

FREDERICKSBURG REGIONAL ALLIANCE

ANNUAL REPORT 2011-2012



City of Fredericksburg ♦ King George County ♦ Stafford County
Spotsylvania County ♦ Caroline County



Letter to Investors

November 8, 2012

DEAR INVESTOR,

I would like to begin by thanking our public and private sector investors, members of our Board of Directors, and supporters for your continued strong support of regional economic development.

As the Alliance enters its 14th year many of you know the FRA has been busy forging a new partnership with the University of Mary Washington and the Center for Regional Economic Development at Eagle Village. Regional Economic Development organizations throughout the United States are partnering, when possible, with higher education due to the need for increased competitiveness as related to achieving a highly skilled and educated workforce. Both Germanna Community College and the University of Mary Washington continue to play an integral role in the development of our regional workforce, which is of the utmost importance to corporations looking to grow and expand.

This year the FRA also worked diligently to implement a new strategic plan with the support of our Board of Directors, regional economic development directors, EDA's, and the outside consulting firm, McGuire Woods. As economic development continues to change it is impor-

tant to continue to update and refine the process and practice in an attempt to better position the Greater Fredericksburg Region for new capital investment and job creation.

As economic development becomes more competitive in the global economy, the Alliance has geared its strategic plan to aggressively market the region to top site consultants throughout the country, and to specific targeted industry sector trade shows. A newly updated website, targeting expiring leases in the Greater Washington Metropolitan Area, and selected advertising is also a major part of our strategy. Today it is critical to be able to reach key decision makers or those that influence their decisions with regional data and demographics that will make it easy for them to select our region over many others vying for the same jobs. The Fredericksburg Regional Alliance also continues to partner with Virginia Economic Development Partnership in their marketing efforts.

While the Alliance works to cultivate new business opportunities for the region it is equally important that we continue to help facilitate and support our existing industries with their plans to grow and expand. During the past year the Alliance has responded to over 600 inquiries for information, approximately 70% were from existing businesses. In addition, there were over 840,000 hits to the FRA website over the past 12 months.

The FRA continues to publish its quarterly "Economic Pulse" which is a digital publication that is sent to over 1,200 businesses and community leaders highlighting significant achievements, statistical data, and analysis of the region. Included in this year's annual report is a copy of our most recent economic profile which showcases

the region's strengths and provides insight into how the region is positioned moving forward.

Though we still face some challenges, the Greater Fredericksburg Region is well positioned to take advantage of our strategic location as the economy continues to recover. Sectors that continue to remain strong have been government contractors, health care, higher education and tourism, along with a highly skilled workforce that consists of one of the highest concentrations of Ph.D's in the United States, specifically related to the presence of our 3 military bases.

We are pleased to report that the unemployment rate continues to be at least 2.5-3.0% below the national rate. Currently, the regional unemployment rate is 5.8%, the lowest since 2008, and well under the national average of 7.8%. Healthcare continues to remain one of the strongest industries and will continue to grow and offer new jobs to area residents. Higher education in the region, which has partnered closely with healthcare, has made significant gains in both enrollment and workforce development. These key pieces of the regional economy will continue to be a vital part of our community infrastructure both now and in the future.

As the Alliance begins a new year we look forward to our continued partnership with UMW and the Center for Regional Economic Development along with assisting the 5 jurisdictions as a catalyst to help facilitate the creation of jobs and capital investment for the tax base.

Sincerely,

Joseph A. Greene, Chairman



2011 – 2012 LEADERSHIP: A PUBLIC/PRIVATE PARTNERSHIP

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Avison Young	GWRC	Peoples Community Bank	Sterne Agee
B101.5	HCA	PNC Bank	Thalhimer/Cushman & Wakefield
BB&T	Hilldrup Moving & Storage	Quarles Petroleum, Inc.	The Wardman Companies, Inc.
Birchwood Power Partners, L.P.	Hilldrup Properties	Rappahannock Electric Cooperative	Union First Market Bank
Carter Bank & Trust	Hillmer	Robert B. Payne, Inc.	Universal Stone & Supplies
City of Fredericksburg EDA	King George County	Robinson, Farmer, Cox Associates	University of Mary Washington
City of Fredericksburg	King George EDA	Rosner Mercedes-Benz	Vanderpool, Frostick & Nishanian, P.C.
Comcast	Luck Stone	Rosner Toyota	Verizon
Caroline County	Mary Washington Healthcare	Silver Companies	Virginia Credit Union
Cox Business Services	Mid-Atlantic Foam	Spangler Erkert & Associates	Virginia Partners Bank
Dominion Virginia Power	MITCO Land Development Co.	Splitsville	Virginia Community Bank
Fredericksburg Area Association of Realtors	M&T Bank	Spotsylvania County	Wells Fargo
Fredericksburg Chamber of Commerce	Muvico	Spotsylvania County EDA	
Free Lance-Star	Old Dominion Electric Cooperative	Stafford County	
GEICO	PBGH, LLP	Stafford County EDA	
Germanna Community College	PermaTreat Inc. - Corporate Office	Stellar One	

Thank You

The Alliance would like to thank all of our public and private sector investors, without whose participation none of our activities would be possible. We are pleased to announce that the Alliance achieved a 97.4% collection rate on all pledges in fiscal year 2012. Thank you for your continued support.

Fredericksburg Regional Alliance at the University of Mary Washington's Center for Economic Development

The FRA's mission of successfully working in cooperation with local economic development offices and other regional groups has provided a strong foundation for UMW's Center for Economic Development. Together, the resources of the Alliance combined with those of the University, allow the new Center to offer a comprehensive range of services and information for both existing businesses and those considering the area for expansion, relocation or establishing a new enterprise. The Alliance is becoming the one-stop destination for demographic information, support services for existing business and industry, and marketing and business recruitment for the region.

Institutions of higher education have many assets that can help address regional economic challenges and identify opportunities, such as faculty, staff, and students with international understanding of language and business customs, in addition to libraries, laboratories, and teleconferencing facilities, and highly advanced computer systems. The University of Mary Washington is no exception and, in fact, is well positioned to expand its efforts in this area through its continued emphasis on regional engagement. Combined with the Small Business Development Center and Division of Professional Development and Regional Engagement, the Center for Economic Development has become a gateway to institutional resources that can be used to provide support and services to existing businesses, provide information to potential businesses as well as conduct studies and other research through the use of students working with faculty in undergraduate and graduate student research projects.



