



Building Regional Alliances

R. Bryan David

Virginia's Region 2000 Partnership



Virginia's Region 2000 Partnership

About Virginia's Region 2000

- Region = 2,000 square miles
- Lynchburg is the fastest growing core city in Virginia (+8% since 1990)
- Total regional population = 246,000
- Measured regional population growth (+18% since 1990)



Rural, historic setting

From the Appomattox
National Historic Park



To the Blue Ridge Parkway
in Bedford County



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Strong outdoor spaces



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Traditional commercial centers



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Growing universities

With 8 colleges
and 18,000 +
students!



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Business Clusters

- Nuclear Energy
- Wireless Communications/Remote Sensors
- Advanced Manufacturing
- Plastics
- Health Care
- Pharmaceuticals
- Insurance
- Higher Education



Nationally recognized

- **Forbes** ranked us #24 of the largest metros in “Best Places for Business and Careers” in 2008.
- The **Milken Institute** ranked us #71 of the 200 largest metros in its “Best Performing Cities Index” – up 39 positions from 2007 – a national ranking on the creation of technology-related jobs.

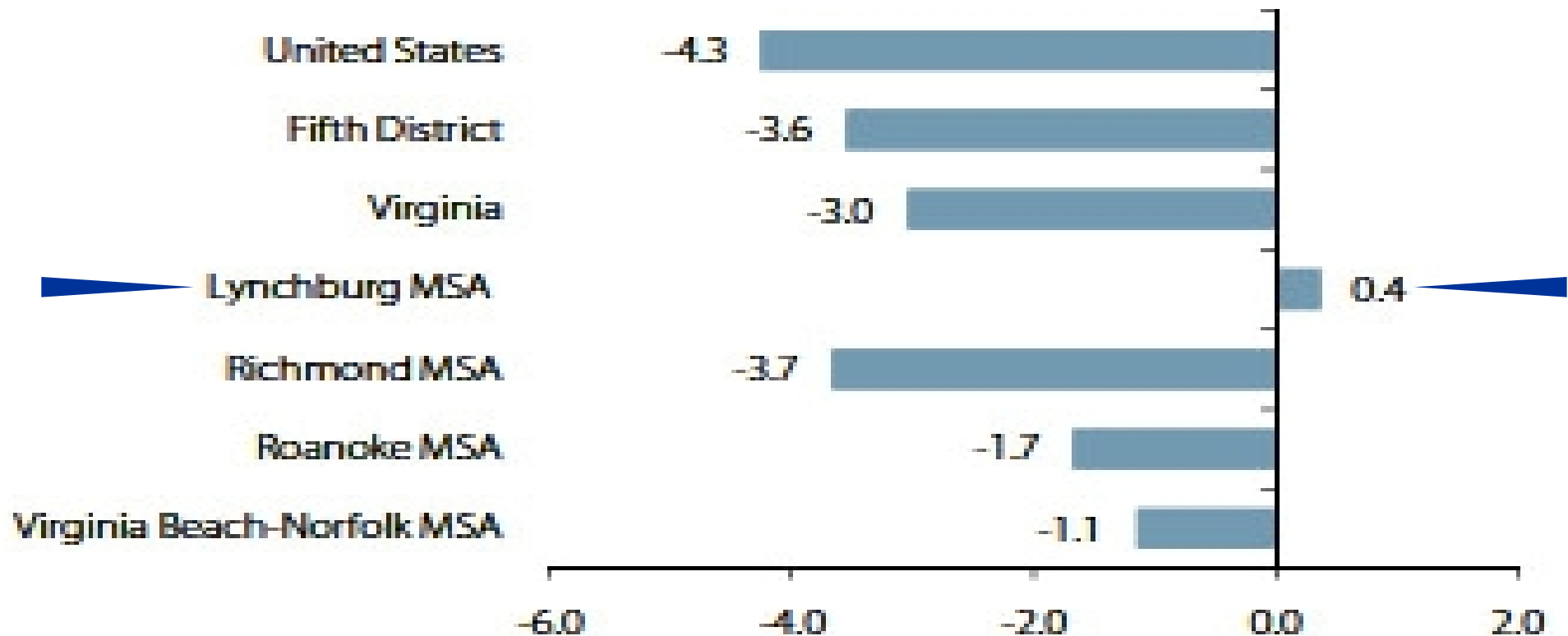


A state leader in job growth



Richmond Federal Reserve – August 08-09

Virginia Total Employment Performance Year-over-Year Percent Change through August 2009



