



VIRGINIA ASSOCIATION OF COUNTIES

NOVEMBER 14, 2011

To enhance the quality of life and raise the standard of living for all Virginians, in collaboration with Virginia communities, through aggressive business recruitment, expansion assistance, and trade development, thereby building the tax base and creating higher income employment opportunities.

ALIGN WITH SRI STRATEGIC SECTORS

**GOLD
ACCOUNTS**

**TARGET
ACCOUNTS**

CONSULTANTS

**MAJOR VA
EMPLOYERS**

EXECUTE FLEXIBLE OUTREACH TO TARGET SECTOR COMPANIES

Focus Sector
Messages

Partner with
Stakeholders

Engage Friendlies

Leverage
Governor's Office

Leverage New
Message Channels

DELIVER RESULTS

Increase
Market Share
of Decisions,
Jobs, CapX in
Defined
Sectors

Increase Win
Ratio
Compared to
Benchmark
States

Increase Active
Pipeline in
Defined
Sectors

Ensure Global
Recognition of
Unique Assets
in Defined
Sectors

Advanced Manufacturing

- *Food processing*
- Pharmaceuticals
- Chemicals
- Natural Resources

Security & Services

- *Federal Security Agencies & Providers*
- *Information Technology*
- Finance, Insurance, HQ
- Professional & Business Services

Science & Research

- *Clean Energy*
- Biotechnology/R&D
- Emerging Industries
- Medical/Federal Labs

Transportation

- *Aerospace*
- *Global Logistics*
- Automotive
- Distribution

- Create and leverage a capture team focused on increasing pipeline from federally-related opportunities
- Uncover high value/strategic projects
- Focus economic development attraction efforts within the Federal government and its contracting community
- Actively plan for Federal opportunities
- Partner with VNDIA to strategically prepare for the next BRAC round expected in 2015 - 2016

- Target private-sector government contractors
- Target Federal agencies—GSA, DoD, DHS, DOS, and DOJ
- Face-to-face meetings in Greater DC region with lead generators
- Leverage influence of Governor and Administration with meetings, letters and call campaigns
- Visibility in regional seminars and partner functions

RELEVANT FEDERAL CLUSTERS/PEERS IN VA



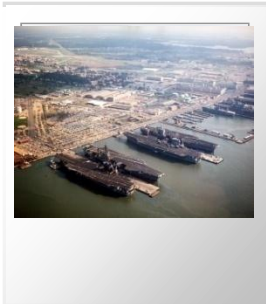
Pentagon



Wallops
Island



Radford Army
Ammunition
Plant



Department of
Defense
Military Installation



National Science
Foundation



Largest Naval
installation in
the world

Virginia's Military
Installations:
27
•257K Acres
•\$57B of DoD's '09
budget spent in VA