Photo: Scott F. Smith

Eagle Village at the University of Mary Washington is the new location for the Fredericksburg Regional Alliance.

New Strategic Plan: Goals for the Future

A significant part of 2012 was spent developing a new Strategic Plan that would serve as a blueprint for regional economic development. The process included a facilitator, Mr. Chris Lloyd, Senior Vice-President and Director of Economic Development and Infrastructure, McGuire Woods, and involved input from members of the public and private sector, the FRA Board of Directors, as well as EDA officials, local economic development directors, and community leaders throughout the region. The Strategic Plan includes major goals and objectives, strategies, a plan of work, and benchmarks that will be used to guide the process and measure its success. The future of economic development and quality of life for the Fredericksburg region will be significantly enhanced by using this strategic plan. The achievement of these goals will be measured quarterly and the focus of each annual meeting of the FRA.

TARGET MARKETING and BUSINESS ATTRACTION

Alliance Assists in Locating a New Fire Arms Dealer in Fredericksburg

The Fredericksburg Regional Alliance provided demographics and regional data during several contacts with a new fire arm dealer, SSG Tactical. The location, which also offers firearms safety courses, opened its first retail store in Westwood Office Park in Fredericksburg during the summer of 2011. They currently occupy 3,750-square-feet of retail space and sell fire arms and related accessories.

Site Consultant Roundtable in the South

The Fredericksburg Regional Alliance along with a representative from each locality attended the site consultant roundtable series in South Carolina June 13th through the 17th. The FRA sponsored the event as an opportunity for each locality to highlight their specific properties, green field sites and target industries to some of the top site consultants throughout the country. National Site Consultants handle approximately 80% of all large corporate projects.

Site Consultant Roundtable Series, Tucson, Arizona

The Fredericksburg Regional Alliance attended the site consultant roundtable series in Tucson, Arizona from October 10th through the 13th. The Fredericksburg Regional Alliance has been attending these events for over a year and has found them highly productive and gives the consultants a more comprehensive and detailed overview of our region when they are looking to locate a large project throughout the country. The localities attend when possible and networking occurs at the one on one level over a period of three days.

FRA Speaks on Behalf of Luck Development Partners in Spotsylvania County

On Tuesday, October 11, 2011 the FRA appeared before the Spotsylvania County Board of Supervisors to speak on behalf of Luck Development Partners Ni River Project. The Ni River Project will be a mixed use development that will create thousands of new jobs both directly and indirectly, affordable housing and will enhance educational opportunities with our local colleges. The project would also create millions of dollars in economic benefits for Spotsylvania County and the Region.

RTL Television Interview Highlights the Frederickburg Region

On Thursday, January 19th, 2012 FRA staff met with Peter Kleim, Bureau Chief for RTL Television which is one of Germany's largest television and radio broadcasting companies, based in Berlin. They currently televise news in over 9 countries with 45 programming channels and 29 radio stations. RTL requested an interview with the FRA about the Region, its economy, and the quality of life we have being less than 50 miles from the Nation's Capital. The interview aired on RTL Television. The monetary value of this will be hard to measure but showcasing the region to over 20 million viewers in Europe is great exposure.

FRA Assists Culligan Water in Locating to Spotsylvania County

FRA staff assisted with demographic and research assistance to Johnson Commercial Realty and the Culligan Water Franchise which has now located from Ashland to a 3,200 sq ft facility at 10817 Courthouse Road in Spotsylvania. They will bring 6 employees to the facility with an



Spotsylvania Administration Building

estimated initial capital investment of approximately \$500,000. This building had been vacant since December of 2010.

Alliance Attends MODEX 2012

Alliance staff traveled to Atlanta, Georgia January 6th-9th to attend the Modex 2012 trade show which hosted over 500 of the country's largest distribution and supply chain management corporations. The Alliance's objective is to target specific industry sectors that would be a fit in our region and to actively pursue these industries. The focus of each jurisdiction is different and the Alliance will be targeting other industry sectors as they become available.

Project Camouflage

The Alliance worked with VEDP to provide a location search for a confidential client

with an interest in the FRA area. Alliance staff worked closely with the area localities on this request to identify suitable sites and buildings with at least 100,000 sq ft for the company's office and production/warehouse needs. Possible locations also included ample acreage for potential significant expansion. The company also entertained a build to suit option, should a potential site prove suitable. The capital investment figure for this project was not entirely known, but the company had expectations to hire at least 200 employees initially with the possibility of hiring up to an additional 90 within 2-3 years. The Alliance hosted the company on Tuesday, March 27 to tour potential sites and buildings and meet with two local companies

TARGET MARKETING and BUSINESS ATTRACTION



McKesson in Caroline County



QinetiQ at Quantico Corporate Center—A Silver Project

to discuss the economic climate of the Fredericksburg Region. A dinner was held that evening with the company and was also attended by FRA Board Chairman Joe Greene, Martha O’Keefe of Germanna Community College and Howard Owen of Stafford Printing.

Project Helmet

The Alliance worked with VEDP to assist a company considering Virginia for a location to manufacture enhanced combat helmets, primarily for the Army and Marines. The company prefers to lease and is searching for a “signature” facility that exudes confidence to the war fighter, Congressional delegation, and the public. The facility needs to be scalable, starting with a minimum of 20,000 sq ft and expandable to 60,000 sq ft. The company expects to make a location decision by October 2012 and have a lease by year end. The company expect its investment in equipment to be \$5-7 million with 25-50 employees initially and expanding to approximately 200 within 2-3 years. They expect to begin hiring

employees in the first quarter of 2013 and begin production by late 2013. Production capacity at full build-out is expected to be 10,000 to 15,000 helmets per month.

Project Law School

The FRA worked with VEDP on a project that has been sent to all 5 jurisdictions which have submitted properties for a potential career college that would focus solely on Law Degrees. They are currently looking in 3 others states including Maryland and the District of Columbia. Though some of the details of this project are confidential, generally speaking there is the possibility of over 120 full time, high paying jobs with another 300 part time jobs and a capital investment of over 20 million dollars.

Project Bakery

On May 26th, 2012 the FRA along with VEDP hosted a North American manufacturing company in the Fredericksburg Region. They currently only wanted to see one building which suited their specific needs. The details of possible

job creation and capital investment were not disclosed as they are in the very early stages of site visits. From our understanding with Virginia Economic Development Partnership they are looking at other strategic locations from Connecticut to South Carolina.

