

GROWING TOGETHER. SUCCEEDING TOGETHER.



2018 ANNUAL REPORT
2019 PROGRAM OF WORK



**LYNCHBURG REGIONAL
BUSINESS ALLIANCE**

— Chamber & Economic Development —

LynchburgRegion.org

YesLynchburgRegion.org



GROWING TOGETHER. SUCCEEDING TOGETHER.



The Lynchburg Regional Business Alliance is positioned for momentum in 2019. The passion for the region isn't slowing down and we are excited by our shared connection and priorities.

As you'll see throughout this document, our Board's strategic planning process and plan adopted at the end of 2018 demonstrates that we are hyper focused on key initiatives that will offer widespread access to prosperity, attract talent and investment and ensure that we are poised to compete for growth as one of America's other great mid-sized regions.

Economic development and growth is a long game; however, we can and should celebrate each victory along the way. All of the region-building accomplishments outlined in this annual report are a testament to the power of 'we.'

We grow together and we succeed together.

Thank you for your partnership, investment and trust – and most of all, for your incredible commitment to our community. It is our pleasure and privilege to work with you and on your behalf.

Megan A. Lucas

CEO & Chief Economic Development Officer
Lynchburg Regional Business Alliance



It is my privilege to serve as Chairman of the Lynchburg Regional Business Alliance for 2019 and have the opportunity to work with such a talented group of business and civic leaders to enhance our region. I have tremendous respect for those who have preceded me as chair of the Alliance, as well as the legacy organizations from which it was formed, and applaud the vision to unify our economic development

efforts. It has taken hard work and dedication for us to get to this point and I believe we are well positioned to positively influence our region's future growth and prosperity.

I have been asked about my vision for the Alliance and what I will specifically do to move our organization forward. To those questions my response is simple; remain engaged in our region, participate and contribute to the best of my abilities, and fulfill my commitment. The individuals within our business community that I admire the most take this approach on a consistent basis, understanding that leadership is exhibited more through actions than words. I feel accountable to all of you to do my best to assist the Alliance in making a positive impact.

I am proud to be native of the Lynchburg area. I grew up here, went to school here and have raised my family here. My company has points of presence across the region and we are dependent on its viability to meet our business objectives. Needless to say, I am vested. Many of you are vested too and collectively our prospects rise with when the region thrives. The efforts of our entire membership are needed to accomplish our mission; leading economic development through generating jobs and investment, promoting our brand, cultivating talent and enhancing the business climate. It's in our best interests to be involved so that we can grow and succeed together!

Thank you for your support of the Lynchburg Regional Business Alliance.

Aubrey H. Hall, III "Todd"

Chairman

First National Bank



CORE VALUES

- AGILE - We embrace, and in many cases, initiate change so that we increase our effectiveness and impact.
- ACCOUNTABLE - We are good stewards of the investment our stakeholders make and keep them abreast of our results.
- BEYOND THE BUSINESS CARD - We love to help our members and stakeholders and commit with every interaction to go beyond just knowing what's on their business card. We ask "how can I help you today?" and aim for our work to inspire admiration or wonder every day.
- INTEGRITY - Our words and actions are honest, sincere and collaborative.
- BOLD - We believe that big thinking leads to big results. We commit to being curious, to thinking more about what's possible not what's holding us back, and to helping our members aim high.
- CHAMPION FREE ENTERPRISE - We believe in the system of supply and demand and work to protect a free market economy where business can thrive.
- SOUTHERN HOSPITALITY - We are welcoming, warm and hospitable to prospective residents and businesses.



The Alliance's Board embarked on a strategic planning process in the fall of 2018 to create a three-year plan for the organization. It was determined that the following five goals should be aggressively pursued.

Top Five Wins

1. Create redevelopment plan and strategy for reuse of CVTC
2. Launch the regional Empowering People Innovation Commerce (EPIC Center)
3. Increase retention of local college graduates
4. Secure additional commercial air service
5. Secure company or major expansion in our region leading to increased jobs & capital investment



“While on the road, I have benefited from complimentary use of the Business Alliance's office space. I have had excellent internet access and a private office with a desk and chair. It has saved me travel time to/and from my home office and helped my work to go more efficiently.”