Dept. of Defense
R & D
Organization

Science &
Engineering
Research

Virginia is home to
18 Federal Labs

Air and Space
research since
1917

RELEVANT FEDERAL CLUSTERS/PEERS IN VA



National
Reconnaissance
Office



Mount Weather



Central Intelligence
Agency



National
Laboratory
Training Center

DHS National
Cybersecurity &
Communications
Integration Center

Central
Intelligence
Agency

National
Reconnaissance
Office

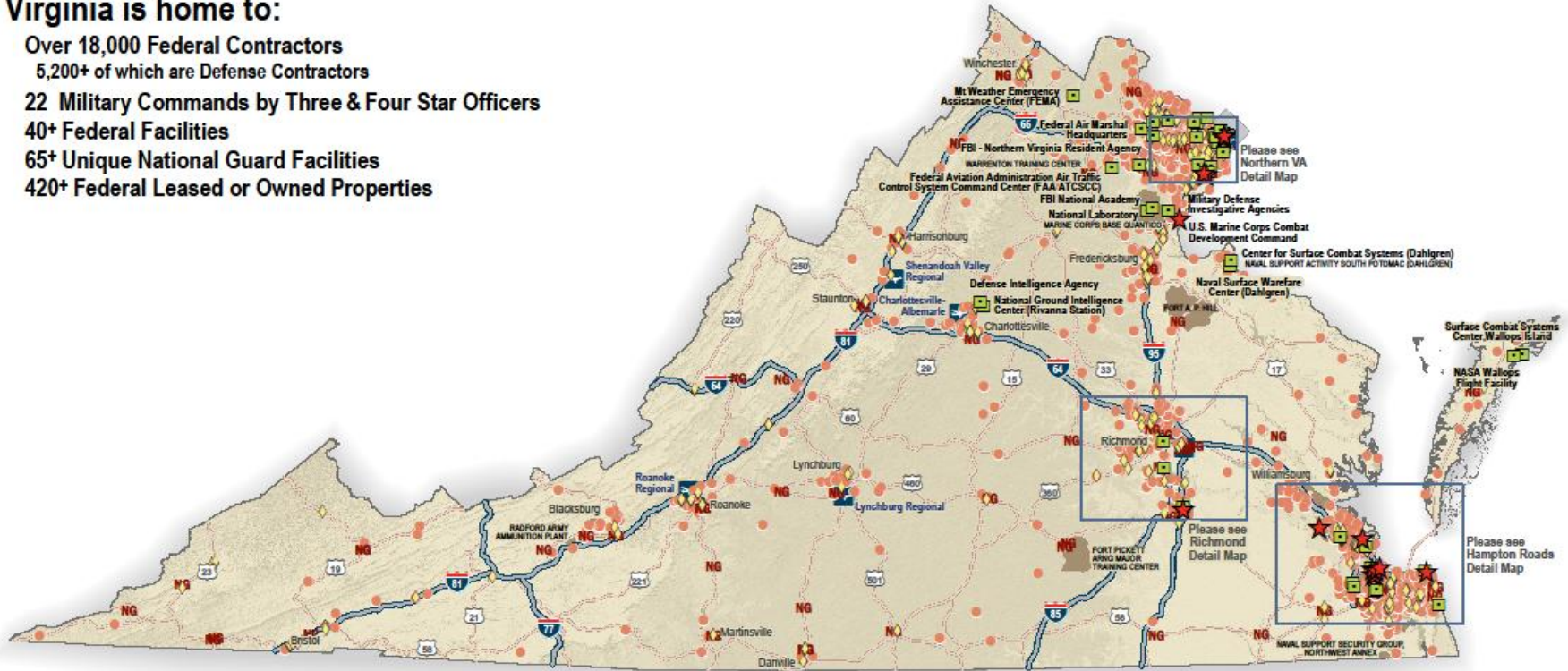
National
Geospatial –
Intelligence
Agency

Defense
Intelligence
Agency

FEDERAL RESEARCH ASSETS

Virginia is home to:

- Over 18,000 Federal Contractors
5,200+ of which are Defense Contractors
- 22 Military Commands by Three & Four Star Officers
- 40+ Federal Facilities
- 65+ Unique National Guard Facilities
- 420+ Federal Leased or Owned Properties



UNITED STATES GOVERNMENT PRESENCE IN VIRGINIA STATEWIDE

- ★ Military Command
- Federal Facility
- Federal Contractor
- ◆ GSA Property
- NG National Guard Facilities
- Military Installation
- ✈ Commercial Airport
- Interstate
- U.S. Highway

- Capture teams focused on the targeted sectors—flexibility to adapt resources to align with sector fluctuations
- Emphasis on personal interaction with decision-makers and influencers
- Strategy includes more than 100 domestic and international marketing events, including:
 - Governor-led Marketing Missions
 - Geographic, Sector, and Virtual Marketing Missions
 - Industry Executive Conferences
 - Corporate One-on-One Meetings (includes monthly outreach to federal targets)
 - Familiarization Events

- Begin to restore Virginia's competitiveness in the marketplace through a variety of communication and market outreach strategies
- \$1 million infusion used to develop and execute an integrated advertising program

- Targets domestic and international (Europe and China) C-level executives, as well as site selection consultants
- Utilizing targeted media and ad content to support industry initiatives
- Strategy Objectives:
 - Increase awareness of Virginia
 - Place Virginia in consideration
 - Present a strong case for why businesses should choose Virginia over other states

- January – June 2011
- \$1,000,000.00 total spend
- Nearly 35 million impressions
 - *New York Times*
 - *Wall Street Journal*
 - *Forbes*
 - *CNN*
 - *Bloomberg BusinessWeek*
 - CoreNet
 - Site Selection
 - Area Development

