



2009 annual report

hampton roads economic development alliance






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For the past year, it has been my pleasure to serve as Chairman of the Hampton Roads Economic Development Alliance. I am pleased to say that not only has the Alliance maintained its excellent reputation as both an economic development and a marketing organization, it has demonstrated a clear determination to distinguish Hampton Roads and foster economic prosperity throughout the fifteen jurisdictions it represents.

And it wasn't easy. All of us know it has been a trying year and that economic challenges will continue to face us in the coming year. Despite some harsh realities, the Alliance enhanced our region's global appeal by continuing to aggressively market our many assets. The staff traveled across the country and abroad, meeting face to face with top corporate executives, and hosted representatives from both domestic and international companies with an interest in relocating or expanding to

our area. I know I speak for all of us when I thank the entire Alliance staff for their dedication and dependable professionalism.

In addition, I want to express my sincere gratitude to our public and private sector investors for their support of the Alliance – and for their active involvement. Your financial support is, of course, vital; your day-to-day participation in furthering the Alliance's mission is equally so. True regionalism has never been more important to the success of each individual city and county.

I also want to extend my heartfelt appreciation to our Board of Directors, Executive Committee, and my fellow Officers for their many efforts this year. It has been a gratifying experience, and I look forward with great anticipation to serving alongside you in 2010.



Mike Barrett, Chairman

Pictured L-R: Rob Brown, Vice Chair; Mike Barrett, Chair; Bob Boyd, Treasurer; Rick Bagley, Secretary



alliance staff



You may be surprised that even in the midst of one of our nation's most difficult economic downturns, Hampton Roads and Virginia are faring better than most in the United States. In 2009, Hampton Roads ranked as one of the '20 Strongest Performing Metropolitan Statistical Areas' by MetroMonitor. Our unemployment rate continues to trend 3.5% below the national average, and three of our communities were named in the American Planning Association's 2009 'Great Places in America.'

National level recognition of our economic durability is showing up in multiple venues. For the fourth consecutive year, Forbes.com ranked Virginia as 'The Best State for Business.' CNBC named the Commonwealth as 'America's Top State for Business,' while elsewhere U.S. News and World Report selected Virginia as 'One of the Best Places to Start a Business;' and Pollina named Virginia as 'America's Most Pro-Business State.'

Pictured L-R: Sarah Moro, Stu Kerner, Steve Cook, Darryl Gosnell, Kate Rodenhouse, Thomas Clemens, Amy Parkhurst, David Gray, Debbie Ogan, Lisa Litwiller, Chris Gullickson. International consultants not pictured: Charles Macdowell (U.K.), Ingo Bentz (Germany)

Clearly, the practices, policies and hard work that caused Virginia and Hampton Roads to be a national leader in economic development and opportunity continue to yield valuable benefits. In troubled times, this is good news.

And the Alliance's commitment to share the good news about Hampton Roads with the global business community is stronger than ever. In 2009 we outperformed 2008 in the number of projects opened, prospect visits, company announcements and jobs created for our workforce. We exceeded our stated goal of conducting 300 qualified appointments with decision makers by almost 50 and added 284 new business contacts to our database.

The Alliance is poised in 2010 to press our advantages and provide new opportunities for those looking for a better place to live and a more profitable way to do business. Thanks to your continued investment we will seek to accelerate our recovery from the recession for a stronger tomorrow.

Darryl Gosnell, President & CEO

financial report

activity report

Support and Revenue	2009	2010 Budget
Corporate Contributions	\$1,230,000	\$1,166,000
Municipal Contributions	\$1,665,800	\$1,611,020
Miscellaneous	\$52,000	\$52,000
TOTAL	\$2,947,800	\$2,829,020
Expenses	2009	2010 Budget
Marketing & Research	\$2,210,400	\$2,066,015
Investor Relations	\$154,200	\$152,250
General Operating	\$583,000	\$610,125
TOTAL	\$2,947,600	\$2,828,390
Excess (Deficiency) of Support & Revenue Over Expenses	\$200	\$630

Business Activity Report		2009	2008
Projects	Total Active	146	129
	New	57	38
	Inquiries	31	107
Prospect Visits	Total	42	39
	New	31	27
	Repeat	11	12
Marketing Activities	Total	56	48
	Appointments	347	269
	Contacts	284	N/A
Announcements	Total	5	4
	Capital Investment	\$18,750,000	\$17,820,000
	Jobs Created	294	63
	Square Footage	115,700	326,300

The Alliance project pipeline is a fluid and organic process that typically begins with contact from either a site selection consultant, a company decision maker, or a state issued request for information (RFI). Based on the company's parameters it can take months or even years for the evaluation process and ultimate announcement. The decision to relocate or expand is never easy and, now more than ever, is one that is even more cautiously and carefully initiated.

