



## **CEDA NOMINATION FORM**

### **INTRODUCTION**

The 2011 VEDA Community Economic Development Awards (CEDA) will be presented during VEDA's Spring Conference in Charlottesville, April 7-8, 2011. One winner can be selected from each of the 5 population categories. These selections will be based on the most significant contributions to economic and community development in the nominees' respective communities.

### **AWARD CATEGORIES**

The CEDA may be given to one community from each of the following five population categories: (population will be based on the most recent published decennial census)

- I. Population less than 5,000
- II. Population of 5,001 to 15,000
- III. Population of 15,001 to 40,000
- IV. Population of 40,001 to 100,000
- V. **Population of over 100,000**

For the purpose of this award, a "community" shall be defined as any unincorporated town or city, incorporated town or city, county/parish, formally established multi-jurisdictional region, metropolitan statistical area, or state. The "community" should reflect work responsibility of the VEDA member submitting the entry.

A maximum of five awards will be given, one in each of the population categories listed above. Each project has to fall under one or more of the four areas mention in this document under "Purpose."

### **NOMINATION**

NAME OF COMMUNITY **VIRGINIA'S REGION 2000 PARTNERSHIP (LYNCHBURG MSA)**

CHIEF OPERATING OFFICER **R. BRYAN DAVID, EXECUTIVE DIRECTOR, REGION 2000 EDC**

ADDRESS **828 MAIN ST., 12<sup>TH</sup> FLOOR**

CITY, STATE, ZIP **LYNCHBURG, VIRGINIA 24504**

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COMMUNITY POPULATION **247,447 \*2009 ESTIMATE (INCLUDES 4 COUNTIES, 2 CITIES, 5 TOWNS)**

APPLICATION SUBMITTED BY **BRYAN DAVID**

TITLE **EXECUTIVE DIRECTOR, REGION 2000 ECONOMIC DEVELOPMENT COUNCIL**

PHONE **434-847-1447** EMAIL **BDAVID@REGION2000.ORG**

### **SUBMITTED FOR: (CHECK BELOW ALL THAT APPLY)**

- Business Retention/Expansion
- Business Attraction
- Community Development
- **X Community Involvement**

## **SUMMARY REVIEW**

Please attach a brief description of the economic development efforts and accomplishments (projects and programs). Within this description, address the awards criteria of innovativeness, transferability, community commitment, measured objectives and secondary benefits. The nomination can be no longer than four conventionally formatted 8.5" x 11" pages. Also please submit up to 5 digital photographs related to the community program/project to [veda@associationbuilders.com](mailto:veda@associationbuilders.com). These photos need not be a part of the nomination form.

The Virginia CEDA winner(s) will be announced and recognized during the CEDA luncheon at the VEDA Spring Conference in Charlottesville, April 7-8, 2011. The 2011 Virginia CEDA winners' nomination(s) will also be sent to SEDC by Virginia's SEDC State Director to compete with other southern states' winners. SEDC winners will be recognized later in 2011.

VEDA Member Submitting Form **R. Bryan David**

Name **R. Bryan David**  
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City, State, Zip **Lynchburg, VA 24504**  
Phone **434-847-1447** Fax **434-847-1455**  
Email **[bdavid@region2000.org](mailto:bdavid@region2000.org)**

### **Submit to:**

**VIRGINIA ECONOMIC DEVELOPERS ASSOCIATION**  
**1340 North Great Neck Road, #1272-128**  
**Virginia Beach, Virginia 23454**  
**757-412-2664 Fax: 866-873-3690**  
**[veda@associationbuilders.com](mailto:veda@associationbuilders.com)**

***All Nominations Must Be Received By February 11, 2011***

## **Community Involvement entry**

### **“Region 2000: Creating a comprehensive approach to economic development”**

Virginia’s Region 2000 Partnership is a unique collaboration of organizations in the Lynchburg region that work together to improve the region’s quality of life and build economic growth for businesses, residents, education institutions and localities. It was one of the first organizations in the state to take a comprehensive approach to regional economic development and more recently, *tech-based* economic development programming.

