

Fredericksburg Regional Alliance at the University of Mary Washington



Fredericksburg Regional Alliance

Board of Directors

- Kent Farmer (Chair)
- Linda Worrell (Vice-Chair)
- Doug Palmore (Treasurer & Secretary)
- Joe Grzeika
- Rick Hurley
- Wayne Acors
- Jack Cavalier
- Joe Green
- Mary Katherine Greenlaw
- Lloyd Harrison
- Ann Heidig
- John Neal
- Charles Payne, Jr.
- Fred Rankin, III
- David Sam
- Amanda Talbert
- Nate Wood
- Mike Vanderpool (General Counsel)

Source of Funds

Public	Private
50%	50%

Total Annual Budget **\$669,572**

Marketing is **70%** of Total Budget



Why Have a Regional Economic Development Organization?

- I. Virginia Economic Development Partnership protocol details the importance of regional marketing/economic development organizations
- II. Virginia works through 18 regional alliances to connect with 95 counties and 38 cities
- III. Coordinated, quick response team
- IV. Site selection consultants are looking for one resource and initiate searches by regions
- V. FRA learns the company's needs – offers solutions, not sales pitches
- VI. Experienced regional team is an asset in handling corporate visits



What Makes our Region Competitive?

❖ Workforce

- 168,238 workers with a participation rate of 67%
- 32% have bachelor's degrees or higher

❖ Location

- 60% of the American population is within a day's drive
- Hosts three military installations

❖ Transportation

- Interstate highway, VRE, Amtrak, Fredericksburg Regional Transit, commercial and civil airports, Commercial rail services

❖ Education

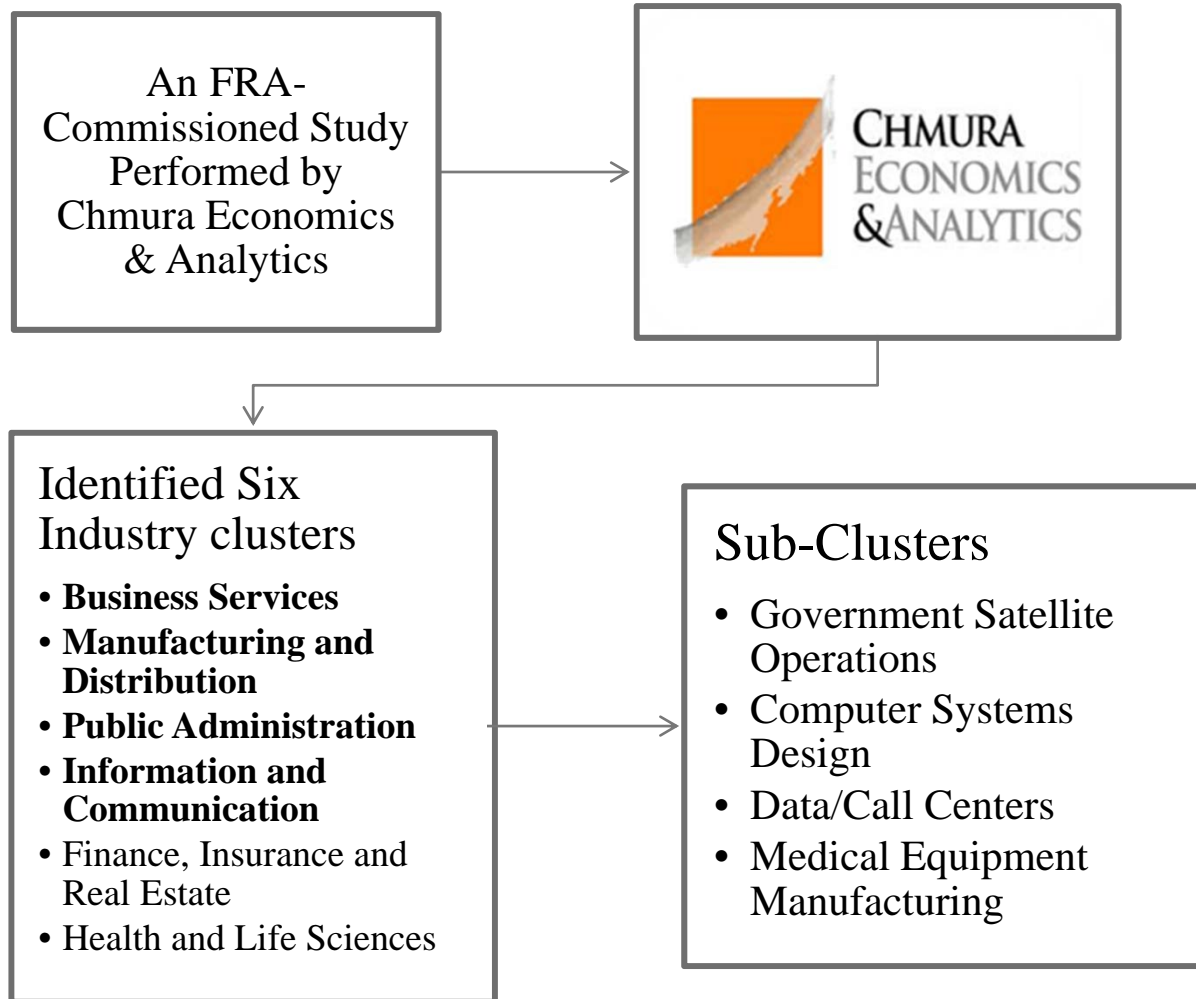
- University of Mary Washington, Germanna Community College, Public School System