Michael Patch, Property One Photography



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ALLIANCE HIGHLIGHTS

- Lobbied for the **Central VA Training Center** resulting in preliminary funding conversations for site cleanup and remediation with key staff in the Governor's office.
- Hosted **Regional Workforce Summit** with over 100 employers and educators participating providing national best practices on workforce and education strategies. This resulted in an intercity trip to one of the top workforce regions in the country, Tuscaloosa, AL in January 2019.
- Conducted **171 site selector marketing events** to communicate the assets of our region as the ideal location for industry expansion. Consultants working with companies actively seeking new locations were able to hear the benefits of doing business in the Lynchburg region and the available properties.
- Received **\$20,000 AEP EDGE** grant for the marketing of the TEVA Pharmaceutical facility and regional industrial properties.
- Hosted the premier regional **Congressional Forum** for both the 5th and 6th district candidates.
- Hired a **Director of Government Relations** and began to bolster this top program of the Alliance.
- Completed **site readiness analysis** which provides a foundation and benchmarking for getting industrial sites closer to the top-level business ready site tiers.

- Received International Economic Development Council **Silver Award** for "We Don't Do Jack" marketing campaign highlighting our brewery assets and opportunities.
- Relocated the **Small Business Development Center** to the Lynchburg Regional Business Alliance headquarters providing increased synergy and a central location for entrepreneurs and small businesses to come for resources.



- Launched the regional **Business Hall of Fame** recognizing business and community leaders for their contributions to the region's business history in some significant manner, either through sustained superior accomplishment or through a specific important achievement.

- Hosted **Secretary of Commerce and Trade Brian Ball** and **CEO of VA Economic Development Partnership, Stephen Moret** to highlight our regional assets and provide interaction with our businesses and one-on-one feedback on ways to enhance our business opportunities.
- Championed the **Downtown Lynchburg Master Plan** by meeting with members of City Council; providing strong public commentary at the public hearing; and, by joining forces with the Downtown Lynchburg Association and the Academy Center for the Arts.
- Engaged **19 volunteer Ambassadors**, the retention and hospitality arm of the organization, who communicated with membership on programs and services of the Alliance and connected members for resources and growth.
- Conducted **30 ribbon cuttings** celebrating our members' business growth and success.



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MEMBERSHIP HIGHLIGHTS

#/ Employees



739
Ambassadors'
visits to
members

Member Services

- Total Members **746**
- Employees Represented **41,751**
- New Members **70**
- Member Premium Investors **83**
- Member Retention Rate **92%**
- Avg. Yrs. of Membership **19**
- Members utilizing Alliance Offices **37**
- Members Connecting at Networking Events **3,922+**

\$7,929

Prescription drug savings by members who used our Alliance Rx Card

99+
Number of business sectors we represented through our advocacy work

9,099
Certificates of Origin processed for our exporting members

Largest Member Sectors

- Business and Professional Services
- Finance and Insurance
- Healthcare
- Restaurants, Food & Beverages
- Non-Profits



3,113
Likes



390
Followers



563
Followers



ECONOMIC DEVELOPMENT HIGHLIGHTS

Regional Marketing

79 Lead generation meetings/calls executed

6 Marketing trips annually to target markets/industries

1 Article in Site Selector, a national top digital magazine that had the top downloaded article in 2018

Lynchburg Regional Strengths

- Centralized Location
- Low Cost of Living
- Availability of Water Supply
- Access to Higher Education and Training Programs

Aggressive Recruitment Strategy Targets Based on Supply Chain Analysis

- Metals
- Plastics
- Machinery and Components
- Transportation and Logistics

\$35,000

Economic Development Grants

171
Site Selector Visits

57
Economic Development Investors



2019 PROGRAM OF WORK

The 2019 program of work was created to advance the four pillars of our mission.

GENERATING JOBS & INVESTMENT



Economic Development:

- Increase economic development project opportunities for the region through the improvement of industrial sites and existing buildings.
- Build a robust BRE program to increase jobs and capital investments with existing business industry. Increase support to municipalities on generating jobs and investment through existing companies within the region.
- Ignite entrepreneurship with target programs from mentorships to gap financially.



ENHANCING THE BUSINESS CLIMATE



Government Relations:

- Represent and advocate for pro-business policies to protect and enhance the business environment in the Lynchburg region.



Membership Value & Services:

- Grow member participation in the many programs we offer including one-on-one coaching, leadership development training, affinity program discounts, top learning summits on key issues facing our region, lead generation networking programs and more.
- Increase awareness of the Alliance as a business ally and “the voice of business” so that more members are taking advantage of the benefits of membership.