The Hampton Roads Economic Development Alliance's project managers treat each qualifying project with careful dedication applying comprehensive evaluative tools. Of those opened in 2009, project sources were almost equally divided amongst Virginia Economic Development Partnership (VEDP) and the Alliance. Of the Alliance's tally, nearly 60% came directly from corporate connections or decision makers. Geographically, the Northeast U.S. continues to lead our project pipeline followed closely by Europe and Asia. And, we continue to see a large percentage of projects in or related to the manufacturing industry.

Precise capture and analysis of project data ensures the Alliance can continue to develop and maintain robust recruitment initiatives in support of market demand and the region's industry clusters.

Geography

Northeast U.S.	22%
Not Disclosed	18%
Europe	15%
Asia	15%
Southeast U.S.	11%
Mid West U.S.	9%
Western U.S.	6%
Canada	2%
Other	2%

Industry

Manufacturing	43%
Maritime Related	26%
Other	9%
Alternative Energy	6%
Sales and Service	6%
Modeling & Simulation	4%
Corporate Operations	4%
Food Processing	2%

Source

VEDP	54%
HREDA*	46%
<i>*Consultant</i>	23%
<i>Corporate</i>	58%
<i>Other</i>	19%

new project profile

The Alliance marketing efforts are aimed at enhancing the global awareness of Hampton Roads and ultimately encouraging sustainable, inclusive growth benefiting the entire region. To that end our team dependably, professionally and tirelessly traveled 313,087 miles, spent 332 nights away from home, visited 25 cities in 11 countries, executed 18 marketing missions, attended 30 trade shows, seminars and conferences, and hosted 12 special events.

The result?

57 new projects
42 prospect visits
347 appointments
284 new contacts

Ultimately, we assisted in bringing **5 new companies** to the region resulting in \$18,750,000 capital investment, 115,700 of occupied square feet and 294 jobs for our local workforce.

regional wins

becker-solutions Corp., a German based hydraulic hose assembler and parts manufacturer, chose Chesapeake's Riverwalk Commerce Center as the location for its first U.S. sales and distribution office.

Why Hampton Roads?

“With a growing number of U.S. clients, I needed a location that could readily support not only our domestic distribution, but international as well. The region's growing and dynamic international community, cost of living, infrastructure and ideal East Coast location provided the solution and ultimately led us to Chesapeake.”

Fabian Becker, President

MASA Group Inc., a high technology company specializing in cognitive artificial intelligence and optimization for logistics, headquartered in Paris, France, adds to the region's growing international profile. Maintaining an aggressive growth plan, MASA's location in Old Dominion University's Innovation Research Park is set to become their core U.S. technical team.

Why Hampton Roads?

“We chose to operate in Norfolk due to the development of the new technology park, the proximity to Old

Dominion University and the regional commitment to modeling and simulation. We moved to the park to benefit from the university environment and to tap into the student population as we proceeded to hire. The location is close to our customers and the facilities are new and well appointed.”

Mark Phillips, Vice President Business Development Manager

ipConfigure, is an IP surveillance company headquartered in Houston, Texas. The company, which currently holds the largest IP based surveillance project in the world with the U.S. Government, opened its global sales office in the Innovation Research Park on the campus of ODU in Norfolk. ipConfigure is committed to the idea of open architecture and will continue to facilitate the convergence of physical security and IT technologies by integrating both building and life safety systems through a seamless enterprise solution.

Why Hampton Roads?

“Locating at IRP allowed us to take advantage of proximity to ODU’s Vision Lab and a ready pool of well-trained, enthusiastic workers. Our goal is to make Hampton Roads the center of video surveillance technology.”

Christopher Uiterwyk, CEO and ODU alum

Cobham Composites, an industry leader in high tech military and civil aerospace composite products, chose Suffolk’s Bridgeway Commerce Park for its first East Coast plant. Operations are scheduled to begin early 2010.

Why Hampton Roads?

“Our reasons for selecting Hampton Roads and Suffolk over all of the competing cities was based on the abundance of a high quality workforce, the great quality of living as well as clearly identified statistics and details of the incentive packages from the city of Suffolk and the Commonwealth of Virginia. Since we made the decision, we continue to be pleasantly surprised by more and more reasons why this was not only the right decision, it was the BEST decision we could ever have made. We could not be more proud to be a member of such a high class, thriving and friendly community.”