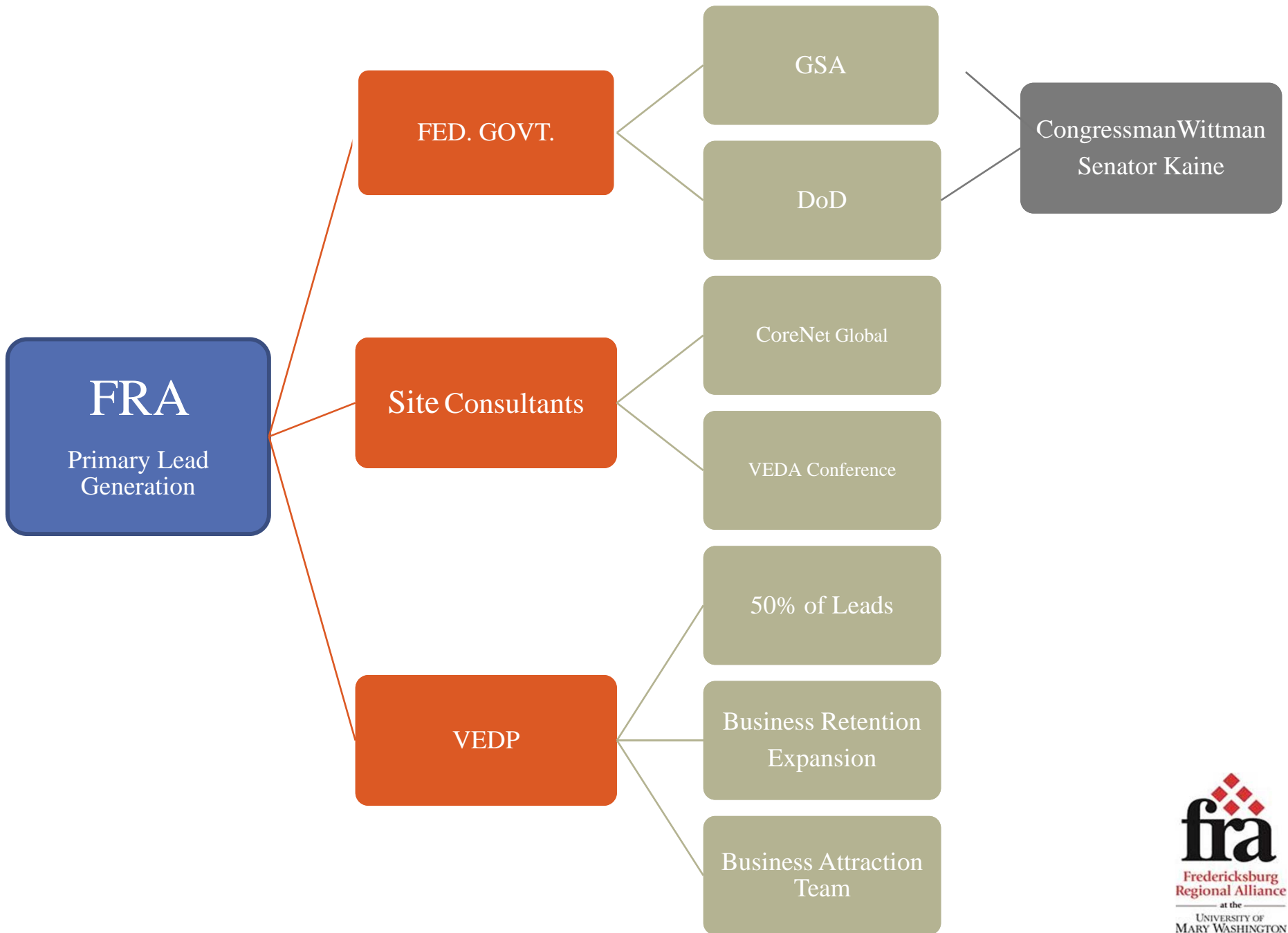
❖ Quality of Life

- Mary Washington Hospital, Stafford Regional Hospital, Spotsylvania Regional Hospital
- Access to international airports
- Urban & suburban settings, Historic Sites, Short drives to rivers, lakes, Ocean and major metropolitan areas