2019 PROGRAM OF WORK

PROMOTING OUR BRAND & IMAGE



Target Marketing:

- Increase the project opportunities of the Lynchburg region through a new robust lead generation program.
- Continue to develop relationships with site consultants and real estate professionals to increase awareness of the Lynchburg region.
- Position the Lynchburg region as a top location for business and industry as well as quality of place.

CULTIVATING TALENT



Workforce:

- Champion coordinated industry-driven workforce programs
- Expand connections with higher education institutions to retain a greater number of collegiate graduates within the region.
- Redevelop the Young Professionals of Central Virginia program of work focusing more on professional development opportunities.



“Lynchburg Regional Business Alliance works so diligently at increasing economic growth within the community; I can't imagine any business thriving without them. Their staff consists of some of the most relatable, encouraging and kind-hearted people making our business endeavor fun! Our business's initial growth has exceeded our expectations and we tribute that to the Business Alliance and everything they have done to support us.”
Hannah Predmore, Harry's Bakery and Catering



2019 BOARD OF DIRECTORS



Susan Adams
Appomattox County



Fred Armstrong
Treasurer
Wiley|Wilson



Cathie Brown
Impact Makers, Inc.



Dr. John Capps
Central Virginia
Community College



Sara Carter
Town of
Amherst



Gary Christie
Region 2000 Local
Government Council



Waverly Coggsdale
Town of Altavista



David Corry
Liberty University



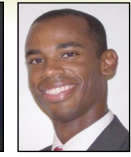
Michael Davidson
Campbell County
Econ. Development



Lauren Dianich
Atelier 11
Architecture, LTD



Rollie Edwards
Generation
Solutions



Michael Elliott
CENTRA



Jennifer Foster
Foster Fuels Inc.



Tracy Gallahan
First National Bank



Rex Geveden
BWX Technologies,
Inc.



Bill Guzek
Center for Advanced
Engineering &
Research



Todd Hall
Chair
First National Bank



Darryl Huften
Apple Ford



Jeff Hurley
DataPrivia, Inc.



Larry Jackson
Appalachian Power



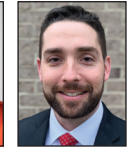
Chris Jones
Lynchburg Hillcats



George Kayes
ABC13



Tim King, Jr.
Virginia Business
Systems



Stephen Lamanna
BB&T



Steven Lydzinski
Framatome



Nathaniel Marshall
BWX Technologies, Inc.



Ryan McEntire
Chair Elect
Brown, Edwards, &
Company, L.L.P.



Patrick McNamara
MaxPlayFit, LLC



Anne McVeigh
Davenport &
Company LLC



James Mercadante
Cintas



Kelly Mirt
The News &
Advance



Rebecca Moody
Southern Provisions
Company



Elizabeth Narehood
Central Virginia
Community College



Robert O'Brian, Jr
Lynchburg Ready
Mix Concrete Co.,
Inc.



Tray Petty
Moore & Giles,
Inc.



Stefanie Prokity
Past Chair
Successful
Innovations, Inc.



James Richards
Petty, Livingston,
Dawson,
Richards, PC



Dean Rodgers
Amherst County



Frank Rogers
Campbell County



Dr. Doug Schuch
Bedford County
Schools



Dr. Aaron Smith
University of
Lynchburg



**Eric (Rick) J.
Sorenson, Jr**
Woods Rogers
Edmunds &
Williams PLC



John Stone, CFA
Stifel Nicolaus



Bonnie Svrcek
City of Lynchburg



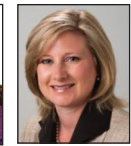
Luke Towles
Wells Fargo



Ryan White
Pinnacle Financial
Partners



Gloria Witt
Define Success
Coaching &
Facilitation



Denise Woernle
Vice Chair
Framatome

ALLIANCE STAFF & PARTNERS



Megan A. Lucas
CEO & Chief
Economic
Development
Officer



Christine Kennedy
COO & Executive
Vice President



Heath Barret
Vice President
of Membership
Development



Denise Rowland
Vice President
of Finance



Bob Bailey
Director of CAER



Laverne Brown
Director of
Marketing



**Christopher
Faraldi**
Director of
Government
Relations



Jamie Glass
Deputy Director
of Economic
Development



Denise Jackson
Director of
Events



Stephanie Keener
Director of
Small Business
Development Center
Lynchburg Region



Kaye Lewis
Executive
Assistant and
Event Planning



Candace Samples
Office Manager