About the Partnership



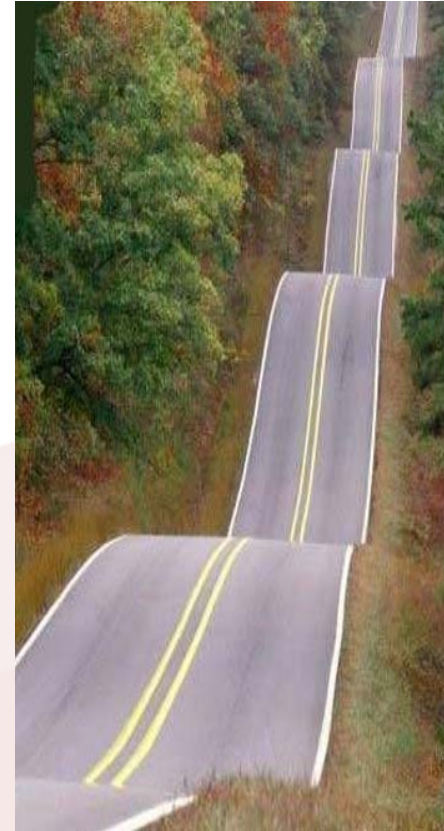
Window of opportunity

- Time for change – desire to streamline
- Regional workforce audit
- Findings revealed a need to align programs
- Strategic Plan developed for region by business, education, and local government leaders
- White paper outlined model for cooperation



How did we get here?

- Multiple organizations asking for financial support
- Looking to same business, local government, education leaders
- Obvious lack of coordination, planning, and communication
- Duplication of effort plainly visible to leaders through their participation on multiple boards:
 - Human Resources
 - Budget/Finance/Auditing
 - Communications/Marketing
 - Office support services





Advantages of Partnership

- Single multi-year fund raising campaign: **One Ask**
- Shared services = lower overhead costs
- Single, overarching **Strategic Plan**
- Greater capacity for effective regional impact
- Each partner board keeps autonomy to make policy decisions





How it works

- Co-location
- Structured and organic collaboration
- Each partner organization treated as equal
- High level of commitment and motivation
- Partnership Coordinating Council provides “checks and balances”
- Shared service and cost containment embraced by all boards of directors





Why it works

- Geography: We serve the same investors
- Willingness to cooperate: A culture and ethic nurtured over time
- Keeping our eye on the Strategic Plan
- “Cross-pollination”: Region’s leaders serve on multiple boards...engaged and motivated





Our priorities

- Cultivate a capable workforce
- Drive knowledge creation
- Support existing business
- Attract new business investment
- Grow new jobs and retain existing jobs
- Coordinate regional services to lower costs of doing business in region



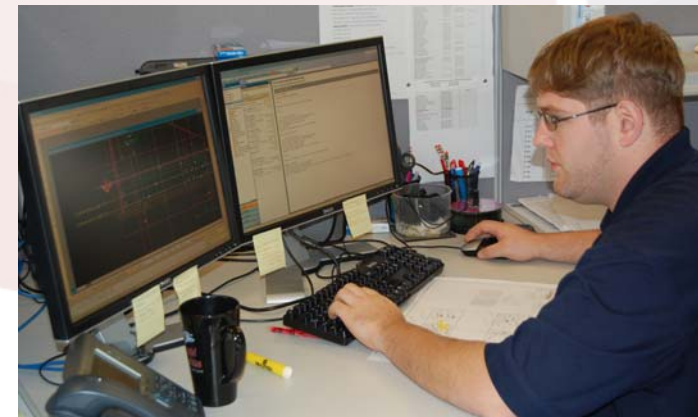
The Partners



Economic Development Council



- Business investment
- Qualified workforce
- Promoting region
- Technology-Based Economic Development Program