Project Refinery

The Alliance, along with VEDP, is working with the CEO of a Virginia based company that is looking to locate his business in a rural area within the Commonwealth with less than 50,000 residents. The reason for this is the specific USDA guidelines for this type of industry. The project was sent to all localities for the sake of transparency, only 3 from our region qualified on the USDA criteria alone. All localities with properties have submitted sites. The capital investment for this project would be approximately 15 million dollars. The company wants to be up and operational in 15 months.

ALLIANCE WEBSITE

The Fredericksburg Regional Alliance’s (FRA) website continues to play a large role in the overall marketing of the region. The website is currently averaging nearly 70,000 hits per month and has become a popular resource for commercial real estate brokers, site consultants, existing companies, local media, and higher education institutes.

The Alliance partners with LoopNet, Inc. to “power” our Regional Site and Building Database. This strategic alliance will assist local brokers, owners, and investors to increase national exposure of their listings while at the same time allowing visitors to the FRA website to view the same information listed on www.LoopNet.com but with a regional focus.



2012 FREDERICKSBURG REGION ECONOMIC PROFILE

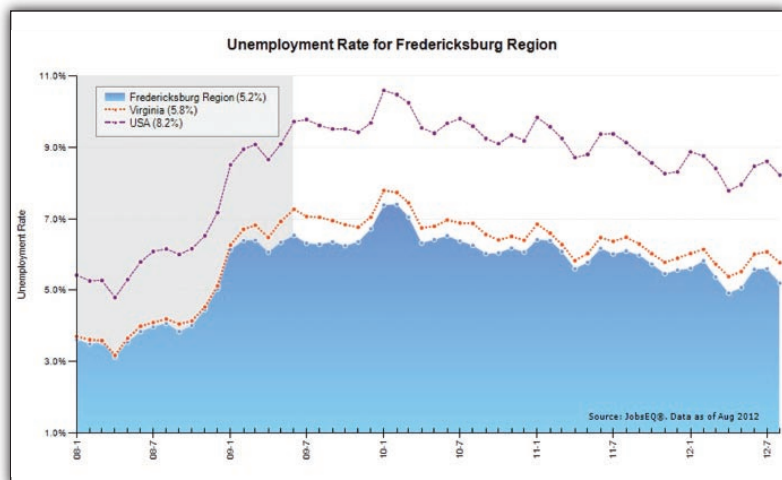


Virginia continues to outperform expectation throughout fiscal year 2012 and into fiscal year 2013, especially in the Fredericksburg Region. The growth rate has remained steady and consistent when comparing tax revenues and real GDP to that of fiscal year 2011.

The region's proximity to Washington, D.C. and Richmond continue to drive its growth and evolution. According to The Fredericksburg Area Association of Realtors, growth is slow and steady in the housing market. Prices remain lower than pre-recessionary levels, but a decrease in mortgage rates and slowdown in new construction has decreased inventory and led to net gains despite price reductions. This demand growth is indicative of affordability and value to prospective home buyers. The service sector also continues its moderate rise, primarily in healthcare and education. The University of Mary Washington and Germanna Community College continue to see growth in student enrollment and expansive master plans. Institutions like these create jobs, broaden the tax base and bring young people from around the Commonwealth and outside of Virginia to the Fredericksburg region.



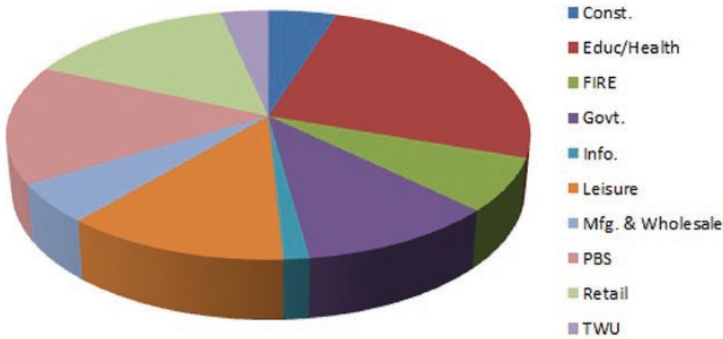
Despite Federal woes, Public sector employment remains steady as well as its supporting contractors in the region. Growth in government contracting has stalled, however, and any potential cuts have yet to happen on a large scale. Projects such as the expansion of HOV lanes and increasing retail space in and around the Fredericksburg region point towards continued stability of the area and state. As unemployment falls in the region and consumer confidence increases, the possibility for greater government and private sector investment in infrastructure and future growth planning leads one to see a region with little volatility and enormous potential. Looking forward, as growth rates continue to rise, local governments and regional organizations will have to continue their hard work to stimulate local economies and the creation of well paying local jobs.



The Fredericksburg region's unemployment rate continues to be lower than the Commonwealth and significantly lower than the United States, as the economy battles to regain composure. The industries that have proven to be our cornerstones (health care, higher education, retail, and government services) remain essential in our long road to recovery.

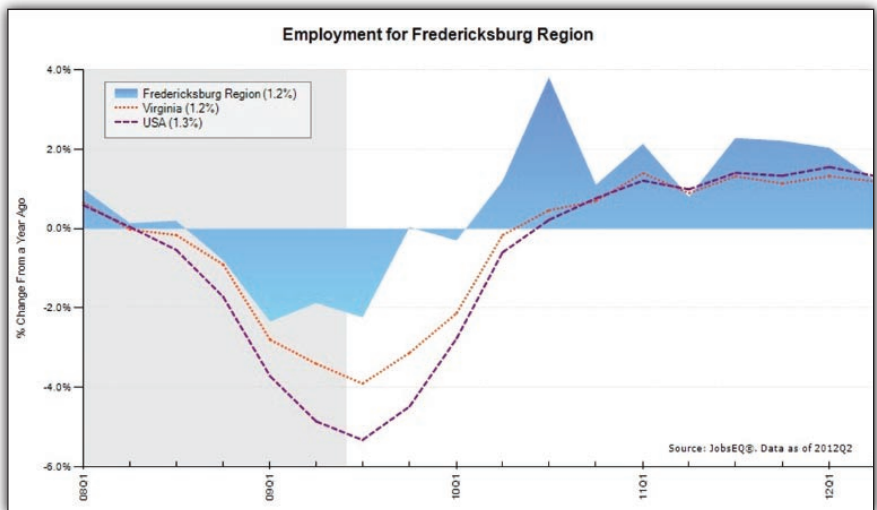
2012 FREDERICKSBURG REGION ECONOMIC PROFILE

