

For Office Use Only: \_\_\_\_\_



## 2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

*Please complete this section for all entries.*

*Include 5 hard copies of the Entry Form and all supplemental information with your submission.*

Organization: **City of Staunton - Department of Economic Development**

Contact Name: **Amanda Glover**

Email: **GloverAN@ci.staunton.va.us**

Project/Item Name: **Economic Development Recruitment/Quality of Life/General Purpose Brochure**

Category for Entry: **General Purpose Brochure**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **Under 25,000**

Date Project Began: **June 2010**

Date of Completion (if applicable): **May 2011**

For Entries in Categories 9 & 10, Enter Your Web Site URL: \_\_\_\_\_

### PROJECT DESCRIPTION

*Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.*

#### Select:

- ☒ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☐ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☐ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

*Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.*

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS. YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

The Staunton Economic Development general purpose brochure is a 12-page booklet with back pocket. The booklet uses local case studies/stories to promote the area's economic development and quality of life strengths. The back pocket can be used to include time-sensitive and customized information requested by a prospect with the booklet itself contains more "evergreen" material.

2. What is the goal or purpose of this project?

The purpose of this printed piece is to help the Staunton Department of Economic Development recruit major employers in target market categories including: high-tech manufacturing, life science and research and development

companies, and professional service companies including architects, software developers, and engineers, among others. Staunton's primary assets including a quality, educated workforce, numerous higher education institutions, quality healthcare, sophisticated transportation networks allowing access to East Coast and global markets, cultural, culinary, and recreational amenities, and a pro-business support system in local government are relayed to the reader through existing business success stories and testimonials. The printed piece was received from press just in time to make the entry deadline, but in the future, digital, interactive, and virtual versions of the booklet will be available online.

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3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

The following parties were integral to this success of this project:

Gretchen Long with Queen City Creative (Graphic Design)

Kathy Moore with Moore Public Relations (Copy Editing)

Roxanne Moskowitz with Mid-Valley Press (Print and Production)

The Staunton Department of Economic Development

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4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

The Staunton Department of Economic Development received five copies of the printed piece from the printer on Friday, May 20, 2011 - just in time to submit an application into the IEDC awards. Going forward, this piece will serve as a critical and influential piece for furthering economic development for the Staunton community. This is the first high-quality economic development marketing piece that we have produced and there are already indications that it will be well used for both business recruitment and business retention. For example, several of the area's largest employers have already committed to using the piece for senior-level employee recruitment, and keeping our existing companies strong is an important component of our mission.

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5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

This project is definitely replicable and could be adapted for use in other communities. We have learned that our biggest advocates and strongest economic development champions are our existing businesses - a number of which are featured in this printed piece. Using their own words and stories, we can better recruit new businesses in compatible and complementary target markets.

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6. In what ways is this project innovative or creative?

The following aspects are unique elements of this project:

1-There is only one stock photo in the entire piece - all other photography is local and genuine!

2-The structure of this piece is designed to incorporate both "evergreen" and timely, customizable information using the back pocket.

3-There are two QR (quick response) codes included in the booklet - one on page 10 connects the user to a Staunton video and the one on the back cover connects the user to our economic development website. Therefore, there are two innovative, "call-to-action" features that drive website traffic and encourage interaction and further investigation.

4-As mentioned in number five above, this is a tool for both business recruitment and business retention. Existing employers can use this piece for employee recruitment.

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7. Are there any other relevant details not covered above or specific to your category?

This printed piece incorporates branding elements (colors, logos, fonts, and thematic elements) that recur through other Staunton economic development and tourism marketing pieces, both electronic and printed. Therefore, the Staunton image is consistent and cross-cutting.

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## **CATEGORY DESCRIPTIONS AND JUDGING CRITERIA**

# STAUNTON<sup>TM</sup>

VIRGINIA



FOR YOUR BUSINESS. FOR YOUR LIFE.



correct FSC logo  
will be sized and  
dropped in here at  
printer

cover photos, l to r: Ben Muldrow, City of Staunton, Kathy Frazier, Woodrow Wilson Presidential Library, Woods Pierce

back cover photos, l to r: *Henry IV, Part 2* by Tommy Thompson, Woods Pierce, Woods Pierce, Staunton Music Festival, Ben Muldrow





Staunton is an enterprising and dynamic city with an appealing sense of history and place.

