

2019 Annual Report 2020 Program of Work

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**LYNCHBURG REGIONAL
BUSINESS ALLIANCE**

YesLynchburgRegion.org



LynchburgRegion.org



TOGETHER WE ARE EXTRAORDINARY



This past year, as always, our work was anchored in partnership and collaboration.

At the forefront of leadership development, we expanded Leadership Lynchburg to include the inaugural Leading

Off Campus program designed to retain some of the dynamic students attending area colleges. We launched several initiatives, addressing opportunity, talent retention and economic development across the region. We also continued to advocate for your business and a growth-focused economic environment.

As always, we design our annual programming to expand your knowledge and networks in the most efficient way possible. Last year was no different, adding a small business focus to our professional development efforts. At our core we deliver relevant and high-quality member programs, events and information because we work for you – and because of you.

Thank you for continuing to support the Lynchburg Regional Business Alliance, an organization committed to ensuring more opportunity, a higher quality of life and a brighter future for everyone. The Alliance is your catalyst for business growth, your convener of leaders and your champions for a stronger community.

*What we've achieved is extraordinary.
What's ahead is inspiring.*

Megan A. Lucas

CEO & Chief Economic Development Officer
Lynchburg Regional Business Alliance



When I moved here as a young professional accountant in December 2002 the first business event I attended was the Lynchburg Chamber's Annual Meeting. I would never have imagined that 17 years later I'd be penning the letter from the Chairman in the Annual Report & Business Plan. This is an honor and privilege. 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. The year 2020 lends itself to all sorts of references to 20/20 vision and things coming into clear view. But it is because of the foresight and vision of these leaders who merged the Chamber and our region economic development entity in 2016 that we are able to bring you this Annual Report and Business Plan. It's because of their work that we get to Belong to Something Extraordinary.

To live in this region, at this time, with this organization championing economic and business growth truly is exciting. Encapsulated in this report and in the stories we'll highlight throughout 2020, you'll see the extraordinary results of individuals and businesses who have utilized the Alliance to succeed. You'll see the extraordinary and bold plans the Alliance is undertaking to continue to help our region prosper.

So, yes, we have laser focused, 20/20 vision. What is in full view is the opportunity for you and me to Belong to Something Extraordinary and to roll up our sleeves and engage in whatever way we can to be a part of the effort.

My vision for the Alliance for 2020 is to ignite a passion for encouraging our next generation to get involved. Great community members like Amy Ray, Susan Ackley, John Doyle, Dick Worthington, Tulane Patterson and many others guided my path and encouraged my involvement. It is our time to take that mantle and encourage our teammates to contribute to this great community.

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

Ryan McEntire

Alliance Chairman

Brown, Edwards & Co., LLP

STRATEGIC INITIATIVES

MISSION

To lead regional economic development through:

- Cultivating Talent
- Enhancing the Business Climate
- Generating Jobs and Investment
- Promoting our Brand & Image Globally

The Alliance's Board three-year strategic plan for the organization is in its second year. It was determined that the following five goals should be aggressively pursued through 2021.

TOP FIVE GOALS

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

VISION

Creating a region where businesses and individuals thrive.



“

The Lynchburg Regional Business Alliance has proven to be an amazing organization to join! They have shown that they truly care for the businesses in our area and put forth tremendous effort and time to see they are thriving. They advocate on our behalf, frequent our stores, and spend many hours promoting a healthy relationship with business owners. We have been so pleased with the staff and look forward to continuing to be a part of this wonderful organization! ”

Deborah Fears Keeling, Owner, ACCENTS

2019 ANNUAL REPORT

CULTIVATING TALENT

- 3,500** Middle and high school students engaged with over 50 regional employers at our first Regional Worlds of Opportunity Career Expo
- 6,000** - Number of *Worlds of Opportunity Career* magazine copies distributed across our region to students and parents showcasing wages and in-demand careers in our community
- 115** Level Up YP Summit attendees who were inspired to be the region's next generation of leaders
- 42** Individuals graduated from Leadership Lynchburg's 44th Flagship Program
- 12** Regional college students participated in Leading Off Campus pilot program providing skills and career readiness opportunities as well as interaction with regional employers