- Click-through rate of .11% (industry average .03%)
- More than 42,000 direct clicks
- More than 22,000 view through clicks
- Nearly 6,000 revisits within 30 days
- 112 conversions (requested contact from VEDP)

WEBSITE STATISTICS

	Page Views	Unique Visitors
December	190,329	15,347
January	232,886	17,597
February	246,936	18,919
March	310,171	22,164
April	369,367	26,819
May	337,003	27,468
June	441,707	17,783
July	193,148	14,665
August	205,410	15,579
September	201,644	14,214
2010 Avg.	194,597	15,407

- Current Campaign
 - More than 26 million impressions
 - Two flights to create ideal impact/frequency
 - October 3 – November 30
 - February 1 – March 30
- Media Placements
 - Wall Street Journal
 - Forbes
 - Bloomberg BusinessWeek
 - Site Selection Magazine
 - Area Development

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SAY "YES" TO THE BEST STATE FOR BUSINESS

AREA DEVELOPMENT

SITE AND FACILITY PLANNING

ONLINE

SAY "YES" TO THE BEST STATE FOR BUSINESS

Search Area Development Online



Although applying green technology is important to a building's sustainability, components must be correctly designed and installed in order to maximize performance and building economy.

SITE SELECTION/FACILITY PLANNING

2011 Top States For Doing Business Survey Results

ENERGY/RENEWABLE DEVELOPMENT

Correct Application of Green Technology in Buildings is Key

SITE SELECTION/FACILITY PLANNING

Global Innovation Trends Impact the Business Location Process

FRONT LINE

Demand Response Funds Energy Savings & Corporate Earnings

DR has clearly emerged as an early example of "smart grid" enabling technology, empowering electricity users to reduce consumption — and get paid — for responding to grid emergencies or market-price events. [More](#)

Florida — A Future Logistics Hub?

With its proximity not only to the east-west all-water route from Asia via the Panama Canal, but also its strategic position as the U.S. gateway to north/south trade with the emerging economies of Central and South America, Florida is fast-becoming a logistics hub. [More](#)

VIEWPOINT



In Focus: Corporate Solar Responsibility and Its Potential

Joe Langan, President and CEO, Langan Energy Solutions

Office buildings consume an enormous portion of our national

All News Items



YesVirginia.org

SAY YES TO:




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SAY "YES" TO THE BEST STATE FOR BUSINESS

AREA DEVELOPMENT


SAY "YES" TO THE BEST STATE FOR BUSINESS



1 MORE REASON TO SAY "YES" TO VIRGINIA

CNBC NAMES VIRGINIA AMERICA'S TOP STATE FOR BUSINESS

CNBC has confirmed what businesses like yours already know: that Virginia's pro-business values, low cost of operations, access to markets and skilled and educated workforce make us the best state for business. That's why every year, even more of the world's leading companies say "yes" to more opportunities for success by saying "yes" to Virginia.



TO LEARN MORE

Email info@YesVirginia.org, or call (804) 545-5700

ADVERTISING – CREATIVE SAMPLES

Unexpanded:



Expanded:

- iPod Follow-up Mailer
 - Follow-up mailer to 320 executives who received an iPod touch in the Spring
 - iPod skin (case) branded with VEDP's logo and "America's Top State for Business by CNBC" tagline.



- iPod FY 2012
 - Additional mailing planned in Spring – budgeted 375 units
 - International Trial Campaign
 - Best State for Business “Trade up” Campaign
 - CNBC, Forbes.com & Pollina List
 - Use existing testimonials
 - Re-film Governor and update collateral messaging
 - Maryland Defense Contractor Campaign

- Governor McDonnell:
 - Netherlands, UK, Germany July, 2010
 - Japan, China, Korea May, 2011
 - France July, 2011
 - Israel, India November 2011
- New representatives marketing Virginia:
 - United Kingdom March, 2011
 - China May, 2011
 - India November, 2011

- New incentives – CEMIG, Port Tax Credits
- Brownfields grants
- Increased funding for EZ
- Increased funding for non-credit CC instruction
- Increased funding for CRCF