Fredericksburg Region Labor Inventory

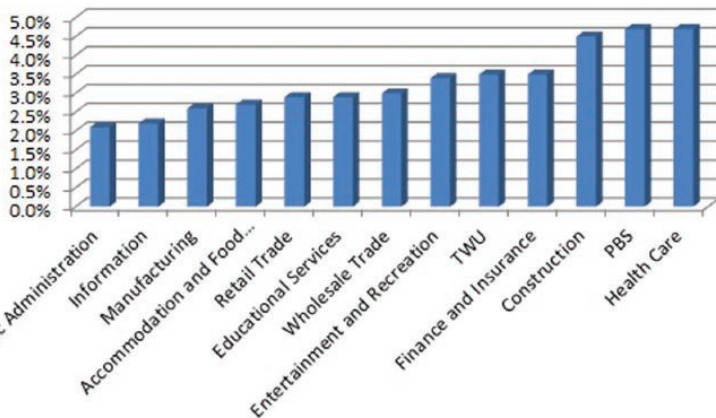


As the Fredericksburg Region continues to work towards sustaining economic growth, the labor inventory has proven it can adapt and diversify. Service industries such as retail, healthcare, and leisure remained large contributors to the labor pool and have held strong during the recession and slow recovery. Other industries that have suffered in the past, such as construction, have begun to show moderate and sustainable growth over the past year.

The total employment change for the Fredericksburg Region continues to mirror that of the unemployment rates. In more recent months, total employment percent change has declined as companies that provide services to the government have reduced hiring in anticipation of Congress' decision to cut government and defense spending.



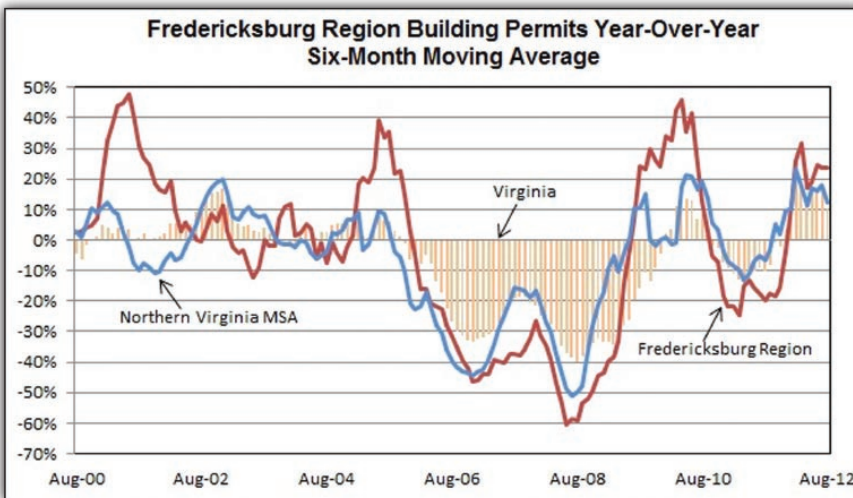
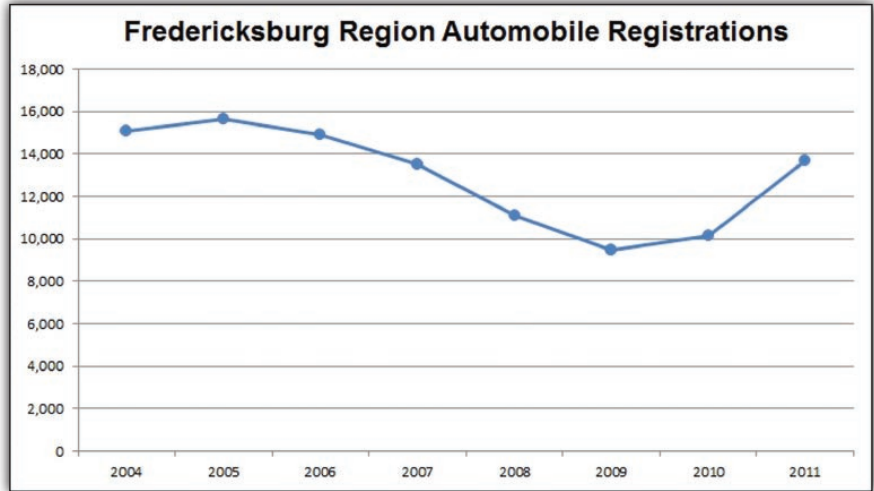
5 Year Forecast: Average Annual Growth



Industries that provided a foundation for the Fredericksburg region during the recession have also continued to grow over the past year. The area has been fortunate to be able to host industries such as healthcare and professional, scientific and technical services (PBS) which, during 2011Q2-2012Q2, welcomed a 3.1% and 1.1% growth rate respectively. This trend is expected to continue over the next 5 years, as both healthcare and PBS are expected to grow 4.7%.

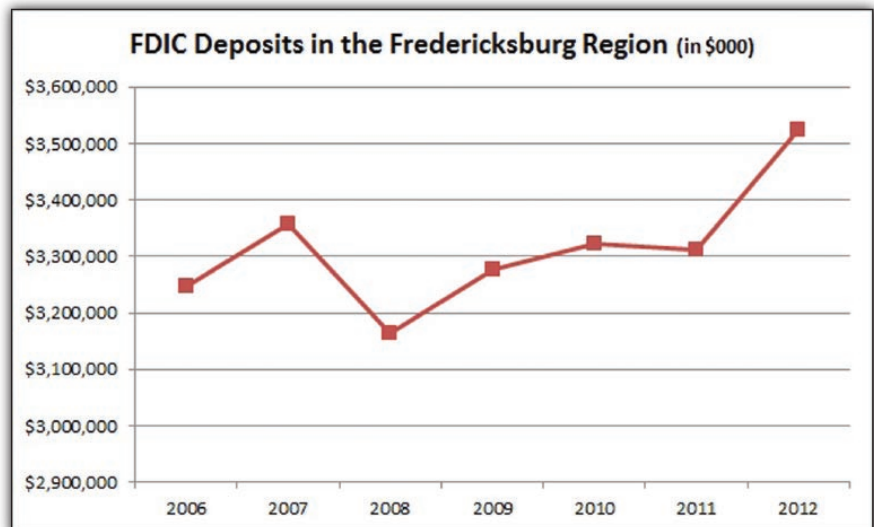
2012 FREDERICKSBURG REGION ECONOMIC PROFILE

Automobile registration data are often used as an indicator of consumer confidence. During the recession, auto registrations fell dramatically at the state, local and national levels. However, those numbers have rebounded as consumer confidence has risen and production quality has improved with new technology. In 2011, new vehicle registrations were the highest they've been since 2007, and 2012 appears to be on pace to outperform 2011.

