HAMPTON ROADS PARTNERSHIP

ANNUAL IMPACTS

The Hampton Roads Partnership celebrates 15 years of positioning Hampton Roads as a regional leader in the global economy.

The Hampton Roads Partnership convenes community leaders, facilitates regional collaboration and focuses on key issues to enhance Hampton Roads' competitiveness in the global economy.

> *"The founding of HRP was about building relationships and the realization that to be competitive in the global economy we had to function as a region."*
> ~~ Bill Butler, HRP former Co-Chair, SunTrust Bank (retired)

The year's biggest impact:

Hampton Roads' dependency on federal and military spending has grown due to the decade-long Global War on Terror. Now, drawdown is inevitable. Today, the Partnership's critical focus is a program called *Innovate!HamptonRoads*™ – part of the first region-wide economic development strategy, *Vision Hampton Roads.* It represents the best opportunity to engage multiple stakeholders to diversify from a disproportionate military dependence.

The ideology that business attraction alone can drive regional economic growth is a common misnomer. According to the Planning District Commission report, "Hampton Roads Regional Competitiveness," the majority of employment growth in a large mature economy like Hampton Roads will come from business births and growth in existing industries.

Innovate!HamptonRoads™ is designed to inspire entrepreneurship and accelerate high-growth potential businesses by building idea-generating and job-creating industry clusters in Modeling and Simulation (M&S), Sensors, Unmanned Systems and Robotics, BioScience and Aerospace –to thrive and achieve impact as a region.

The region is taking destiny into our hands to become innovators – people with the abilities and skills to think ahead of the curve and achieve unconventional results. Together, the members of the Hampton Roads Partnership can focus efforts on the "grow-your-own" economic development cluster strategy represented by *Innovate!HamptonRoads*™ by:

- Building a stronger regional economy with better, higher-paying jobs;
- Activating new business and new market opportunities;
- Attracting new investment, from inside and outside the region;
- Stimulating a new millennium, high-tech workforce;
- Generating community goodwill and pride; and
- Creating a diversified economy rather than reliance on one industry.

> *"The role of HRP is not to create jobs. It's to create an environment where entrepreneurs, businesses and investors can make investments that create new opportunities for others."*
> ~~ E. Dana Dickens, III, President and CEO, HRP

The year's highlights:

- Earned two-year $500,000 grant from Economic Development Administration to support creation and development of the Incubators Entrepreneur Support Network and jumpstart *Innovate!HamptonRoads*™(IHR).
- Engaged Aneesh Chopra, White House Chief Technology Officer, for an invitation-only White House Business Council with over 30 start-ups' CEOs on the regional economic development radar to foster innovative, high-growth firms.
- Secured $250,000 General Assembly budget amendment to grow the National Center for Collaboration in Medical Modeling and Simulation established by Congress in 2001 in Hampton Roads, including planning with ODU and EVMS.
- Highlighted Hampton Roads – through social media – as an "Innovation Hotspot" featuring nine (9) of Hampton Roads' many entrepreneurs to reinforce the "grow your own" innovation development strategy.
- Reached up to 9 million passengers via print and online with content on *America's First Region* and *Vision Hampton Roads* provided to Southwest Airlines in-flight magazine, for "Meet Hampton Roads."
- Reached over 800,000 citizens with HRP-instigated first, historical joint venture of the *Daily Press* and *The Virginian-Pilot*: special section "Bridges Between Us – Working the Puzzle of Our Interdependence in Hampton Roads."
- Strengthened the region's M&S Cluster – the third largest concentration in the U.S. – through promotion and networking, including support of 2010 MODSIM World (over 500 attendees plus nearly 1000 middle and high school students participating with new STEM education events).
- Mitigated job losses – salvaged over 50% – associated with disestablishment of U.S. Joint Forces Command via regional collaboration working with Southeastern Virginia Rapid Response team, ratifying resolution sent to the President, Gov. McDonnell and the Virginia Congressional delegation, and making the business case with Sen. Mark Warner's office.

The year(s) ahead:

- **Regional Cooperation** -
  HRP is the organization in the region where leaders from our independent – *yet interdependent* – communities come together in a safe place to think globally, strategize regionally and act locally.
  - **Convening business community.**
    Fortune 500 CEOs (five HRP members) are working on ideas to foster efficiencies within the region's municipalities for the benefit of taxpayers.
  - **Connecting leaders to solve national problems.**
    Leading healthcare providers (HRP members) are working to solve significant issues, e.g., electronic medical records exchange. HRP facilitates discussion as business opportunities are emerging, and more solutions are sought.
  - **Developing region-wide 2012 Legislative Agenda.**
    Vision Hampton Roads Public Policy Task Force, led by HRP, is seeking input from each municipality and endorsement by each governing body to promote a united agenda with the Hampton Roads Caucus.