Staunton offers many of the cultural advantages of a larger metropolitan area and pairs them with the quality of life associated with a smaller community. Staunton's proximity and accessibility to major cities in the region make it a gateway to the East Coast.

Staunton is a community that encourages business, and people, to succeed. Our city offers a sustainable approach to development, a wide range of building stock, vital neighborhoods, a flourishing park system, quality schools, and award-winning health care.

If you are relocating an established business, or are thinking about starting one, we ask you to consider Staunton.

FOR YOUR BUSINESS. FOR YOUR LIFE.



Staunton is located at the intersection of I-81 and I-64, and is within a three-hour drive or 30-minute flight from Washington, D.C.



The city features a vibrant arts and culture community and a nationally-celebrated, historic downtown.



Staunton offers a full range of economic development incentives including direct lending from the Staunton Creative Community Fund.



Virginia is ranked a Top State for Business by *Forbes Magazine* due to its strong economic growth, low business costs and excellent quality of life.\*

\*[www.forbes.com](http://www.forbes.com)

# For Your Business



“Our employees have strong values and we don’t see a lot of turnover. The low cost of living has been a draw for senior-level employees from as far away as Boston and Cleveland.”

— Peter Harris  
CEO | Cadence, Inc.

CEO Peter Harris (left), pictured with company founder Martin Lightsey

## Staunton is a city of innovation and reinvention.

Its entrepreneurial and transformational atmosphere is reflected in its people. Staunton’s skilled workforce shows up ready to work with a positive outlook, a strong work ethic and a willingness to do what is needed to help employers grow and succeed.

- Virginia: a “Right to Work” state with fewer than 5% of workers in unions
- Customizable training options available through Valley Vocational Technical School and Blue Ridge Community College
- Close proximity to major universities for recruitment and continuing education
- A low cost of labor in comparison to large metro areas



“The best small American manufacturers are finding ways to compete on a global scale...it’s all about innovation, and in this U.S. entrepreneurs excel.”

— Excerpt from *Fortune Small Business* cover article about Cadence, “Feisty Factories”

## FOR INNOVATORS

In 1985, Martin Lightsey believed there was a market for a company that could produce relatively small quantities of specialized blades for industrial customers. He launched Specialty Blades with two people in an old creamery building in downtown Staunton. The company has since evolved into Cadence, a multi-faceted, \$36 million market leader providing outsourced design and manufacturing solutions for surgical devices and scientific applications.

Martin retired in 2003. Peter Harris, now CEO of Cadence, credits much of Cadence’s success to its 240 employees, the majority of who are from the Staunton area. “Our employees have strong values and we don’t see a lot of turnover,” says Harris. “And the low cost of living has been a draw for senior-level employees from as far away as Boston and Cleveland.” Harris believes Staunton is a good place for small- and mid-sized companies as well as high-tech operations.

“The people of Staunton are upbeat. They have a strong sense of community, which they bring to the work environment. They appreciate what they have and don’t take things for granted. They have a great work ethic and attitude toward work. This is reflected in the culture at Cadence.”





Augusta Health is ranked among the nation's 100 Top Hospitals® by Thomson Reuters and among the top 5% of U.S. hospitals for patient safety and clinical excellence by HealthGrades.

## Staunton offers the perfect work-life balance.

Less time in rush hour traffic means more time to spend with family. A more affordable cost of living means investing less in a mortgage and more in those things that matter the most in life.

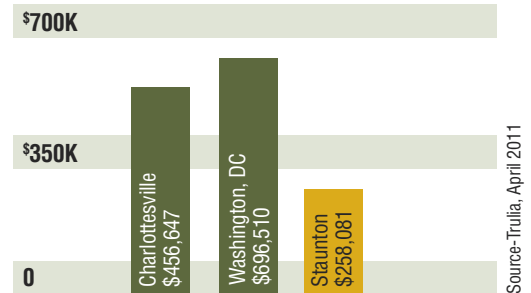
- Quality public and private K-12 schools
- 11 colleges and universities within 35 minutes
- Award-winning health care, with a variety of world-class, full-service health care facilities and doctors within a 45-minute radius
- Affordable housing with the average home price in Staunton a fraction of those in major cities such as Washington, D.C., Philadelphia, or New York City
- Beautiful parks, such as Staunton's Gypsy Hill Park, and 2,000 acres of protected open space
- A multitude of youth sports and competitive traveling teams
- One-of-a-kind cultural assets, such as the American Shakespeare Center