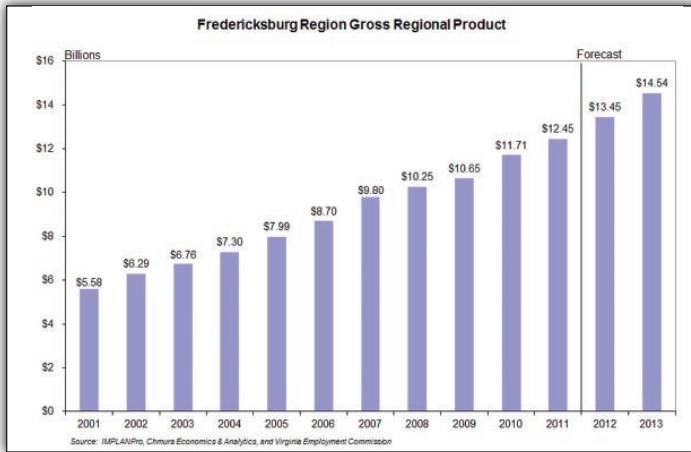


Building permits are a direct representation of core economic growth for an area in not just housing and construction, but also gauges future real estate supply levels and other consumer-based indicators. The Fredericksburg region has historically been one of the fastest growing areas in Virginia due to an abundance of residential real estate opportunity until the fall of the housing market, which helped mark the beginning of the recession. However, building permit numbers are beginning to rise again as businesses and homeowners are spending money to improve their current location or build a new structure.

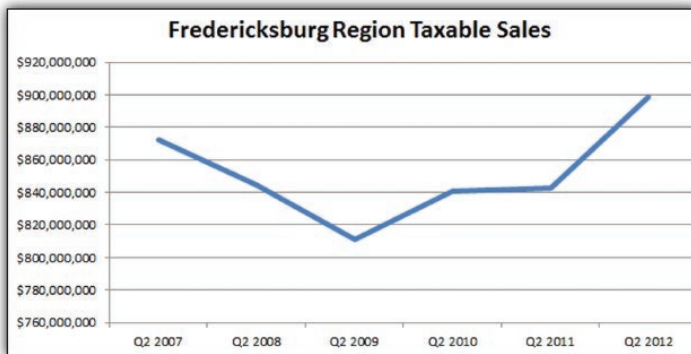
The Fredericksburg Region's financial industry has seen an increase in FDIC deposits since 2008 with a substantial increase from 2011-2012, even though industry employment fell 1.1% over the same period. This data indicates an increase in consumer savings and an overall adjustment in consumer spending patterns.



2012 FREDERICKSBURG REGION ECONOMIC PROFILE



The Fredericksburg region's Gross Regional Product experienced significant year over year increases prior to the recession. However, the growth rate from 2008-2010 was much slower than that of previous years. The 2011 GRP of \$12.45 billion largely outperformed earlier projections of \$11.10 billion for that same year. 2012 and 2013 are anticipated to continue this growth trend at a rate not seen since before the economic recession.



Due to the dominance of the retail industry in the Fredericksburg Region, taxable sales saw a sharp decline during 2006-2009, especially during the early-to-mid stages of the economic recession. Since 2009, however, this number has seen an increase and stabilized as consumers begin to rebalance savings and expenditures. Second quarter 2012 taxable sales for the region reached \$900M, a point not reached since before 2006. This data is another indication of consumer confidence in the region's economic diversity as employment opportunities begin to rise again.

Office Market	Avg. Lease Rate per SF (Q3 2012)	Market Size (Sq. Ft)
Fredericksburg VA Region	\$21.92	9,695,290
Washington DC (CBD)	\$53.24	124,129,102
Richmond VA	\$18.32	25,612,531
Northern VA	\$31.87	179,567,633
Baltimore MD	\$21.70	64,889,511
Suburban MD	\$26.51	81,483,623
Charlotte NC	\$19.60	38,370,314
Atlanta GA	\$19.85	133,316,277
Philadelphia PA	\$23.88	145,510,096
Chicago IL (Suburban)	\$20.95	110,671,274
Dallas/Forth Worth TX	\$17.92	227,418,722
Los Angeles CA	\$29.40	213,942,665
Boston MA (Suburban)	\$19.47	109,165,452
Nashville TN	\$17.92	32,312,703



The Fredericksburg Region is home to three military bases. NSWC Dahlgren Division, Fort A.P. Hill, and Marine Corps Base Quantico.

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TARGET MARKETING and BUSINESS ATTRACTION

Thalhimer Broker Briefing

On Thursday, May 17, 2011 the Alliance gave an update and overview of the Greater Fredericksburg Region to 30 brokers at Thalhimer's new offices in Richmond, Virginia. A representative from each jurisdiction attended and helped provide insight and answers to questions pertaining to their specific localities. The Alliance sponsored breakfast for the brokers and feedback from the event was very positive. Broker briefings are an ongoing activity that the Alliance will continue to do from Richmond to Baltimore in an attempt to generate exposure for our growing region and to inform brokers and site consultants about the positive developments in the area.

Alliance Helps Sponsor Government Contracting Seminar

On Thursday, June 9, 2011 the Fredericksburg Regional Alliance helped sponsor a Government Contracting Seminar put on in conjunction with Germanna Community College, Center for Workforce and Community Education. Gene Bailey, President of the Alliance introduced keynote speaker, Congressman Rob Wittman. Overall, there were more than 100 people who signed up to learn more about government contracting procedures, rules, regulations and programming.