> *"I recently spoke at the Hampton Roads Partnership's breakfast meeting (18Mar11) at the Virginia Modeling, Analysis and Simulation Center in Suffolk. I continue to be encouraged by the engaged consortium of local civic, industry, government, and education leaders committed to maintaining a partnership between our military and the community here in Hampton Roads."*
> ~~ General Raymond T. Odierno, U.S. Joint Forces Command

- **Innovation Intermediary** -
  HRP is taking an entrepreneurial approach to economic development through its critical program, *Innovate!HamptonRoads*™. The assets found in our colleges and universities, federal labs and the military are fertile ground for growing new and existing business. HRP is connecting – *not duplicating* – efforts, which will yield new jobs for our region.
  - **Executing strategies.**
    HRP is using Franklin Covey's weekly online scoreboard of lead and lag measures *(my4Dx*) to define and strategically execute the region's Wildly Important Goals.
  - **Supporting entrepreneurism.**
    Research during *Vision Hampton Roads* reinforced the reality that entrepreneurship and small business development is the engine for economic growth today. HRP is working to create the culture necessary to develop and nurture entrepreneurs by virtually connecting the eight (8) regional incubators and develop the region's six (6) major industry clusters as well as attract investment from outside the area and build our own investment potential.
  - **Promoting economic gardening.**
    Vision Hampton Roads highlighted the need to fill the "grow your own" gap in the region. HRP's economic gardening project is targeting Stage II companies, i.e. those firmly established, with a clearly defined market, demonstrated revenue growth, and potential or actual market outside region. A four-person strategic research team would work directly for the CEO and leverage communications and management tools to improve their business model.

- **Quality of Life** –
  HRP's facilitates collaboration and cooperation, resulting in a better quality of life for all of the region's citizens.
  - **Collaborating on creative class work.**
    HRP and multiple civic organizations are working to repurpose Regional Day 2012 – *and beyond* – adding Richard Florida as a keynote and bringing his team to the region to develop a Creative Class Scorecard, supporting "Sense of Place" initiatives identified with *Vision Hampton Roads.* Florida defines Creative Class as made up of diverse populations and occupations such as scientist, architect, academic, artist, manager, lawyer and accountant.
  - **Aligning with urban planning.**
    Cities do not survive solely as magnets for the young, hip and "creative," though. What also makes cities successful is "proximity," the way people connect, enabling interaction in rich, unexpected, productive ways. HRP is supporting the Urban Land Institute's *Reality Check*, a collaborative regional visioning process, which provides region-wide awareness of the level of growth expected and recognizes the legitimate points of view of different stakeholders – from environmentalists to economic developers. Results to the region's communities lay the foundation for the development of a concrete list of next steps to assure quality growth to meet the region's needs in the future.

The Hampton Roads Partnership is a public-private non-profit comprised of the chief elected official of seventeen municipalities and community leaders, representing over 50% of the region's civilian labor force and military personnel and 1.7 million citizens in Southeastern Virginia. The Partnership (HRP) is committed to regional cooperation and competitiveness in a dynamic global economy, facilitating regional collaboration and action for a better quality of life benefiting all of Hampton Roads' citizens.

HRP STAFF through Fiscal Year Ending June 30, 2011

PRESIDENT and CEO: E. Dana Dickens, III
EXECUTIVE VICE PRESIDENT: Donna S. Morris
VICE PRESIDENT STRATEGIC COMMUNICATION & MARKETING: Missy Schmidt
***Innovate!HamptonRoads*™ PROGRAM DIRECTOR:** Richard M. "Rick" Lally
Modeling & Simulation PROGRAM MANAGER: Andrew M. Sinclair
ADMINISTRATIVE COORDINATOR: Joyce O. Thacker
RECEPTIONIST: Angi Baker

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VICE CHAIR: Dr. Deborah M. DiCroce - Tidewater Community College, President ** (Chair for Fiscal Year 2012)
TREASURER: Mr. Digby Solomon, Daily Press - President, Publisher and CEO ** (Vice Chair for Fiscal Year 2012)
SECRETARY: Mr. David Tynch - Cooper Spong & Davis, Attorney ** (Secretary for Fiscal Year 2012)

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BB&T: Mr. Robert M. Boyd, Regional President **
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Busch Gardens Europe / Water Country USA: Mr. Carl Lum, President
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SunTrust: Mr. Thomas V. Rueger, President Hampton Roads Region
SunTrust: Mr. William K. Butler, President Hampton Roads Region (retired)
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Virginia Natural Gas: Ms. Jodi Gidley, SVP, Mid-Atlantic Operations, President
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Virginia Port Authority: Mr. Jerry A. Bridges, Executive Director **
Virginia Wesleyan College: Mr. William T. Greer, President
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Hampton Roads Planning District Commission/Transportation Planning Organization: Mr. Dwight Farmer, Executive Director **
Hampton Roads Planning District Commission: Honorable Bruce C. Goodson, Chair
Hampton Roads Transportation Planning Organization: Honorable W.D. Sessoms, Jr., Chair
Region 2 School Superintendents: Dr. Ashby Kilgore (Newport News City Schools), Chair

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U.S. Army Training and Doctrine Command Liaison: GEN Robert W. Cone, Commander
U.S. Coast Guard Atlantic Area Liaison: RADM William D. Lee, Commander Fifth District
U.S. Fleet Forces Command Liaison: ADM John C. Harvey, Jr., Commander
U.S. Joint Forces Command Liaison: GEN Raymond T. Odierno, Commander
U.S. Marine Forces Command Liaison: Gen Dennis J. Hejlik, Commander
U.S. Navy Region, Mid-Atlantic Liaison: RADM Mark S. Boensel, Commander **

* Board List as of Fiscal Year Ending June 30, 2011. Updated list may be found at **http://HRP.org**
** Executive Committee members for Fiscal Year Ending June 30, 2011.