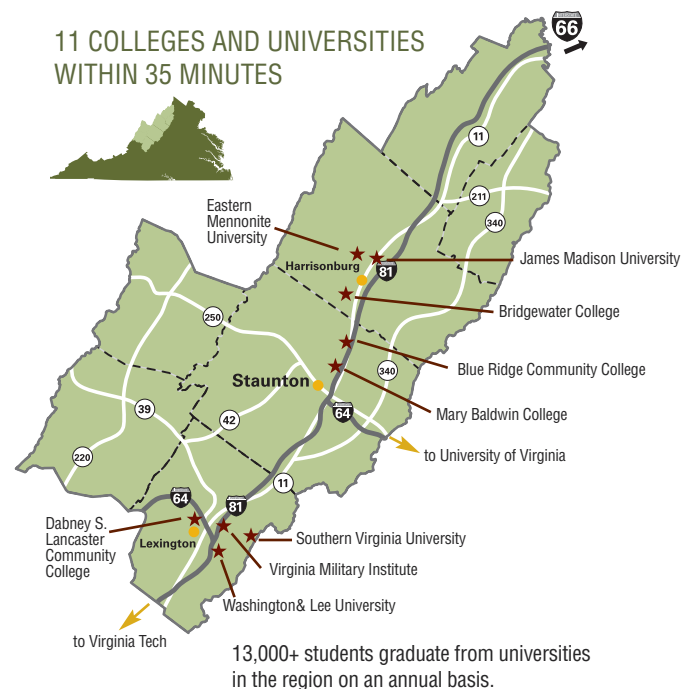
Commencement at Mary Baldwin College

© Woods Pierce for Mary Baldwin College

## AVERAGE HOME LISTING PRICE



## 11 COLLEGES AND UNIVERSITIES WITHIN 35 MINUTES



Nationally ranked UVA Health System in Charlottesville offers innovative treatment options, specialized services for cancer and heart; a children's hospital, and dedicated, skilled people. [uvahealth.com](http://uvahealth.com)

© courtesy of UVA Health System

# For Your Business



“Staunton is equidistant from Rockville and RTP, so it’s perfect for us. Getting here is easy. Clients from Europe, Asia, and North America travel to our corporate office in Staunton and stay just blocks away at the Stonewall Jackson Hotel where they can enjoy the cultural and culinary offerings in downtown.”

— Paul Bishop,  
Managing Partner | Atlantic Research Group

© City of Staunton

Founders and managing partners of Atlantic Research Group, Lyle Camblos (left) and Paul Bishop (right)

## Staunton is a vibrant and entrepreneurial city.

It is a welcoming place for both start-ups and established companies.

- Broadband access that allows you to stay connected with clients and employees around the world
- Ideal location at the intersection of I-81 and I-64
- A choice of two airports (Shenandoah Valley (SHD) and Charlottesville (CHO)) within a 45-minute drive that offer commercial service, easy parking, and convenient connections to international airports
- Amtrak passenger service on the Cardinal Line from New York to Chicago
- Quality office space that costs a fraction of similar space in comparable communities
- A growing network of entrepreneurs excited to share ideas and collaborate with others
- Creative start-up financing, technical assistance, and business training from Staunton’s community development finance corporation



## FOR ENTREPRENEURS

When Paul Bishop and Lyle Camblos were looking for a home for Atlantic Research Group (ARG), a full-service contract research organization that provides clinical trial management for small and mid-sized biotech and pharmaceutical companies, they wanted something affordable, yet accessible to clients from around the world. They found the perfect location in Staunton.

Staunton’s economic development team responded to ARG’s needs immediately. By offering economic development grants and premiere office space at nearly half the cost of nearby locations, Staunton was the ideal home for ARG.



I removed word large from caption  
(large corporate meetings) to make it fit  
on 2 lines is that ok?

Courtesy of Stonewall Jackson  
Hotel & Conference Center

The Stonewall Jackson Hotel and Conference Center offers 8,500 square feet of meeting space — perfect for corporate meetings or board retreats.





A family of four contemplates the terrain at Wintergreen Resort, just a short drive from Staunton.

Staunton is located in the heart of Virginia's beautiful Shenandoah Valley, providing easy access to a variety of outdoor and recreational activities.