Germanna Community College Fredericksburg Campus

FRA Hosts Business Graduates of Germanna Community College

On April 19, 2011 the Alliance hosted lunch for over 60 students from Germanna Community College at the Fredericksburg Country Club. Gene Bailey spoke to the group about the challenges they face in the global economy and the knowledge, skills and abilities they will need in the workforce as well as some of his experiences throughout his career. The group, including professors and administrators asked many questions and were very engaged. Some students have continued to stay in touch with the FRA staff.

Alliance Assists Spotsylvania with G.M. Power Plant

On May 16, 2011 the Alliance was asked to assist with a tour for the Racer Trust, created to help clean up and redevelop industrial plants owned by General Motors before its 2009 bankruptcy. The story, which has recently been unfolding locally, will require the Spotsylvania County Board of Supervisors and the Racer Trust to work together to find a buyer for the land and building together or separately. The Alliance will continue to help Spotsylvania market the property in any way they see fit going forward.

Congressional Luncheon 2011

On Thursday, September 22, 2011 the Virginia Chamber of Commerce hosted its annual Congressional Luncheon on Capitol Hill. The Fredericksburg Regional Alliance sponsored a table and invited representatives from each locality to attend. Senator Mark Warner, Senator Jim Webb and Congressman Randy Forbes and Congressman Rob Wittman were on hand to brief the crowd on the overall state of the economy and to add their thoughts on what it will take to get the Country moving in the right direction. They spoke candidly about the debt facing the country and global challenges facing the United States.

Testimony on Behalf of Dominion Virginia Power

On Tuesday, September 19, 2011 the FRA testified on behalf of Dominion Virginia Power at the State Corporation Commission regarding reliability and infrastructure issues that will affect our region and the Commonwealth as a whole long term. To remain competitive as a region we must make sure our utility infrastructure is secure and reliable for our existing industries as well as corporations looking to expanding into the Greater Fredericksburg area.

FRA Sponsors Virginia National Defense Industrial Authority Cocktail Reception

On Tuesday, October 18, 2011 the Fredericksburg Regional Alliance hosted the Virginia National Defense Industrial Authority's Board of Directors for a cocktail reception at the Jepson Alumni Center starting at 6:00 p.m. Numerous businesses and community leaders throughout the region were invited to this event. VNDIA works to support our defense industry in our region and throughout the Commonwealth. This was a great opportunity to network and for them to share with us what they are seeing for our region and Virginia long term with regard to defense spending, the future of our military bases and our defense industry.

SUPPORTING EXISTING INDUSTRY



The Russell Knox Building—Stafford County

FRA Hosts Locality Meetings with Mr. Martin Briley, President and CEO, Virginia Economic Development Partnership (VEDP)

On Thursday, February 23rd, 2012 the Fredericksburg Regional Alliance hosted Mr. Martin Briley, President and CEO of VEDP in the Region. Martin spent the morning meeting with each individual locality in the FRA conference room learning about their specific infrastructure and targeted marketing approach along with their key initiatives that were important to them and how they could collaborate with the VEDP. The FRA then hosted a lunch for over 70 community leaders including: elected officials, commercial brokers, economic development professionals, and EDA members. Overall, the message from Briley was very clear, “The Fredericksburg Region is well positioned and is doing everything right. You have great leadership and a terrific product.” He also said higher education will be a critical piece to the Commonwealth’s marketing efforts as companies are always looking for access to workforce training.

FRA Hosts Mr. Chris Lloyd, Senior VP, McGuire Woods for “An Insider’s View on Site Selection”

On Monday, February 13th, 2012 Chris Lloyd, Senior Vice-President and Site Consultant with McGuire Woods Consulting Firm spoke to a group of regional elected officials and community leaders on the site selection process in the FRA conference room. Mr. Lloyd, who conducted this 90 minute presentation at no charge, works with CEO’s and CFO’s of Fortune 500 companies when they are looking to expand or relocate. The objective was to give a candid behind the scenes look at the highly competitive process of the site selection and how projects are submitted and the criteria consultants look at to narrow down specific sites. Mr. Lloyd made clear this process is about elimination, not inclusion, and it is essential the

economic development directors understand their current sites inside and out.

Capitol Hill Networking Event with CEO’s of Indian Companies

On April 25th, 2012 the FRA staff attended a marketing and networking event with 25 CEO’s from Indian Companies looking to make investments in the United States. The Alliance attended in support of Germanna Community College’s initiatives on the India Studies Abroad Program with Ms. Sunithi Gnanadoss but also to market the Greater Fredericksburg Region to these decision makers. The event drew over 200 people with keynote speakers including Senator Mark Warner of Virginia and numerous other Congressman and Senators. The objective was to cultivate new relationship and to highlight the Greater Fredericksburg Region.

GSA Regional Forum with Congressman Wittman

On April 30th, 2012 the Fredericksburg Regional Alliance hosted Congressman Rob Wittman and the Associate Commissioner of GSA, David Ehrenwerth at the University of Mary Washington’s Graduate and Professional Studies Campus. The purpose of the roundtable discussion and working breakfast was intended to discuss current and future needs of federal leased space, efforts to reduce the federal inventory, and the process by which property owners can make their space available to GSA. The event was attended by approximately 80 community leaders including: commercial real-estate brokers, economic development professionals, members of the tourism community and elected officials. GSA space is an important component of our regional inventory and the Alliance will continue to draw attention to these issues considering our strategic location with regard to our Nation’s Capital and the ever changing criteria of the federal government.

SUPPORTING EXISTING INDUSTRY

Alliance Hosts Networking Event with Professors at UMW's School of Business

On May 8th, 2012 the FRA along with Dr. Lynne Richardson, Dean of UMW's School of Business hosted a networking event in the FRA office for community leaders and active college professors. The objective was to get to know each other better and to understand how both main street and academia can work closer together for the overall benefit of the Greater Fredericksburg Region. The FRA understands that an educated workforce is an essential component of any region and it is critical to be able to work together long term. The Alliance will continue to host these events when possible. There were over 60 community leaders and professors who attended the event.

Navy Opportunity Forum 2012

The Alliance attended the Navy Opportunity Forum in Arlington, Virginia which played host to over 200 companies worldwide looking to market new technologies to the military. Many of these are new companies looking to grow and expand. Some have just come out of the research and development stage and have signed their first contracts with the government for their new products. This is a good place to market what the Greater Fredericksburg Region has to offer with our 3 military bases and abundance of defense contractors. There were over 210 companies that attended this year's event. The forum also provides a great opportunity for the Alliance to talk with key decision makers face to face looking to grow their presence nationally. Overall, the event was a success with several potential leads.