Paul Oppenheim, Vice President and General Manager

New to Hampton Roads is **The Art Institute** of Virginia Beach, located at Two Columbus Center in downtown Virginia Beach. The new school, a branch of The Art Institute of Atlanta, occupies 35,000 square feet and is designed to accommodate up to 2,000 students. With its first day of classes slated for January 11, 2010, The

Art Institute of Virginia Beach will initially offer bachelor’s degree programs in Advertising, Culinary Arts Management, Fashion & Retail Management, Graphic Design, Interior Design, Media Arts & Animation, Photographic Imaging, and Web Design & Interactive Media; and associate’s degree programs in Culinary Arts, Graphic Design, and Web Design & Interactive Media. The Art Institutes is a system of more than 45 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

Why Hampton Roads?

“The Art Institutes has a strong commitment to nourish and stimulate creativity in our students, and we have historically been drawn to cities and regions which share an enthusiasm for the creative arts. Our decision to open a new Art Institutes location in Virginia Beach is no exception. We believe Hampton Roads has the services, businesses, industries, and cultural venues to support our mission of education and professional development.”

John Mazzoni, President, The Art Institutes

Congratulations to Chesapeake, Norfolk, Suffolk and Virginia Beach on closing the deal.



domestic marketing activities



Conferences & Seminars

Grubb & Ellis
 Meet the Consultants
 CoreNet Global Summit
 Int'l Asset Management Council (IAMC)
 Joint Warfighting Conference
 CoreNet Mid-Atlantic Virtual Bus Tour
 Africa Business Conference
 MODSIM World 2009
 Virginia Conference on World Trade
 National Defense Industrial Assn. (NDIA)
 East Coast Maritime Conference

Special Events

Michelob Ultra
 VA Executive Reception
 Dodgers vs. Padres
 CBRE LCT Meeting
 Cubs vs. White Sox
 Thrashers vs. Capitals
 Maritime Reception
 I/ITSEC Reception

Trade Shows

Pro-Mat
 Retail Industry Leader's Association (RILA)
 Transpacific Maritime
 Solar Power International
 Intermodal Assoc. of North America (IANA)
 I/ITSEC
 Power Generation & Alternative Energy

Location

Nevada
 Texas
 Texas, Nevada
 North Carolina, Minnesota
 Virginia
 Virginia
 Virginia
 Virginia
 Virginia
 Virginia
 Virginia
 Virginia
 Virginia
 Virginia
 New Jersey

Location

Virginia
 New York
 California
 Massachusetts
 Illinois
 Georgia
 New York
 Florida

Location

Illinois
 Texas
 California
 California
 California
 Florida
 Nevada

Month

March
 March
 April, October
 May, September
 May
 May
 June
 October
 October
 October
 October
 October

Month

May
 June
 June
 June
 September
 October
 November
 December

Month

January
 February
 March
 October
 November
 December
 December

Marketing Missions

California
 Texas
 New England
 Georgia
 Illinois, Indiana, Wisconsin
 New York, New Jersey, Connecticut
 Washington, D.C., Maryland
 Missouri
 New York, Delaware, Pennsylvania, Maryland

Month

March
 March
 May
 June
 June
 July
 August
 September
 December



international marketing activities

Conferences & Seminars

Obama's America
Information Technology, Modeling & Simulation
Defense Manufacturers Association (DMA)
Alternative Energy Investment Opportunities
Making the Connection
Southeast U.S. Japan Association (SEUS Japan)
U.S. Naval Opportunities

Special Events

Montreal Canadiens vs. Chicago Blackhawks
Reception & Dinner
Wimbledon
SEUS Reception

Trade Shows

Hannover Messe
ITEC
EUROPORT

Location

United Kingdom
Canada
United Kingdom
Japan
Germany
Japan
United Kingdom

Location

Canada
Germany
United Kingdom
Japan

Location

Germany
Belgium
Netherlands

Month

February
February
March
May
June
October
November

Month

March
June
July
October

Month

April
May
November

Marketing Missions

United Kingdom
Canada
China
Japan
Canada
Germany/Austria
Japan
United Kingdom

Marketing Missions

Israel

Month

March
April
April
May
July
August/September
October
October

Month

November

"I would like to thank you for the opportunity to be part of the seminar 'Making the Connection' in Germany this past June. I found the program to be one of the most positive and profound experiences I have had in my six years in Germany. The Alliance team did a great job putting the event together and the feedback I have received from the German participants has been extremely positive. They loved it! I hope this will go a long way toward getting some of those folks to make the decision to not only go to Hampton Roads but to invest in the region as well."

