

## Who are we?

The Hampton Roads Partnership, a public-private alliance, is the only organization in Hampton Roads convening community leaders to facilitate regional collaboration, to promote geopolitical interdependence, and to focus on key issues and actions directly related to enhancing our competitiveness in the global economy for a better quality of life for all citizens.

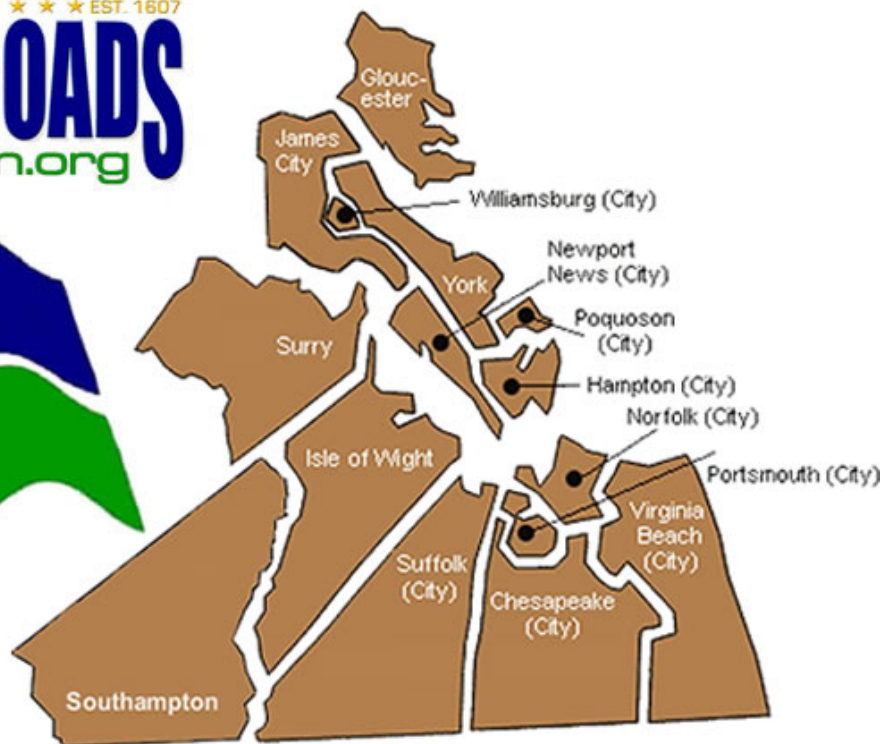
## What do we do?

The Hampton Roads Partnership is the regional institution in Hampton Roads positioned to advance effective non-parochial regional collaboration, to serve as the region's strategic voice and the region's goal-setting body, including setting and advocating for the legislative agenda, by convening community leaders at the "Regional Round Table."

The Partnership is made up of an inclusive cross section of community leaders including: Government (Local, State, Federal, Military); Financial (Insurance, Real Estate); Educational & Health Services; Business & Professional (Technical); Trade & Transportation, Utilities; Nonprofit Organizations; Construction; Manufacturing; Information (Media); Leisure & Hospitality (Tourism) and individuals coming to the region's "Round Table" on our citizen's behalf.

In Fiscal Year 2008-2009, the Partnership was funded solely by member's annual investments. More than three-quarters of our financial support comes from non-municipal sources, i.e. from member business leaders.

The Partnership acts as a convener, a facilitator and an influencer in issues of regional concern, work with no beginning and no end.



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## **Actions & Impacts**

### **I. Building Valuable Relationships with the Partnership**

**Priority: Improve cooperation impacting economic competitiveness to draw investment and other resources from outside the region.**

- Launched a region-wide Comprehensive Economic Development Strategy (CEDS) as “*Vision Hampton Roads*” with financial assistance and guidance from federal authorities for regional consensus-building and identification of strategic priorities;
- Continued networking among local, state and federal elected officials and state and federal government agencies, fostering a basis for an annual legislative agenda;
- Led the regional agenda for the Virginia General Assembly’s Hampton Roads Caucus;
- Interceded legislation and facilitated solutions to seating state legislators on the HRTPO;
- Kept transportation “top of mind,” especially the disparity of the current funding formula, understanding it’s a tight budget year with no new funding available;
- Co-sponsored Southern Growth Policies Board forum “The Future of Southern Energy: Making Choices for Your Community” with the region’s Mayors and Chairs;
- Continued to convene a “Regional Roundtable” of organizations with common interests, including advocacy groups, workforce development, business, economic development, and planning.