- Hundreds of acres of park land, including city-owned Gypsy Hill and Montgomery Hall Parks
- Miles of hiking and biking trails with breathtaking scenery
- A choice of top-tier public and private golf courses within a 60-mile radius
- Fishing and rafting opportunities
- Camping and hunting
- Close proximity to some of the best ski and snow-tubing runs in Virginia
- Scenic highways for car and motorcycle enthusiasts

“Staunton and its region – have much to offer, from its historic downtown district and nearby Civil War battlefields to the Blue Ridge Mountains.”

— *Philadelphia Inquirer*



Located in the heart of Staunton, Gypsy Hill Park is just one of many city, state, and national parks within minutes of downtown Staunton.

Shenandoah National Park is one of many nearby outdoor destinations that enrich the lives of those who live and work in Staunton. Other nearby attractions include:

- The Blue Ridge Mountains
- The Appalachian Trail
- Civil War battlefields
- Mountain biking and horseback riding
- Wintergreen Resort
- Massanutten Resort
- The Homestead Resort

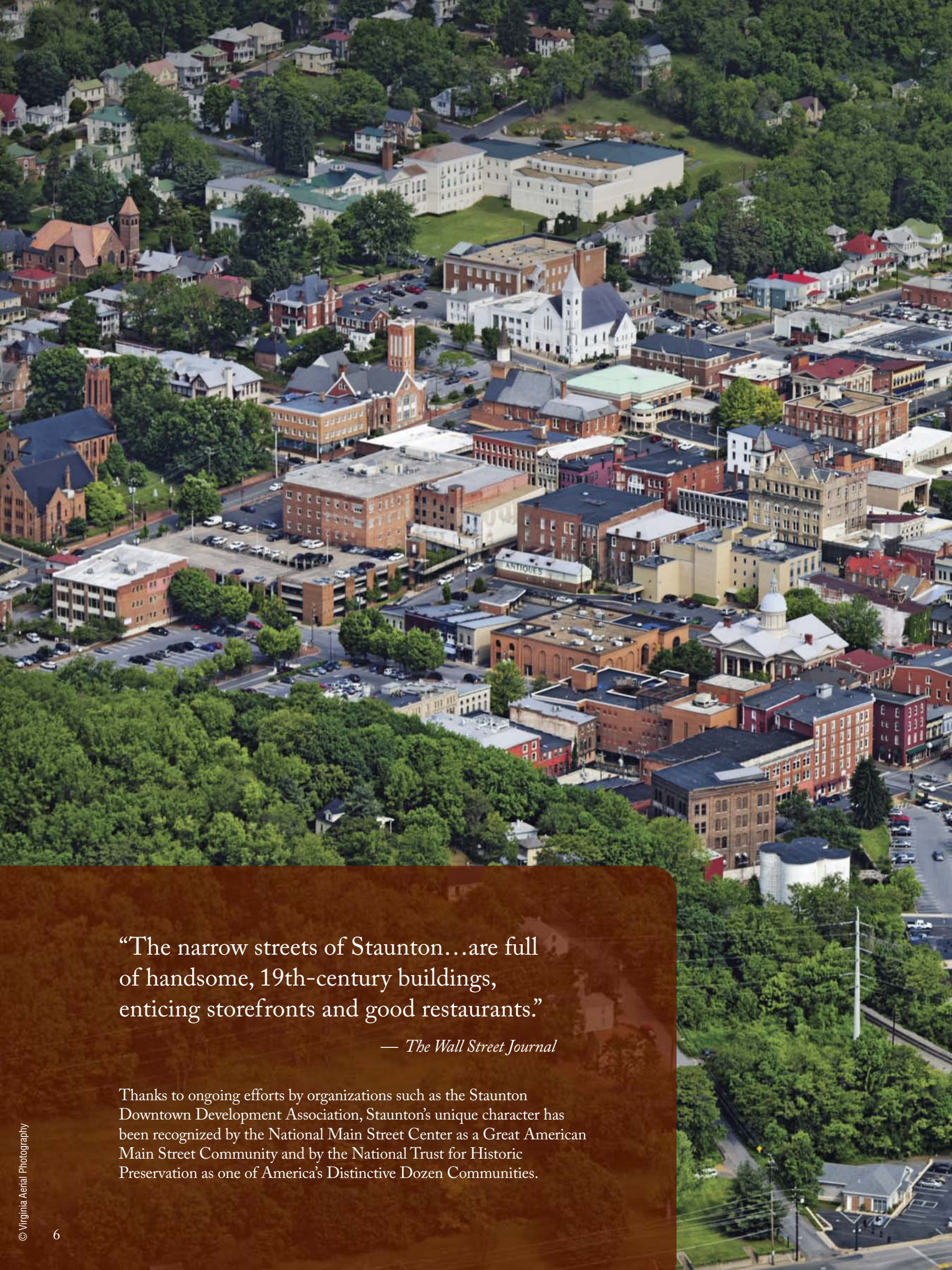


Bike Virginia Festival



"Top 100 Courses You Can Play," The Homestead's Cascades Course ranked #27 in the Top 100 Courses You Can Play and the #1 public course in the state of Virginia. — *Golf Magazine* (2010)





“The narrow streets of Staunton...are full of handsome, 19th-century buildings, enticing storefronts and good restaurants.”

— *The Wall Street Journal*

Thanks to ongoing efforts by organizations such as the Staunton Downtown Development Association, Staunton's unique character has been recognized by the National Main Street Center as a Great American Main Street Community and by the National Trust for Historic Preservation as one of America's Distinctive Dozen Communities.







# For Your Business



“Decades ago, we recognized that Staunton was a city on the move — it was culturally alive then, and it grows more so every year.”

— Bill Frazier, AICP, Principal | Frazier Associates

© City of Staunton

“A civic passion for preservation and polish, gathering momentum in the past decade, has transformed a once-fading downtown into a showplace today. Such a renaissance demanded civic cooperation and enthusiasm of a high order, plus skilled hands to provide historic integrity and artistic flair.”

— “America’s Main Street” in *Virginia Living Magazine*

## Staunton’s economic development team works with you to make your vision for your business a reality.

Incentives and resources include:

- Special tax breaks and financial incentives at the city and state level, for qualifying businesses
- Enterprise Zone grants, New Markets Tax Credits, and Historic Tax Credits in designated parts of the city
