

FRA's New Strategic Plan

At their meeting on September 16, 2019, the Fredericksburg Regional Alliance Board of Directors adopted a new Strategic Plan.

As a regional facilitator, the Fredericksburg Regional Alliance will work with the state, the localities, the private sector, and our educational partners to bring comprehensive infrastructure improvements and workforce opportunities to the region. We will also encourage regional discussions on issues that support business growth and require regional commitment. Through our marketing efforts and branding initiatives, we will position the Region to be an employment center worth noting.

The updated Mission and Vision coming from the strategic plan are as follows:

MISSION: Through recruitment, collaboration, and advocacy, the FRA creates the environment to foster regional job growth.

VISION: By 2035, the Greater Fredericksburg Region will be an economic ecosystem of robust higher education, logistics, technology, health care and manufacturing employment centers, creating 80,000 new jobs.

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 Fredericksburg Regional Alliance
at the University of Mary Washington

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Fredericksburg Regional Alliance

at the University of Mary Washington

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FREDERICKSBURG REGIONAL ALLIANCE
AT THE UNIVERSITY OF MARY WASHINGTON

Annual Report 2018-2019

Letter from the Chair

The Fredericksburg Regional Alliance is a public-private partnership which was originally formed to market our region. We still do that and are in fact in the process of rebranding our region as part of our new strategic plan. However, in recent years, our investors and partners also realized that we were ideally positioned and able to take on a more comprehensive role. A few of the initiatives that we are pleased to participate in are noted below.

Tech transfer is not a new idea for our region but one that is finally realizing the anticipated success. Taking ideas and products from the defense community and getting them to the commercial market provides opportunity for start-up organizations and seasoned businesses alike. The FRA works with King George County, the University of Mary Washington, Dahlgren and others to facilitate this effort.

In the 2017 Strategic Plan for Economic Development of the Commonwealth, the Virginia Economic Development Partnership (VEDP) identified the tech sector as an employment growth opportunity for Virginia. The tech-talent pipeline initiative, funded in part by the Commonwealth, was born to produce additional degrees in computer science and related fields. In our region, both the University of Mary Washington and Germanna Community College participate in this program and are supported by FRA.

Of course, none of what we do is done in a vacuum. We are honored to work with the local elected and appointed officials, our investors, local Economic Development offices, and the private sector. We appreciate the support that they provide us as we all work towards economic growth and prosperity.

And last but not least, I would like to thank our Board of Directors and our staff. They are committed, energetic, engaged and a pleasure to work with.


Linda Worrell

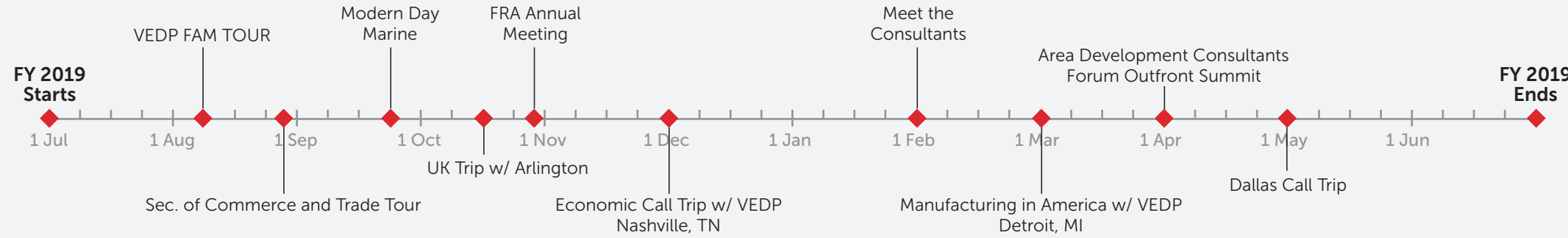
Assists:

Category	Assists	Actions
UMW	5	14
Existing Industry	1	5
Investor Relations	6	20
GWRC/GWVA	3	7
Defense Relations	4	10
Local Assistance	9	30

Documentation of assists began the second half of FY19

Assists: Provide a level of service to stakeholders aimed toward enhancing workforce, real estate inventory, transportation, collaboration or other activities that build regional capacity/ the value equation.

Actions: An event, activity, or process of doing something to achieve an outcome that results in regional economic development progress.



Metrics:

	FY 2017	FY 2018	FY 2019
Leads	51	58	33
Total Projects	28	31	12
VEDP Projects FRA	14	18	8
Projects	14	13	4
Announcements	4	1	2
Jobs	304	25	6
Capital Investment	\$93,000,000	\$2,680,000	\$2,000,000