The Region 2000 Partnership brings together six independent organizations that are co-located (as of 2007) and have agreed to share resources and staff, as well as operations such as payroll (as of 2009), office equipment, and project management. The six organizations include the regional planning commission (Local Government Council) and the region’s Workforce Investment Board, along with four economic development organizations (Economic Development Council, Technology Council, Center for Advanced Engineering & Research, and the Young Professionals of Central Virginia) that conduct a combined five-year fundraising campaign as a public/private partnership.

Each organization has its own board of directors, yet many of those board members serve on more than one board across organizations. This creates a natural “cross pollination” that serves the region well and ensures the highest level of efficiency and teamwork is carried out.

Additionally, the executive directors of those six organizations serve on one another’s boards to provide an added emphasis on working together. Also, a Coordinating Council, made up of two members from each of the six organization’s boards, evaluates the strategic direction of the Partnership on a quarterly basis to ensure that each partner is carrying out its goals and objectives and working for the benefit of the region.

### **Innovativeness**

The Region 2000 Partnership is innovative and creative by design and accomplishment. Through our partnership, our Region 2000 organizations are able to serve the region well because we can achieve greater results as one team. We are innovative in the way we raise funds for the four organizations that are public-private funded. By combining resources and conducting one campaign, we only have one “ask” to the companies and localities that fund us. Another example is how we market the region as a whole rather than as single jurisdictions. We bring together economic developers from each locality once a month to “pool” our marketing dollars and decide on the best ways to get our message out about the benefits of doing business in Region 2000. Recently, we worked with our localities to shoot aerial photos and create colorful “spec sheets” of our business parks and industrial sites, saving time and money while better promoting the Region 2000 “brand”. We also work together to handle economic development prospects by coordinating visits and requests as a region rather than individual localities.

Our Partnership’s innovativeness is clearly evident in the creation of a regional research center being completed this year. The Center for Advanced Engineering & Research was born out of the partnership.

## **Transferability**

Other regions look at the Region 2000 Partnership as a “best practice” for regionalism and collaboration across borders. We are often asked to speak to other economic development organizations about our operational set up and ability to work together across jurisdictions and organizations. We have also been recognized (2010 honorable mention) by the IEDC for effective “Regionalism and Cross Border Collaboration.”

We have learned that the more we work together and share resources, the easier it is to get “buy in” from existing and prospective stakeholders. We have also shared our branding strategy for our Partnership with other regions. Recently, we went through an innovative STAMP (Systematic, Targeted, Audience, Message, Positioning) branding process used by Fortune 500 companies which helped us better communicate our business objectives among the partner organizations.

The CAER (R&D and education facility) is part of a state strategy to position applied research facilities throughout the Commonwealth. The CAER focuses on nuclear energy and wireless research in support of Region 2000’s industry clusters.

## **Community Commitment**

The Region 2000 Partnership has been credited as the driver behind a cooperative spirit found among businesses, local governments and educators in this region. We have strong commitment from our business community and the 10 localities that make up the Region 2000 geographic area. This commitment is evident in the names and businesses of those that make up our boards and invest dollars in our Partnership. We gained the financial support from more than 125 companies that have provided a five-year commitment during the last campaign. In addition, 10 local governments are “members” of our partnership through funding, board support, collaboration, etc.

Community commitment is also evident in the support we get on solving issues that impact the “greater good” in the region, such as a shared landfill that was formed in 2009, a regional research center (CAER) that is currently being constructed, and our ability to bring localities together to solve issues of common significance such as transportation, water supply, workforce development, and more. We effectively raise funds for these projects, write and obtain grants, and obtain national, state, and local support.

During 2010, we formed a committee to write a Comprehensive Economic Development Strategy (CEDS). We received a great response from local leaders and community stakeholders and easily got more than 50 people to sign up to serve. This is evident of the type of support we receive for Partnership projects.

