plan delivered to and reviewed by state Staff TA for project champions and proponents	Project submissions to regional council and state