- Access to financing, grants, and loans through partnerships with public and private lenders, including the Staunton Creative Community Fund which provides start-up and expansionary loans to innovative and locally-based small businesses
- Promotional, networking, and educational opportunities provided by Staunton’s Main Street organization

## FOR VISIONARIES

When Kathy and Bill Frazier came to Staunton in 1976, historic but neglected buildings were being torn down with no plans to replace them. They spearheaded early preservation and revitalization efforts, later establishing their architecture and urban planning firm in one of Staunton’s oldest buildings.

Three decades later, Frazier Associates has grown into a full-service design firm with thousands of projects in locations across the country, from California to Georgia. Downtown revitalization, historic architecture, urban infill, and community planning projects remain the hallmarks of the firm, although its scope of work has greatly expanded. The Urban Land Institute, which provides leadership for thriving and sustainable cities, is just one of many organizations that has recognized the firm for its vision and design contributions.



© Frazier Associates

Downtown Staunton offers unique office spaces with contemporary features that complement the historic elements of buildings. Spaces such as this one at Frazier Associates inspire creativity.

The renaissance of downtown Staunton, a national showcase for architectural vitality, now helps attract architects and designers to the firm.





© Jason Hotel

Among Frazier Associates' projects that have earned design awards is the City of Staunton's New Street Parking garage, recipient of a 2002 Palladio National Design Award by *Traditional Building Magazine*, the 2002 Best Downtown Infill Building Award from the Valley Conservation Council, and a 2003 International Parking Institute Merit Award for Architectural Achievement.

**Staunton offers the best of both worlds:** a unique city with the culture and variety you expect from a major metropolitan area.

- An intriguing mix of more than 100 shops, stores, and galleries
- The world's only authentic recreation of Shakespeare's indoor theatre — the Blackfriars Playhouse
- A variety of live music options, such as the city's newest music venue, Mockingbird — Artisan Fare and Roots Music
- World-class music performances at the Staunton Music Festival, a classical music festival held each August
- The Woodrow Wilson Presidential Library and Museum and the Frontier Culture Museum of Virginia (a living history museum)
- Year-round guided tours of the city's historic and cultural highlights
- Bookstores, multiplex theaters, and independent movie houses



© John Boatright



© Woods Pierce

Staunton is home to nationally-known artisans and craftsmen, such as Huss & Dalton Musical Instruments and Sunspots Studios, which bring authenticity and variety to the city's cultural crafts movement.