One of the Partnership goals is to facilitate collaboration among local governments. In line with that objective, Region 2000 localities “pool” marketing money to be used as a region rather than individual localities. Together, they decide where to focus dollars and resources toward attracting new investment to the region. When there is a prospect looking at our region, we also coordinate the visit among participating Region 2000 localities so it’s about selling the entire region rather than just one locality within the region. This cooperation has helped us win economic development deals and draw from a larger pool of job applicants across the region when new or expanding companies are filling key jobs.

## Measured Objectives

Our five-year (2007-2011) Partnership objectives are:

1. To deliver effective programs to help business recruit a qualified workforce. (We created a regional recruitment strategy, produced a regional recruiting video that we share on our homepage, YouTube, etc., hired a full time Young Professionals Executive Director to help recruit and retain YP's and much more.)
2. To create a regional research presence in support of local companies. (We achieved this objective through the creation of the \$7 million Center for Advanced Engineering & Research facility, which will be completed in March 2011. [www.caer.us](http://www.caer.us).)
3. To support existing business through employer retention and expansion. (We created an Investor Relations program and visit more than 75 local companies per year, linking them to training resources, state program, business leads and more.)
4. To increase quality jobs and capital investment through new business attraction. (A 2009 economic study showed that from 2005-2008, 71 companies announced plans to expand or locate new operations with Region 2000. In total, these announcements brought 3,098 new jobs and \$329 million in new investment to the region. The jobs were spread across the localities that participate in the Partnership indicating that everyone wins when we show "one face to the customer" in our marketing efforts. In recent months, we have attracted companies such as Intersections Inc in Altavista that plans to bring 250 new jobs to the region. )

Additionally, Region 2000 led the state in job growth in 2008 and in April 2010, the region (Lynchburg MSA) ranked 28<sup>th</sup> of 200 metros in Forbe's Best Places for Business and Careers, especially noteworthy since we were the smallest metro to land in the top 50 and we ranked at the top of the list among Virginia localities. [http://www.forbes.com/lists/2010/1/business-places-10\\_Best-Places-For-Business-And-Careers\\_Rank\\_2.html](http://www.forbes.com/lists/2010/1/business-places-10_Best-Places-For-Business-And-Careers_Rank_2.html)

We also continue to move up the rankings in the Milken Institute's 2010 report on the best performing metros for creating and sustaining jobs and economic growth. This year we ranked 35<sup>th</sup> out of 200, up from 60<sup>th</sup> place last year. In that study, we ranked 3<sup>rd</sup> in the nation in high-tech employment growth as a percentage. <http://region2000.org/lynchburg-msa-moves-up-for-third-straight-year-in-best-city-rankings.html>

## Secondary benefits

The vitality of Region 2000 is evident in the mix of businesses that are already flourishing in the area. This diversity makes for a healthy, stable economy. With the growing decrease in traditional manufacturing, the Region 2000 Partnership began to focus its efforts several years ago on developing a workforce to meet the needs of local industry.

2009 data shows that Region 2000 is rebalancing its portfolio of industries and jobs away from over-dependence on the *Manufacturing* sector and toward the high-wage/high-growth sectors *Healthcare* and *Professional, Scientific, and Technical Services*. This is an important trend that has not only had an immediate positive impact on Region 2000's economy in terms of wage and employment growth, but is also better positioning it for future long-term economic growth, as evidenced by the region's demonstrably entrepreneurial business environment and rising standing in national indices such as the *Best Performing Cities Index*.

Region 2000 is planting the seeds that will guarantee it has the technologically trained workforce required to continue to prosper. The Region 2000 Partnership, through the efforts of the Region

2000 Technology Council's science, technology, engineering, and math (STEM) initiative and the CAER's advanced education curriculum, is working to ensure that high-wage/high-growth sectors such as *Professional, Scientific, and Technical Services* have the workforce they will require to successfully transition into the new economy.