### **II. Communicating the Hampton Roads Brand and Regional Citizenship**

**Priority: Improve recognition of the region, reinforcing local pride and civic responsibility.**

#### **A. Staffed communication program, increasing public visibility, involvement in goal setting:**

- Delivered the Partnership’s Annual Impact Statement to the public meetings of each of the 17 member cities, counties and town of Hampton Roads;
- Disseminated to the public executive summaries for regional events and community meetings, such as the Hampton Roads Center for Civic Engagement Summit (Apr09);
- Participated on regional public affairs radio programs such as “Hearsay with Cathy Lewis”;
- Launched Hampton Roads e-News (Oct08);
  - Increased subscriber base over 800% in just seven months;
- Launched a Partnership blog for community conversation (Oct08);
  - Averaged just under 100 daily views, spikes 400-500% when e-News publishes;
  - Launched Version 2.0 as [SmartRegion.org](http://SmartRegion.org) to include expanded categories as answer to the call from Hampton Roads’ citizens for one regional focus, a portal to connect Hampton Roads’ organizations, citizens and civic leaders (Jun09);
  - Included nearly 100 guest authors from business people, public and military information officers and community bloggers;
  - Increased public comments seven-fold in just seven months;
- Affiliated [SmartRegion.org](http://SmartRegion.org) with “*Patchwork Nation*,” representing an unprecedented collaboration between global news sources, Christian Science Monitor and The NewsHour, and local public broadcasting stations nationwide (Jun09);
  - Provided coverage of local Hampton Roads economic impacts, building a local-national collaboration model as citizen journalists (bloggers);
  - Represented Hampton Roads, a “Military Bastion,” with [SmartRegion.org](http://SmartRegion.org) as one of only 24 bloggers nationwide to represent this, one of 12 community types.

**B. Partnered with other regional organizations, increasing value and economies of scale:**

- Hampton Roads Center for Civic Engagement, The Planning Council and Future of Hampton Roads to tap public opinion and encourage diversity in public outreach activities;
- Hampton Roads session for LEAD Virginia, connecting leaders to promote a statewide perspective about the quality of life in the Commonwealth;
- Hampton Roads Chamber's LEAD Hampton Roads to promote regionalism and regional leadership through their educational programs;
- Hampton Roads Military and Federal Facilities Alliance (HRMFFA) efforts in support of the Hampton Roads Economic Development Alliance (HREDA) to increase military-focused business development ;
- Hampton Roads Chamber's Inter-Regional Visit (IRV) to Tampa FL, facilitated speaker logistics, developed agenda and attended.

**C. Convened regional groups for collaboration of efforts, increasing value to citizens:**

- Regional Stewards, two elected officials (non-Mayor or Chair) from each jurisdiction, to define and prioritize projects such as a regional "Declaration of Interdependence";
- "Vision" civic groups to coordinate individual activities within a broader regional agenda;
- Regional PIO Roundtable for the municipalities' Public Information Officers, including outreach to emergency management officials for collaboration.

**III. Strategic Goals of the Hampton Roads Partnership**

**A. Transportation**

**Priority: Improve mobility, impacting economic competitiveness and quality of life .**

- Worked with General Assembly on Hampton Roads Metropolitan Planning Organization (now HRTPO) projects and priorities;
- Advocated for Hampton Roads' inclusion in the Southeast High Speed Rail Corridor;
- Sponsored a Long Range Transit Vision Plan in cooperation with the Hampton Roads Transportation Planning Organization (HRTPO) with funding from the Virginia Department of Rail and Public Transportation;
- Supported the public-private Jordan Bridge project to reconnect a critical link in the region's transportation network, a vital non-tunnel evacuation route;
- Advocated for a Capacity Management Plan to prioritize realistic projects and address "choke point" alternatives, working with HRT and TRAFFIX.

