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## TOGETHER TOWARDS TOMORROW

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## OUR 2022 BOARD OF DIRECTORS

## CONTACT US
Dear Alliance Members, Board, Partners, Staff and Friends,

Looking back at a challenging start to the new decade, it has been rewarding to see how the Alliance continues to raise the economic growth profile and highlight the superior quality of place we have here in the Lynchburg region. Seeing how much we've accomplished along with the promise of where we're going, we are proud to serve our members and region.

Over the last year our core values have served us well as we built on partnerships with local businesses both small and large, relationships with our counties, city, and town economic development agencies, as well as friendships with our nonprofits and civic community organizations.

Despite the continual challenges posed by the pandemic, 2021 was a year of promise and opportunity. In 2021 we had 730 active members, over $1.6 million raised for economic development initiatives, and supported six regional expansions that added 175 jobs and $68 million in capital investment.

Over the last year, we enhanced the business climate by advocating for economic inclusion, facilitating business growth and development, and championing and equipping diverse leaders through the 45th class our Leadership Lynchburg development program.

By focusing on homegrown talent, the Alliance has boosted the generation of jobs and investment, developing the region's economic profile, promoting the region's sites and buildings, and cultivating a rich local business culture through both virtual and in-person events. Through these efforts, we gave members, investors, and individuals across the region the opportunity to connect, learn, and grow well together.

Through it all, we have engaged with our members and continued to work towards fulfilling our mission of enhancing the business climate, cultivating talent, generating jobs and investment, and promoting the brand and image of the Lynchburg region globally. Our vision of creating a region where both businesses and individuals can thrive is alive and well.

Inside this impact report, you will see our review of the past year along key metrics in communicating with our community, economic development, membership, and small business advising and counseling. Finally, you'll be among the first to view our 2022 goals from our new, three-year strategic plan.

Thank you for your continued support as we work together, in partnership, towards an even more vibrant region in 2022.

Together Towards Tomorrow,

Megan Lucas
CEO & Chief Economic Development Officer
Lynchburg Regional Business Alliance

Luke Towles
Chair, Board of Directors
Senior Vice President
Pinnacle Financial Partners
ENGAGING WITH OUR MEMBERS

1,701 Check-ins by Ambassadors

28 Press Releases Distributed

64 Gift cards bought to support member businesses

LET'S GET SOCIAL!

9,664 social media followers across all social media accounts.

Added 1,791 social media followers in 2021. A 23 percent increase.

Grew Instagram following by 882. An 800 percent increase.

Over 10,000 profile visits across LinkedIn, Instagram, Facebook, and Twitter.

ON THE INTERWEBs

Generated over 180 mentions in the news and third-party articles.

LynchburgRegion.org had 462,357 search hits, received 123,973 pageviews and 47,416 new visitors.

28,706 category searches on our membership directory.

109 blogs and 76 member events posted on LynchburgRegion.org

Above: Host Chal Nunn, speaking with Rex Geveden, BWXT CEO, during an interview at the Academy Center of the Arts.
Obtained additional $100,000 to complete CVTC redevelopment plan, $506,000 to extend natural gas to Dearing Ford Industrial Park, and $366,572 to improve industrial sites at Amelon Commerce Park and L. Barnes Brockman Industrial Park.

Increased visibility of available industrial properties through creation of 8 internal and external drone videos for global promotion of our regional assets.

BWXT announced Innovation Center creating 97 new jobs and $65 million in new capital investment.

Executed 19 business retention visits with existing industry to ensure continued growth and access to resources.
Launched the All For Business Podcast, interviewing regional leaders on current business trends, leadership, and more.

Leadership Lynchburg teams completed 5 community projects in the region.

Hosted over 25 virtual meetings for regional educators and our healthcare leaders to ensure effective COVID decision-making on campuses.

Hosted the minority business expo with 26 exhibitors showcasing their products and services.

Awarded 5th consecutive Five-Star Accreditation from the US Chamber of Commerce, placing us in the top 1/2% of 1 percent of chambers in the nation.

MEMBERSHIP AT-A-GLANCE

LARGEST MEMBER SECTORS
- Business and Professional Services
- Finance and Insurance
- Healthcare
- Restaurants, Food & Beverage
- Nonprofits

MEMBERSHIP BY LEVEL
- 731 Total
- 26 Chairman’s Circle
- 27 President’s Circle
- 95 Alliance Partner
- 540 Business Builder
- 43 Executive Circle

110 New Members
89% of member dues retained and 83% of members retained.

1,943 Attendees
65 Opportunities held including 31 in-person events, 15 virtual connections, and 19 ribbon cuttings.

