



**Fredericksburg
Regional Alliance**

at the
**UNIVERSITY OF
MARY WASHINGTON**

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**Fredericksburg Region poised to
become a separate metro area**

VEDA "Cardinal Council" offers strategies for expanded FRA success

The Fredericksburg region will become the fourth metro area in eastern Virginia within the next decade, joining Northern Virginia, Richmond and Hampton Roads. This prediction was included in recent report to the Alliance from some of the state's top economic development professionals.



At the request of the FRA Board of Directors, the experts conducted an in-depth review of the Alliance's economic development activities. The Virginia Economic Developers Association (VEDA) offers the program to its member organizations through its Cardinal Community Assistance Program. Each of the evaluators has achieved "Cardinal" recognition through VEDA for their outstanding professional accomplishments. The three Cardinals conducting the FRA study were Robin Sullenberger, Greg Wingfield and Mark Kilduff.

"We observed and were impressed by a dedicated and very capable staff and by a fully supportive, understanding and committed board. We believe there is in place an organization which has the skills and ability to lead the Fredericksburg area to successful regional economic development," their report said. "Yours is not a 'start-over' issue, for indeed, there is a good foundation from which to build. Instead we would see it as a 're-focusing' of your resources and marketing practices."

In their report, the experts noted that due to its growth, the Fredericksburg region will become the fourth metro area in eastern Virginia within the next decade, joining Northern Virginia, Richmond and Hampton Roads.

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They also underscored the importance of regionalism.

"Fundamental to economic development is an understanding of what prospects are searching for--these are generally called location factors. Broadly speaking, they are: labor, markets, transportation, assorted business services, business climate, quality of life/amenities and a site. All of these factors, except sites or buildings, are regional in nature."

Their recommendations focused on four areas:

- Marketing
- Product/Product Development
- Existing Business
- Communications

They also recommended that the following activities be tracked:

- Jobs and investment assisted by FRA
- Projects touched and assisted--including inquiries for information
- Projects generated internally
- Web site activity generated from Google analytics
- Completion of marketing plan elements
- VEDP dashboard for site views and industry data
- Community Communications--speeches, op ed pieces

More about VEDP "Cardinals" who conducted FRA Review

Robin Sullengerger

Robin is the retired President of the Shenandoah Valley Partnership located at James Madison University.

Mark Kilduff

Mark had a 30-plus year career with the Virginia Department of Economic Development and Virginia Economic Development Partnership.

Greg Wingfield

Greg recently retired after serving as President of the Greater

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Mr. Nick Minor
Manager, Communications
and Research

1125 Jefferson Davis Hwy,
Suite 240
Fredericksburg, VA 22401

540.361.7373
FAX 540.361.7372
www.fra-yes.org

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Richmond Partnership for the past 20 years.

President Hurley describes progress on Transformation 20/20 at recent state staff gathering

Work is progressing on the University of Mary Washington Transformation 20/20 initiative. In a recent presentation to management and staff of the Virginia Economic Development Partnership (VEDP), UMW President Rick Hurley reviewed the status of work groups on the initiatives within Transformation 20/20.



President Rick Hurley describes Transformation 20/20 Progress

The "Lunch and Learn" presentation was made to the management and staff of VEDP, key ally in the marketing of this region. It was the first time a university president had been invited to conduct a VEDP "Lunch and Learn."

"Currently, VEDP accounts for over 50% of our project leads. It is essential that the team there understands just how dynamic and forward looking our region is on critical issues that impact our economy," said FRA President Curry Roberts.

The goal of Transformation 20/20 is to develop a clear vision for economic development as the region moves toward the year 2020.

Transformation 20/20 includes numerous initiatives that fall into five broad categories. Because they are ultimately inter-related, the initiatives within some categories will be dependent upon the findings of others. They include:

INFRASTRUCTURE

- Broadband
- Climate, Environmental and Readiness (CLEAR)
- Transportation

BUSINESS DEVELOPMENT

Columbia Gas of Virginia

Cox Business

Dominion Virginia Power

Fredericksburg Area
Association of Realtors

Froehling & Robertson

GEICO

Germanna Community College

Hilldrup Moving and Storage

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Associates

Rosner Motors

- Entrepreneurship and Innovation
- Regional Information System--"Connect the Dots"

WORKFORCE DEVELOPMENT

- Needs addressed in the Regional Information System

REGIONAL COLLABORATION

- Goals and Strategies addressed in Infrastructure, Business Development and Workforce Development

TOURISM

- Deferred until development of Infrastructure and Business Development initiatives

President Hurley acknowledged the leadership within each category and their work thus far.



FRA President Curry Roberts (L) and UMW President Rick Hurley (R) answer questions during forum.

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[Columbia Gas of Virginia](#) serves more than 250,000 residential, industrial and government customers in 86 communities, making them the third-largest natural gas utility in the Commonwealth of Virginia. Headquartered in Chesterfield County, it is one of seven energy-distribution companies of [NiSource](#) Inc.

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Demand for Walkable Urbanism or Transit-Oriented Development will represent at least one third of the U.S. housing market by 2030. [Washington DC South](#) at Carmel Church Station is uniquely poised to meet this demand with its high density zoning and transit infrastructure, already in place. It will provide many benefits, including: a downtown for Caroline County, billions of dollars in economic development, millions in property tax revenues, thousands of jobs, a train station, density adjacent to rail and interstate, regional riverfront park and Cultural Amenity Center.

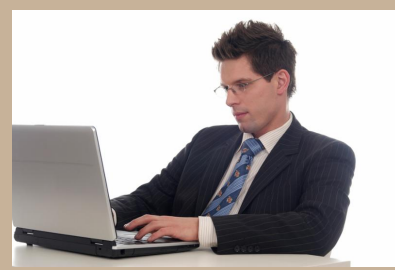


[Walton Development and Management](#) is a multinational real estate and development firm concentrating on the research, acquisition, administration, planning and development of strategically located land in major North American growth corridors. With nearly 90,000 acres of land under administration including 22 development projects, Walton is one of North America's premiere land asset managers.

Test the speed of your Internet connection!

In an effort to expand high-speed internet access in the Fredericksburg Region, Virginia Tech's e-Corridors program is asking residents to test the speed of their Internet connection using [Accelerate Virginia](#) speed test.

Visit [Accelerate Virginia](#) today to take the speed test and get an instant review of your



Internet connection, as well as information on what others in your zip code are reporting about their broadband service.

Users of Apple [iPhone](#) or [Android](#) mobile platforms are encouraged to install the free FCC Speed Test app for their device.

If you have questions or do not have access to high speed Internet services and want to register your broadband dead zone, contact [Jean Plymale](#) 540.231.2270.

Tell your friends and neighbors to help promote increased broadband service in this region.