**B. Economy/Modeling & Simulation**

**Priority: Improve technology business clusters which impact economic competitiveness and quality of life, especially standard of living.**

- Welcomed 750 attendees to MODSIM World's second annual conference (Sep08);
- Developed franchise agreement with MODSIM World-Canada, their inaugural event Jun09;
- Served as MODSIM World's Deputy Chair of Logistics and Marketing;
- Emphasized collaboration between higher education and industry with Region-wide Strategic Plan, also developing "M&S Summit" to include U.S. Senator Mark Warner-VA;
- Served on General Assembly Leadership Caucus Summit on regional initiatives in M&S;
- Hosted Virginia's Secretary of Technology Aneesh Chopra's program on civilian-military medical records accessibility.

### C. Economy/Port and Maritime Logistics

**Priority: Improve supporting multi-modal infrastructure to maximize container capacity, impacting economic competitiveness and stature in the world economy.**

- Informed business community of Port projects in development stages, including the privatization of the Port proposal by CenterPoint Properties;
- Advocated for CSX Southeast Rail Corridor and Norfolk Southern's Heartland Corridor;
- Advocated for joint land development strategies between Suffolk and Isle of Wight;
- Facilitated joint study with Moffat & Nichol, ODU's VMASC, Suffolk and Isle of Wight to model a logistics- and development-focused transportation network.

### D. Education

**Priority: Focus early childhood indicators as establishment of good education foundation.**

- Facilitated meetings with early childhood groups on Peninsula and Southside Hampton Roads;
- Coordinated disparate efforts in developing "Early Childhood Education Summit" with three different Smart Beginnings groups to inform business community of links between early childhood investment (such as training for childcare providers and parents) and economic vitality.

## IV. Subsidiaries of the Hampton Roads Partnership

**A. Hampton Roads Film Office (HRFO)** promotes the region as a premier location for TV, film and commercial production to generate economic impacts and support the indigenous film industry:

- Generated average \$120 million in economic impact to the region (last available 2007);
- Generated \$9.4 million in Virginia tax revenue and 762 jobs in the region;
- Advocated for SB1421 to create a fee for in-room rental/purchase of digital media to provide incentives for production companies to work in Virginia;
- Supported Old Dominion University's ONFilm Festival;

**B. Hampton Roads Research Partnership (HRRP)** works to increase regional prosperity through technology-based economic development by coordinating research efforts, leveraging state-of-the-art facilities, and engaging the intellectual capital of 2,000 HRRP-affiliated scientists and engineers.

- Sponsored Federal Laboratory Consortium Symposium with HRMFFA's Robot Venture, leading to inclusion of Unmanned and Robotic Systems as approved technologies for investment by the Commonwealth of Virginia (Oct08);
- Produced an event, "Sensors in BioScience - from Research to Products," with Hampton Roads Technology Council (HRTC), resulting in development of new partnerships (Feb09);
- Helped organize "Green Energy and the Hampton Roads Economy" at Jefferson Lab with solar, nuclear, wind, bio-fuel, and conventional fuel communities discussing regional opportunities;
- Supported White House Initiative on Historically Black Colleges & Universities (HBCU) with a three-day conference at Norfolk State University and over 400 in attendance.

## V. Hampton Roads Performance Indicators: "The Way Forward"

**Priority: Improve Hampton Roads community by identifying generally-accepted quality of life indicators and offering these in a public forum as an assessment tool and basis for work by government, organizations and citizens, especially via civic engagement.**

- Launched [HamptonRoadsPerforms.org](http://HamptonRoadsPerforms.org), website measuring performance affecting the economy, quality of life and social inclusion, to support visioning and strategic planning (Feb09);
- Supported performance measurements for the Partnership's next Strategic Plan, the CEDS process, also known as "Vision Hampton Roads."