Kelvin Strausman, Esq., Chief Economic and Diplomatic Advisor, North American Relations & International Economic Organizations

regional investment advantage

The mission of the Hampton Roads Economic Development Alliance (HREDA) is to market Hampton Roads worldwide as the region of choice for business investment and expansion. The Alliance serves as the region's lead economic marketing organization for promoting Hampton Roads and recruiting new business to the region.

Representing the 15 individual counties and cities that comprise Hampton Roads, the Alliance highlights the unique individual assets of each municipality while emphasizing the collective strengths of the region. Hampton Roads is truly interdependent economically, socially, and culturally and success in one jurisdiction is success for all. We know from experience that location decision-makers and consultants start their site searches with a focus on regions. We therefore cannot let boundaries be obstacles that impede us in winning new investment. Growing companies consider regional labor markets, area-wide economic centers, and broad infrastructure networks and assets in making decisions about where to invest. Creating a seamless, cohesive Hampton Roads in the eyes of our clients is an important strategy in competing for new business.

The core of the Alliance's business strategy is our public and private investor community. Our public investors possess the power to build regionalism and gains secured through borderless efforts. Our private investors support regional initiatives through commitment of services and funds that allow the Alliance to develop and maintain robust marketing initiatives. The investment of both public and private partners assure the Alliance's ability to meet with corporate decision makers, broaden the region's global outreach, and utilize cutting edge technology and research tools.

The Alliance's programs and budget are focused on four strategic areas:

- Business Attraction
- Marketing Communications
- Research and Information Services
- Public and Private Sector Investor Development

Recognized by the International Economic Development Council (IEDC), the Hampton Roads Economic Development Alliance is one of only 25 Accredited Economic Development Organizations in the nation. Earning an AEDO accreditation tells clients and investors the Alliance is superbly qualified to support a client's business needs and effectively manage national and global marketing programs.

As an Alliance investor you join an impressive list of the region's most influential business leaders. Your investment affords you and your company access to exclusive networking opportunities, participation in select prospect visits, inclusion in our *Investor Directory* distributed to prospects, and confidential business activity reports on Alliance activities and projects. Becoming an investor is both an investment in Hampton Roads and a competitive advantage.

Now more than ever, there is tremendous value in, and necessity for, a combined regional marketing program and the Hampton Roads Economic Development Alliance is the choice for savvy investors.

join us

"HREDA is one of the Port's strongest allies. This forward thinking organization doggedly promotes our region's assets on multiple levels."

Jerry Bridges
Executive Director, The Port of Virginia

"Norfolk Southern is pleased to make its corporate home here in Hampton Roads, and we applaud the efforts of the Hampton Roads Economic Development Alliance to strengthen the economic vitality of our communities by enhancing the region's attractiveness as a place to do business. The Alliance recognizes, as does Norfolk Southern, that building a diverse business portfolio provides stability during tough times and greater opportunities when markets improve. That's good for all of us."

Wick Moorman
President and CEO, Norfolk Southern

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Langley Federal Credit Union	PAPCO, Inc.	TCi Business Telephone Systems	Wall, Einhorn & Chernitzer, PC
Liberty Property Trust	Patten, Wornom, Hatten & Diamonstein, LC	Thalhimer/Cushman & Wakefield	The Ware Company
Liebherr	Pembroke Enterprises, Inc.	Thomas Nelson Community College	Wärtsilä Lips, Inc.
LTD Management Company, LLC	RBC Centura	Tidewater Community College	Warwick Plumbing & Heating Corporation
MAERSK Line, Limited	Regent University	Titan America LLC	Wells Fargo Advisors
McGuireWoods, LLP	RGI General Contractors	Town Center City Club	Willcox & Savage P.C.
McKenzie Construction Corporation	Riverside Health System	TowneBank	William E. Wood & Associates, Realtors
McPhillips, Roberts & Deans, PLC	Robert Brown & Associates, Inc.	Troutman Sanders LLP	Williams Mullen
MEB General Contractors	Rose & Womble Realty Company	The USAA Foundation	Witt Mares
Mitsubishi Chemical USA, Inc.	The Runnymede Corporation	Vandeventer Black LLP	Woolpert Inc.
MMM Design Group	S. L. Nusbaum Realty Co.	Verizon Communications	WVEC-TV
Nancy Chandler Associates	Sara Lee Foodservice	Virginia Natural Gas, Inc.	York County
Norfolk Airport Authority	Sentara Healthcare	Virginia Port Authority	
Norfolk Southern Corporation	Short Commercial Acquisitions LLC	The Virginian-Pilot	