ENHANCING THE BUSINESS CLIMATE

- 594** Hours used by members in our office and event space
- 90%** Membership Retention - 5% above the national average for Chambers according to Association of Chamber of Commerce Executives
- 2,545** Number of people who have engaged in Alliance member sponsored events
- 7** New Inductees into the Business Hall of Fame
- 1** Meeting with officials from Dulles and Lynchburg Regional Airport to advance our northeast connection strategy
- \$16.7M** state funding allocated for Lakeside Drive/501 intersection project we championed



MEMBER SERVICES

743

TOTAL MEMBERS

48,897 EMPLOYEES REPRESENTED

19 AVG. YEARS OF MEMBERSHIP

91

NEW MEMBERS

71

PREMIUM INVESTORS

90%

MEMBER RETENTION

\$5,817

PRESCRIPTION DRUG SAVINGS BY MEMBERS WHO USED OUR ALLIANCE RX CARD

1,435

AMBASSADORS' VISITS TO MEMBERS

2,614

MEMBERS CONNECTING AT ALLIANCE NETWORKING EVENTS

2019 ANNUAL REPORT

PROMOTING OUR BRAND AND IMAGE

3 Best of Business Awards from
Lynchburg Business Magazine

New Member Information Center to the Lobby

48,000 Number of international corporate site consultants & c-suite executives reached by Lynchburg regional INTEL Report in *Site Selection Magazine*

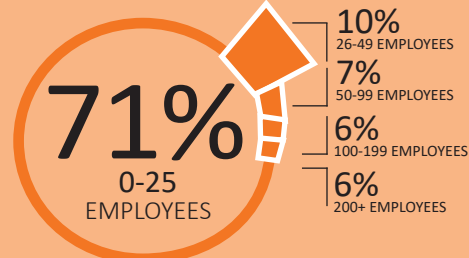
28 Business & Talent Videos promoting regional assets

15% Increase in digital media engagement

8 Hosted site consultants and numerous state stakeholders



MEMBER PROFILE
NUMBER OF EMPLOYEES



6,117
CERTIFICATES OF ORIGIN PROCESSED
FOR OUR EXPORTING MEMBERS

42,000
NUMBER OF ONLINE
USERS TO REVAMPED
WEBSITE

GENERATING JOBS & INVESTMENT

\$23,000 Received in grant funding from Tobacco Commission to assist with marketing our region nationally

\$100,000 Received from GO Virginia grant to assist with the redevelopment plan of Central Virginia Training Center

\$81,000 Received from GO Virginia grant resulting in

\$161,000 leveraged to get regional industrial sites
“move in ready”

\$38M Lobbied for funding from Commonwealth Transportation Board for the 501/221 Intersection in Lynchburg

ECONOMIC DEVELOPMENT HIGHLIGHTS

307 NEW JOBS
CREATED

\$34.8M CAPITAL
EXPENDITURES

LYNCHBURG REGIONAL STRENGTHS WE MARKET

- 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

\$191K
Economic
Development
Grants

35 BUSINESS RETENTION
& EXPANSION VISITS
WITH EXISTING
REGIONAL INDUSTRIES

4,910 SOCIAL MEDIA FOLLOWERS
3,581 FACEBOOK
516 TWITTER
813 LINKEDIN

59
Economic
Development
Investors

2020 PROGRAM OF WORK

Our 2020 program of work supports the four pillars of our mission.

CULTIVATING TALENT

Workforce:

- Champion coordinated industry-driven workforce programs
- Expand connections of higher education institutions to retain graduates within the region
- Redevelop YPCV program of work with the focus on increased emphasis on professional development



ENHANCING THE BUSINESS CLIMATE

Government Relations:

- Represent and advocate for pro-business policies to protect and enhance the business environment in the Lynchburg region
 - Provide advocacy support and continue to champion the CVTC redevelopment plan as a top legislative priority
 - Use the development of legislative scorecard to track outcomes on Alliance issues

Competitive Member Advantage:

- Provide members the opportunity to grow their networks, develop their skills and expertise, make an impact on their community and earn recognition for the work they do. From A.M. Alliance, Monday Member Campaign, Lovin' Local to the Ignite Business Excellence Awards, and business counseling, the Alliance increases visibility and access for all our diverse member businesses
- Provide membership benefits and services that give our members an operational and financial competitive advantage that accomplishes so much more than any one person or business can accomplish alone by bringing diverse membership to the table

“ The Alliance helped with my ribbon cutting and I’m humbled by all feedback I have received. Humbled. Thank you for making me a priority and having the ribbon cutting. Great social media presence, receiving phone calls and two people stopped in my office. One of those individuals is becoming a client and will move their money over. ”

Edward Jones - Andrew Kappler, Financial Advisor

2020 PROGRAM OF WORK

PROMOTING OUR BRAND & IMAGE

Target Marketing:

- Develop relationships and increase awareness of the Lynchburg region with national corporate site consultants, real estate professionals and c-suite executives
- Position the Lynchburg region as a top location for business and industry as well as quality of place
- Establish a regional economic development branding and image campaign
- Position the region as the hub of talent, innovation and opportunity

GENERATING JOBS & INVESTMENT

Economic Development:

- Increase business attractions initiatives for the Lynchburg region through a robust lead generation program
- Increase support to municipalities on generating jobs and investment through existing companies within the region
- Increase entrepreneurship activity through improved opportunities for start-ups
 - Continue to partner with Small Business Development Center on events beneficial to entrepreneurs in various business sectors and stages of growth



2020 BOARD OFFICERS



Ryan McEntire
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Denise Woernle
Chair Elect
Framatome

Darryl Huften
Vice Chair
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Fred Armstrong
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Todd Hall
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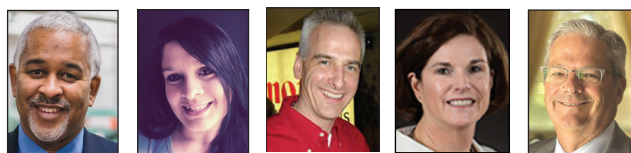
Lauren Dianch
Atelier 11
Architecture, LTD

Michael Elliott
CENTRA

Jennifer Foster
Foster Fuels Inc.

Tracie Gallahan
First National Bank

Rex Geveden
BWX Technologies, Inc.



Nathaniel Marshall
BWX Technologies, Inc.

Mehgan McCrickard
Johnson Health
Center

Patrick McNamara
MaxPlayFit, LLC

Anne McVeigh
Davenport &
Company LLC

Kelly Mirt
The News &
Advance



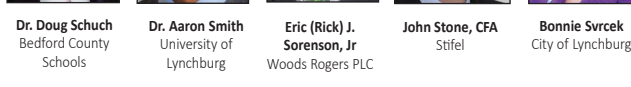
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University of
Lynchburg

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Woods Rogers PLC

John Stone, CFA
Stifel

Bonnie Svrcek
City of Lynchburg



Luke Towles
Wells Fargo

Marjette Upshur
Opportunity
Lynchburg

Ryan White
American National
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Gloria Witt
Define Success
Coaching &
Facilitation

2020 BOARD OF DIRECTORS



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Matthew Klein
Lynchburg Hillcats

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now Truist



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Inc.

Tray Petty
Moore & Giles,
Inc.

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Dawson, Richards, PC

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University of
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Woods Rogers PLC

John Stone, CFA
Stifel

Bonnie Svrcek
City of Lynchburg

Luke Towles
Wells Fargo

Marjette Upshur
Opportunity
Lynchburg

Ryan White
American National
Bank and Trust
Company

Gloria Witt
Define Success
Coaching &
Facilitation

ALLIANCE STAFF



Megan A. Lucas
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Development
Officer

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Vice President

Heath Barret
Vice President
of Membership
Development

Denise Rowland
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of Finance

Laverne Brown
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Jamie Glass
Director of
Economic
Development



Denise Jackson
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Executive
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John Putney
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Government
Relations

Zach Spangler
Project and
Event Manager

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Director of CAER

Stephanie Keener
VP & Executive
Director
Small Business
Development Center