89% of member dues retained and 83% of members retained.
YEAR IN REVIEW

$4,043,600
in capital formation

8
Businesses Started

84
Jobs Created

134
Jobs Retained

140
Clients counseled and non-clients assisted

724
attendees from our region engaged in

206
VA SBDC Events
OUR 2022 PROGRAM OF WORK
In 2016, the Lynchburg Regional Business Alliance combined the longstanding work of the Lynchburg Regional Chamber of Commerce and the Region 2000 Business & Economic Alliance. This merger brought the 135-year-old chamber of commerce and our region's economic development entity under one roof for increased synergy and greater collective impact on the region.

Since 2016, the Alliance's work has been focused on business expansion and retention and new job creation through a proactive national marketing program, pro-business advocacy, workforce development and lead, in partnership with the Central Virginia Planning District Commission, the development and execution of the region's Comprehensive Economic Development Strategy (CEDS). We exist to grow and sustain the Lynchburg region's business ecosystem from entrepreneurial start-ups to large employers and regional institutional anchors, including minority and small business development and the cultivation and development of local and regional leadership. The Alliance team is committed and passionate about going "beyond the business card" to connect people and businesses through numerous programs, publications and one-on-one introductions. Additionally, the Alliance aims to brand the Lynchburg region as a great place to live and flourish.

In November 2021, the Alliance Board and Committee leadership, along with staff, convened to explore issues affecting the community; identify the strengths of the organization as well as opportunities, aspirations, and results; identify emerging themes under the four pillars of our mission; and build goals under those themes. Encapsulated in this plan are the 2022 goals associated with our new three-year strategic plan.

Together Towards Tomorrow.
MISSION

To lead regional economic development through: Enhancing the Business Climate, Cultivating Talent, Generating Jobs & Investment, and Promoting Our Region's Brand and Image Globally.

VISION

Creating a region where both businesses and individuals can thrive.

CORE VALUES

- **AGILE.** We embrace and, in many cases, initiate change so that we increase our effectiveness and impact.

- **ACCOUNTABLE.** We are good stewards of the investment our stakeholders make and keep investors abreast of our results.

- **BEYOND THE BUSINESS CARD.** We love to help our businesses and stakeholders and commit with every interaction to go beyond just knowing what's on your business card. We ask "How can I help you today?" and everyday we aim for the work we do to inspire admiration or wonder.

- **INTEGRITY.** Our words and actions are honest, sincere, and collaborative.

- **CHAMPION FREE ENTERPRISE.** We believe in the system of supply and demand and work towards protecting a free market economy where businesses can thrive.

- **SHOW OFF OUR SOUTHERN HOSPITALITY.** We are welcoming, warm, and hospitable to prospective residents and businesses. We want you saying . . . "I LOVE THIS REGION!"

"Networking with the Alliance for me is very important, it provides the forum for businesses to share fresh new ideas with one another that can assist the growth of local businesses and our community.

Most importantly, it allows me to gain knowledge and advice from other professionals, as well as to strengthen local business connections.

Thank you so much Lynchburg Regional Business Alliance. I appreciate your hard work and all you do to support our community business partners!"

- Teresa Davis
  Member One FCU
Enhancing the Business Climate

Entrepreneurship

A. Encourage entrepreneurial development by elevating marketing of StartSmart and entire entrepreneurial support system in the region.

B. Build business support for every stage of development and growth:
   - Coordinate and sponsor regional gap funding solutions
   - Research the creation of a regional revolving loan fund and/or an Angel Investment group in the region
   - Research the need and feasibility of establishing a "Proof of Concept Fund" for second stage companies
   - Develop & launch EPIC Center or related initiative

Advocacy

A. Advance legislative initiatives that decrease obstacles & barriers for free enterprise.
B. Advance collaborations focusing on improved transportation and infrastructure connectivity.

Membership

A. Strengthen member to member relationships for supply chain and business development opportunities.
B. Increase engagement with BIPOC (black, indigenous, and people of color) businesses.
C. Net growth of membership and retention of members.
Cultivating Talent

Existing Workforce

A. Continue to offer workforce and talent development programs which offer timely and relevant professional development and progressive trends and practices for our industries. These include:
   - DEI Summit
   - Education & Workforce Summit
   - Leadership Lynchburg
   - Leadership Lynchburg 2.0
   - YP Summit

B. Solidify and build the Alliances’ role with education and workforce readiness so that we advance the quantity, quality and availability of workforce talent including support of the region’s new regional CTE Academy and the existing STEM Academy.

C. Build and introduce a plan for resource allocation and workforce needs development so that sustainable solutions are created.