State Fair 2012 –Caroline County

FRA Hosts Chinese Delegation to Discuss Potential International Higher Education Partnership

On Thursday, February 23rd, 2012 the FRA hosted a delegation of Chinese leaders who are interested in a potential partnership with the University of Mary Washington and Chinese universities that might want to work together to create a study abroad program and exchange professors. The delegation of three Chinese education officials brought an interpreter and met with several Deans and Assistant Provosts from the University of Mary Washington. The FRA and UMW will continue to explore these future opportunities.



NSWC Dahlgren Division

NETWORKING EVENTS to MARKET the REGION

MARKETING MISSIONS

7/21/2011	Fundraising event at Globe and Laurel
8/2/2011	Lunch with out-of-town corporate executive
8/17/2011	Marketing trip to Washington D.C.
9/19/2011	Annual IEDC Conference in Charlotte, NC
1/5/2012	Meeting with Global Site Consultant in D.C.
1/18/2012	Taped TV Interview with Berlin, Germany TV Station
2/6/2012	Attended Supply Distribution Tradeshow (MODEX) in Atlanta
3/13/2012	Trip to Meet with Prospect
3/24/2012	Site Consultant Meeting in Colorado
9/30/2012	IEOC Annual Meeting- Houston

LEGISLATIVE AND POLITICAL RECEPTIONS

7/25/2011	Lunch in Colonial Beach with Federal Officials
9/12/2011	Breakfast in Washington D.C. with Federal Officials
10/31/2011	Lunch with Federal Agency
11/2/2011	Governor's Forum on Economic Development and Workforce Training at the Greater Richmond Convention Center
1/5/2012	Breakfast with Federal Agency in D.C.
1/25/2012	Networking at Virginia Legislative Reception
2/10/2012	Dinner at Fredericksburg Country Club Saluting Fred Rankin
2/17/2012	Lunch with Officials from Federal Agency
2/22/2012	Meeting with Congressman Wittman
3/6/2012	Meeting in Senator Mark Warner's Office with Germanna Community College
3/19/2012	Breakfast with Federal Officials, in D.C.
3/23/2012	Breakfast Meeting with State Regional Economic Development Leaders
4/3/2012	Attended with Germanna Community College a reception by Senator Mark Warner
4/26/2012	Reception on Capitol Hill
4/30/2012	GSA regional meeting with Brokers, Business community and Cong. Rob
5/5/2012	Visit with Lt. Governor Bill Bolling
5/11/2012	Report to Stafford EDA
5/30/2012	Breakfast with VA Secretary of Veteran Affairs and Homeland Security
6/18/2012	Breakfast in D.C with Federal Agency
6/23/2012	Reception State Senator Bryce Reeves and Governor Bob McDonnell
6/18/2012	Breakfast w/ Federal Agency Wash, DC
6/23/2012	Reception for Senator Bryce Reeves
9/5/2012	Meeting w/ Senator Wittman on Sequestration
9/10/2012	Congressman Canter at Expo Center
9/14/2012	Senator Mark Warner's Farm, King George
9/20/2012	Federal Agency Visit to Region
9/25/2012	GSA Event w/ Majority Leader Eric Cantor's Staff

SPEAKING ENGAGEMENTS

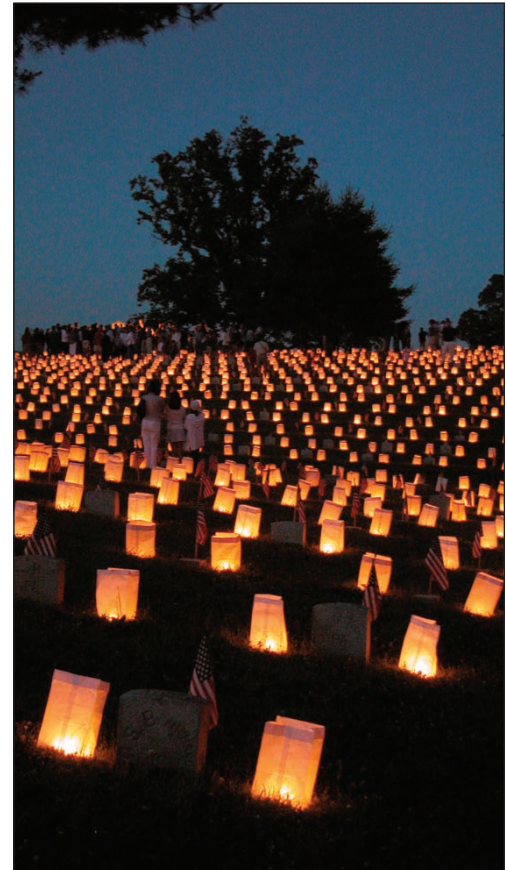
8/8/2011	Speaker at Spotsylvania Rotary Club
9/9/2011	Update before Stafford EDA
9/28/2011	ACES Luncheon Speaker
10/21/2011	Speaker at Germanna Community College Daniel Technology Center Forum
1/13/2012	Report to Stafford EDA
1/31/2012	Interview with Howard Owen at the Free Lance-Star
2/27/2012	Dr. Stephen Fuller Presentation at Stafford Hospital
3/9/2012	Presentation to Stafford EDA
4/4/2012	Program at Germanna Community College
5/31/2012	Discussion with Nick Cadwallander and members of business community
6/12/2012	Statement for Dominion Virginia Power before State Corporation Committee
9/27/2012	UMW College of Business Recruiting Event

GENERAL MARKETING ACTIVITIES

7/14/2011	Meeting of Investment Committee, UMW Foundation Board
7/15/2011	Lunch meeting with Board of Visitors, UMW
7/15/2011	Attended UMW Annual Retreat
7/26/2011	Fredericksburg Chamber of Commerce Board Meeting
7/27/2011	Meeting with Dr. Christine Chmura
8/3/2011	Spotsylvania Planning Commission



Tourism is a major industry in the region.



The region is rich in Civil War history.