FRA's Marketing Plan





FRA Advertising



The most heavily trafficked commercial real estate website



Google Ad words are measurable, flexible, and efficient



Over 100,000 weekly readers

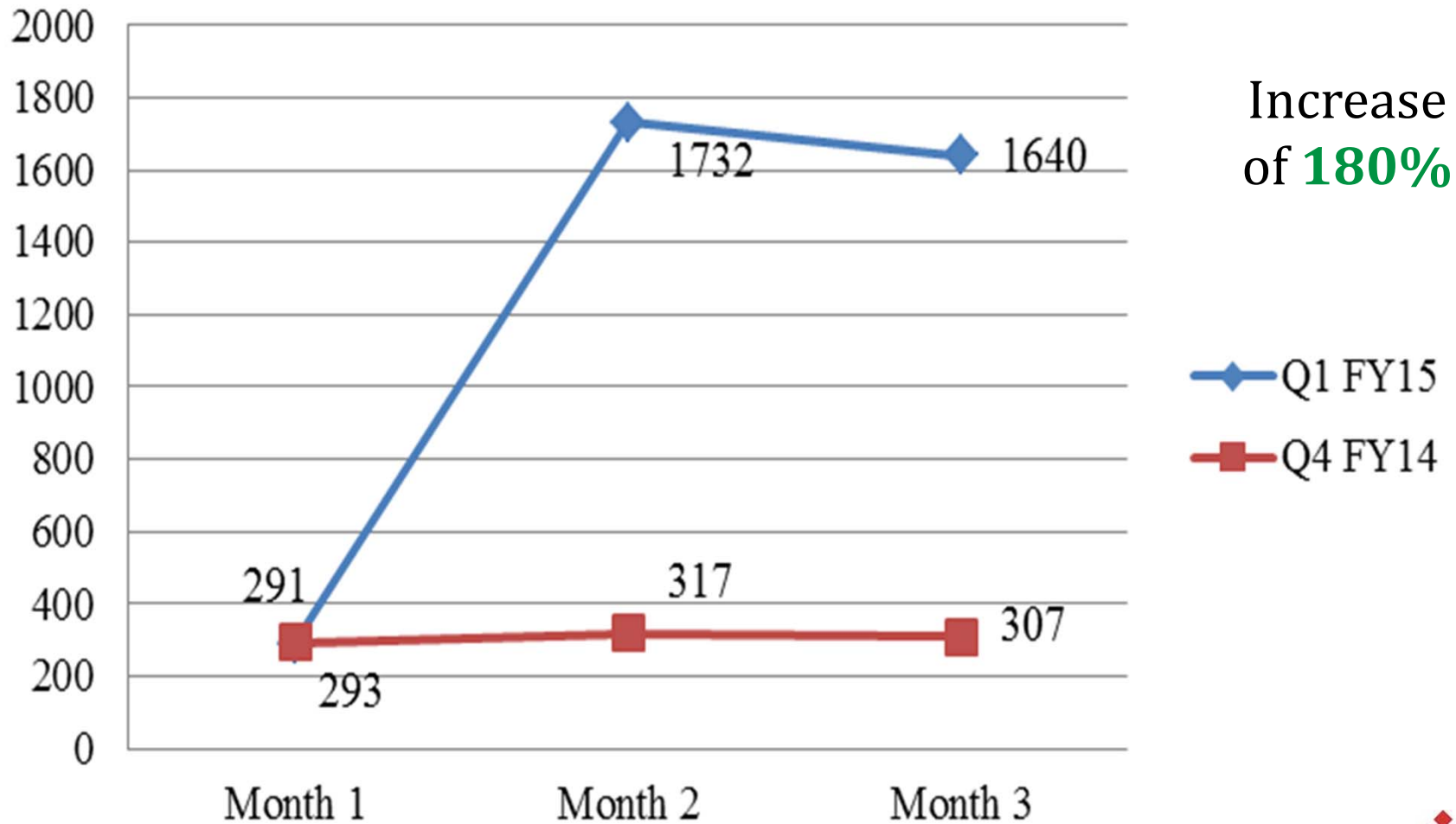


Over 1 million listeners at any given time in the D.C. Metro Area



Targeted advertising in one the largest professional networks

FRA Website Sessions



Scheduled Activity

- ❖ Eight Projects Being Worked to Date This Fiscal Year
 - Compared to Nine Total Projects During Last Fiscal Year

- ❖ Site Specialist Tour Dec. 3rd, 9th, 10th
 - John Loftus Locality Tour

- ❖ VEDP Quarterly Allies Orientation – Dec. 9th
 - Three FRA Board Members Attending
 - Three Seats Reserved For Us Each Quarter in 2015

- ❖ Dan Gunderson, COO of VEDP Visit – Dec. 18th
 - Visiting the Region’s Economic Development Professionals
 - Meeting with Board and Education Community Leadership

- ❖ VEDA Cardinals Review Team Visit – Jan. 7th
 - Comparison of Best Practices/Metrics (1st for a Regional Partnership)
 - Robin Sullenberger, Mark Kilduff, Greg Wingfield

- ❖ Manufacturing Site Consultants Reception – Feb. 18th
 - Twenty Site Consultants; Twenty Representatives From VEDP and Five Other Alliances
 - Being Accompanied by Two Major Regional Employers

Near-Term Marketing Projects

- ❖ Receiving Proposals for Website Update
- ❖ Familiarization Tour from VEDP
 - Business Attraction Team in Spring
- ❖ Lunch and Learn with VEDP on 20/20 Transformation Plan
- ❖ UMW Interns working on Two Projects:
 - Sub-Cluster Research
 - Sister Regional Alliances Websites
- ❖ Review and Update Strategic Plan
- ❖ Step Up Engagement with Congressional Delegation
 - DoD Contracting Protocols
 - GSA Site Selection Consideration