Technology-Based Economic Development



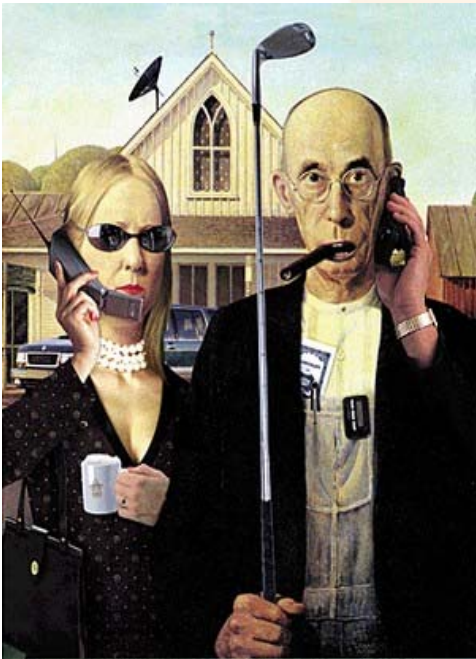
- An intellectual infrastructure led by an applied research facility generating new knowledge and keeping businesses competitive
- Mechanisms to transfer and commercialize knowledge
- High quality telecommunications systems and widely-available broadband service
- Highly skilled technical workforce
- Entrepreneurship
- Sources of risk capital



Region 2000 Broadband Initiative



- Broadband is a transformational technology
- Critical element of TBED Program
- With Region 2000 support, Amherst, Appomattox, Bedford, and Campbell Counties are currently working on “last mile” projects for underserved and unserved areas





Technology Council

- Growing the pipeline = S.T.E.M.
- Advocate for technology businesses
- Provides professional networking opportunities
- Creating “technology-commons”



Center for Advanced Engineering & Research



- Targeted, applied research for the nuclear energy and wireless business clusters
- Professional development for scientists and engineers
- Partnerships with universities and Federal labs and agencies



CAER Research & Education Center



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Young Professionals

- Only organization of its kind in the region
- Focused on recruiting and retaining young talent
- Creating visibility in the region
- Over 600 YPs engaged in *Grow*, *Live*, and *Connect* activities
- Implementing Ambassador Program





Workforce Investment Board

- Career planning services
- Business training programs
- Youth programs
- Human resource services for employers



Local Government Council



- Regional planning & services
- Securing and managing grants for localities
- Downtown revitalization
- Transportation planning
- Water resource planning





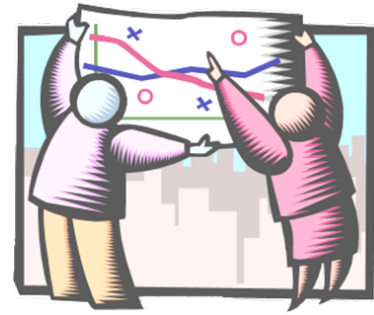
- Created to handle 230,000 tons per year from five localities
- Rotate existing local landfill capacities to extend useful life
- Total cost savings of \$1Million per year to localities
- 20 jobs created
- Recycling education program for K-12 schools



The Metrics



Economic analysis findings



- Region 2000 is *evolving*
- Region 2000 offers an *attractive* and *affordable* quality of life
- The Partnership makes a *substantial* impact
- The Partnership “raises the bar” for *positive* economic change
- The Partnership is *extensively* involved in growing the workforce pipeline

Mangum Economic Consulting, LLC (April, 2009)



What's the ROI?

“Data shows that Region 2000 is rebalancing its portfolio of industries and jobs *away* from an over-dependence on the manufacturing sector and *toward* the high-wage/high growth sectors.”

— April 2009

A. Fletcher Mangum, Ph.D.

Mangum Economic Consulting, LLC



Bryan David

bdavid@region2000.org

www.region2000.org

434.847.1447