NETWORKING EVENTS to MARKET the REGION

8/4/2011	Conference call with corporate executive	4/4/2012	Breakfast with Dr. David Sam, President
8/9/2011	Meeting with Dr. Meta Braymer		Germanna Community College.
8/11/2011	Meeting with regional economic development team	4/5/2012	Breakfast with local Business Leader
8/11/2011	Fish fry in Caroline County	4/9/2012	Attended City EDA Advisory Committee
8/19/2011	Breakfast to discuss business climate		meeting
8/22/2011	Lunch with Spotsylvania Administration official	4/10/2012	Meeting with prospect looking at region in
8/23/2011	Lunch with Stafford EDA Chairman		FRA conference room
8/23/2011	Meeting at City Hall with Larry Silver	4/11/2012	Meeting with UMW Interns
8/24/2011	Meeting with Ed Houck at Chamber of Commerce	4/13/2012	UMW Foundation Board Investment
8/25/2011	Dedication of William Anderson Center, UMW		Committee
8/26/2011	Meeting at Cardinal Bank	4/17/2012	McKesson Ribbon Cutting, Caroline County
8/26/2011	Lunch at La Petite with Board Members	4/18/2012	Regional meeting of ED Team
8/30/2011	Meeting with two private sector contractors	4/23/2012	Northern VA Broker Briefing at FRA
8/31/2011	Lunch at Tyson's Corner with association executives	4/25/2012	GWRC Regional assessment survey
9/2/2011	Interview several UMW interns	5/3/2012	Breakfast meeting with President's Council
9/7/2011	Planning commission testimonial in Spotsylvania		at UMW
	County		
9/8/2011	Ducks Unlimited annual event	5/4/2012	Conference call with Prospect
9/14/2011	Coffee with PNC executives	5/5/2012	Discussion with Spotsylvania EDA
9/14/2011	Meeting with Patton Boggs lobbyist	5/8/2012	Reception with business community and
9/15/2011	Breakfast with Stafford County elected officials		faculty of UMW Business College
9/21/2011	FredTech meeting at Germanna Community College	5/16/2012	Lunch meeting with Dominion VA power
9/22/2011	Virginia Chamber of Commerce Annual Congressional	5/16/2012	Business appreciation event in each locality.
	Luncheon	5/16/2012	Meeting with Dr. David Sam at FRA
9/23/2011	Oktoberfest in City of Fredericksburg	5/22/2012	Annual dinner meeting with the Fred Tech
9/26/2011	UMW Conference on regional economic development	6/11/2012	Meeting with Dr. David Sam at FRA
9/29/2011	Lunch with FRA Board Member,	6/11/2012	Meeting with UMW Deans
	Mary Katherine Greenlaw	6/12/2012	Dinner w/ Regional EDA's
9/29/2011	Virginia State Fair Annual Scholarship Dinner	6/13/2012	Lunch with several Senior Members of VEDP
10/18/2011	FRA Reception for VA National Defense Industrial		at Tobacco Company
	Authority Meeting	6/14/2012	Lunch with Dr. Lynne Richardson, Dean
10/27/2011	FRA Annual Meeting		UMW College of Business
11/1/2011	Fredericksburg Regional Chamber of Commerce Annual	6/21/2012	B101.5 in conference room regarding regional
	Retreat		demographics
11/4/2011	Interview UMW Interns	6/21/2012	Reception Stafford Business Park
11/7/2011	Lunch with Prospect	6/21/2012	Stafford Tech and Research Group Reception
11/9/2011	Breakfast with Dr. Braymer	6/25/2012	Reception Mary Washington Healthcare--
11/9/2011	Reception with Dr. Christine Chmura		Report to the Community
11/15/2011	Lunch with Prospect	6/26/2012	Prospect visit Spotsylvania County
11/18/2011	D.C. Area Marketing Trip	6/26/2012	Meeting w/ Martin Briley and Consultant
11/21/2011	VEDP Lunch with Luck Stone	6/26/2012	Prospect Site Visit
11/22/2011	Lunch with Susan Spears	6/28/2012	Dinner meeting with REDCO
11/30/2011	Community Foundation Annual Reception	6/28/2012	Bussiness at Riverside Center
12/5/2011	Robinson, Farmer, Cox & Assoc. Reception	7/5/2012	Breakfast w/ Stafford Officials
12/20/2011	FRA Open House with UMW and VEDP	7/16/2012	Prospect Visit
1/10/2012	Meeting with Richmond Representatives of BB&T	7/18/2012	Conference Call with Company
	at FRA	7/19/2012	UMW Annual Board Trust
1/12/2012	UMW President's Roundtable	7/25/2012	Conference Call w/ Site Consultant
1/13/2012	Meeting with Dean Lynn Richardson--	7/26/2012	FRA Host Pre-Rotary
	UMW College of Business	8/3/2012	Bussiness Meeting w/ FLS
1/24/2012	Meeting at Germanna Community College	8/8/2012	Bussiness Meeting Marriott Downtown
1/25/2012	Tour of GM Powertrain Building	8/13/2012	Lunch Meeting w/ Stafford EDA
1/27/2012	Lunch with Stafford EDA Chairman, Don Newlin	8/17/2012	Chamber Meeting w/ Bobby Orrock
1/27/2012	Chamber Annual Gala	8/21/2012	Lunch w/ FRA Board Members
2/9/2012	Defense Industry Leaders Conference Call	8/27/2012	Meeting w/ B101.5
2/13/2012	Session with Site Consultant Chris Lloyd	8/29/2012	Meeting w/ Stafford EDA Members
2/22/2012	FRA Executive Committee Meeting	9/6/2012	Quantico Center Stafford Ribbon Cutting
2/23/2012	Regional Lunch with VEDP President and CEO,	9/11/2012	Event at BAE Systems
	Martin Briley	9/13/2012	Ducks Unlimited Annual Event
2/28/2012	Meeting with Bowling Green EDA	9/14/2012	Rappahannock River Fest
2/29/2012	Breakfast with Dr. Meta Braymer, UMW	9/17/2012	Site Consultants w/ Sites
3/27/2012	Site Visit with Corporate Executives, Site Consultants	9/20/2012	UMW Ground Breaking
	and VEDP		

MISSION STATEMENT

The Fredericksburg Regional Alliance assists the public and private sector by supporting existing businesses and aggressively recruiting new businesses to the Fredericksburg Region.

VISION STATEMENT

Our vision is that the Fredericksburg Region becomes the region of choice for businesses looking to expand or locate in Virginia.



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