Talent Pipeline/Future Talent

A. Continue to work with regional talent collaborative on their work to assess factors causing brain drain including:
   - Work with collegiate alumni services/career services to contact recent graduates (e.g., less than five years) on returning to the Region as entrepreneurs or employees
   - Convene Alumni Offices to strengthen engagement of students with local employers

"Southern Air considers employee development a cornerstone of our corporate future. Our participation with the Alliance’s Workforce Summit and Leadership Lynchburg have been key components of this effort and yield tangible results for us with improving our team."

-Paul Denham
Southern Air
Generating Jobs & Investment

Complete Next Five-Year Economic Development Strategy

A. Conduct 5-year Regional Economic Development Strategy:
   - Promote the Region’s regional competitiveness for targeted industry sectors
   - Investigate studies/data on what has attracted recent newcomers as well as what attracts potential residents
   - Provide marketing to employers and regional stakeholders on those assets

B. Leverage state and regional resources to support the expansions of regional infrastructure specifically related to pad-ready sites and existing buildings in the region.

C. Provide missed opportunity data on corporate prospects.

D. Continue robust Business Recruitment and Expansion (BRE) program with regional employers to ensure they are utilizing existing resources and tools for growth:
   - Retention of existing companies which supplies 90% of regional growth.

Promoting our Region's Brand & Image Globally

Alliance External Marketing to Brand the Region to Prospective Companies for Relocation

A. Identify and secure funding/resources for a comprehensive branding strategy & execution for external marketing.
   - Identify and affirm our targeted industry sectors
   - Establish targeted marketing strategies focused on enhancing the diversification of business within our targeted industry sectors
   - Create content development plan to include the stories that are inclusive and representative of the region
   - Define and translate the Region’s “vibrant spirit” into business development recruitment and retention language

Alliance Internal Regional Marketing

A. Build an internal brand communication strategy & create brand identity message for existing Alliance members and member prospects.

Upper Left: Alliance COO, Christine Kennedy, featured in Site Selection magazine.

Left: Director of Economic Development, Jamie Glass, on a manufacturing tour visit.
2022 BOARD OF DIRECTORS

PAM BAILEY
Chair, Regional Economic Development Team
Bedford County EDA

ROBERT HISS
Bedford County

KARL MILLER
Karl Miller Realty, LLC

WYNTER BENDA
City of Lynchburg

CHRIS HUGHES
Georgia-Pacific

KELLY MIRT
The News & Advance

DR. JOHN S. CAPPs
Central Virginia Community College

LARRY E. JACKSON
Appalachian Power

JACQUELYN MOSBY
Alliance Treasurer/Chair, Finance Committee
Wiley | Wilson

SARA CARTER
Town of Amherst

CHRIS JONES
Lynchburg Hillcats

ROBERT O’BRIAN, JR.
Chair, LRTAG
Lynchburg Ready Mix, Inc.

ROSANA CHAIDEZ
N. B. Handy Company

GEORGE KAYES
ABC 13

TRAY PETTY
Moore & Giles, Inc.

GARY CHRISTIE
Central Virginia Planning District Commission

DENNIS KNIGHT
Wiley | Wilson

GARY RAULERSON
Innovative Wireless Technologies

SHAUN CONWAY
Chair, Leadership Council
City of Lynchburg

SCOTT KOWALSKI
Chair, Government Relations Committee
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LUKE DYKEMAN
Chair, Ambassador Team
Coldwell Banker Commercial Read & Co.

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Alliance Treasurer/Chair, Finance Committee
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Alliance Chair-Elect
Centra

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CloudFit

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Town of Altavista

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Bank of the James

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First National Bank

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Foster Fuels Inc.

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Banker Steel Company, LLC

RYAN WHITE
Chair, Investor Relations Committee
American National Bank and Trust

ANNE MCEVIEH
Davenport & Company, LLC

GLORIA T. WITT
Define Success Coaching & Facilitation

DENISE WOERNLE
Immediate Past Chair
Framatome
OUR STAFF

MEGAN LUCAS
CEO & Chief Economic Development Officer

CHRISTINE KENNEDY
COO & Executive Vice President

HEATH BARRET
Vice President of Membership Development

JAMES BLACK
Media Coordinator

LAVERNE BROWN
Member Specialist

BARRY BUTLER
Director of Government Relations

JAMIE GLASS
Director of Economic Development

DENISE JACKSON
Director of Events

DENISE ROWLAND
Vice President of Finance

RYAN WEAKS
Director of Marketing & Communications

OUR SBDC

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Visit us online at LynchburgRegion.org & at YesLynchburgRegion.org for more information on all we do to impact the Lynchburg region.