Jonathan Holtzman and Denice Burbach in *Macbeth*. © Michael Bailey.

The renowned American Shakespeare Center is hailed by *The Washington Post* as "shamelessly entertaining" and by *The Boston Globe* as "phenomenal...bursting with energy."

**"Staunton has some big draws — including good food and terrific theater."**

— *Washingtonian Magazine*



Staunton offers an unusually high concentration of farm-to-table restaurants and chefs with emerging national reputations.



# For Your Business



"Staunton is the coolest small city in Virginia, bar none."

— Robin Miller, Principal | Miller & Associates

© Audibert Photo



FRAZIER ASSOCIATES  
ARCHITECTURE & PLANNING

EDAW



Miller & Associates

WESTERN STATE REDEVELOPMENT  
CONCEPTUAL MASTER PLAN

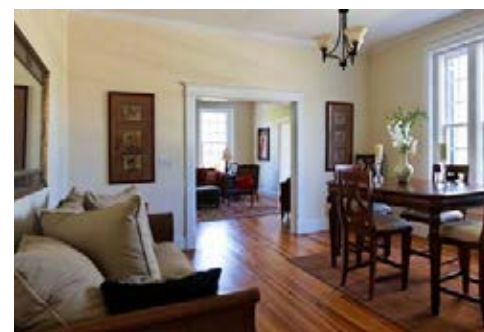
**Development moves quickly in Staunton.** City officials review plans in a timely manner — here, you won't see the long waiting lines that are customary in large metropolitan areas. The local government supports business growth, promotes community revitalization, and responds to business needs. In Staunton, you will have:

- A personal working relationship with city officials
- Prompt and clear review procedures and timelines
- Timely, reliable, and transparent resolution of issues

## FOR INVESTORS

Just a quick walk from Staunton's award-winning downtown, the 80-acre Villages at Staunton campus sits at the entrance to the business district. This new-urbanism project, one of the largest of its kind on the East Coast, offers a mix of residential, retail, and office uses.

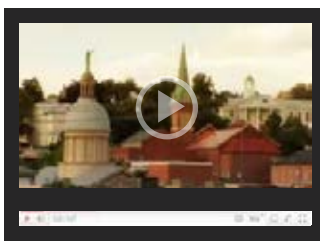
Robin Miller, Principal of Richmond-based Miller & Associates is co-owner of this development with Dan Gecker. They began the five-stage redevelopment of the Villages in 2006, starting with the adaptive reuse of the historic buildings. "One of the many things Staunton has done right is to build on its existing urban fabric. I saw an opportunity to save a historically important collection of buildings. The city saw an opportunity to grow its downtown core," says Miller.



Condos in The Villages offer a contemporary flair in a historic setting.

© Peter Aasestad

test QR code please



Watch our "Visit Staunton" video





The Villages campus connects to Staunton's historic downtown. Mary Baldwin College can be seen in the distance.



© Woods Pierce



© Woods Pierce



© Woods Pierce

Flying Fox is one of 40 Virginia Wineries located within 90 minutes.

Staunton's Farmers Market has been selling locally-produced goods for nearly two decades.

Entertainment options abound in downtown Staunton.

Staunton's cityscape sets it apart from other historic communities. Unlike many of its neighbors, Staunton emerged from the Civil War relatively unscathed. The city's walkable downtown boasts a remarkable array of period architecture that charms residents and visitors alike.

In addition to Staunton's cultural amenities, a plethora of culinary options provide insight into the city's robust dining scene.

- Restaurants at all price points, ranging from artisanal pizza to fine dining, from sunny cafes to home-style Southern cooking
- Mexican, Italian, Indian, Japanese, and Thai restaurants add an international flair
- Locally-baked breads, pastries, sustainably-roasted coffees, naturally-flavored ice cream, and hand-made cheeses
- A full range of chain and independent coffee shops
- Downtown grocers with a full range of eat-healthy, gluten-free, and vegetarian shopping options

“Walkability is one of the cornerstones of Staunton's appeal. I love to stroll down Beverley Street to look at the architecture and absorb the energy of downtown.”

— Robin Miller, Principal | Miller & Associates





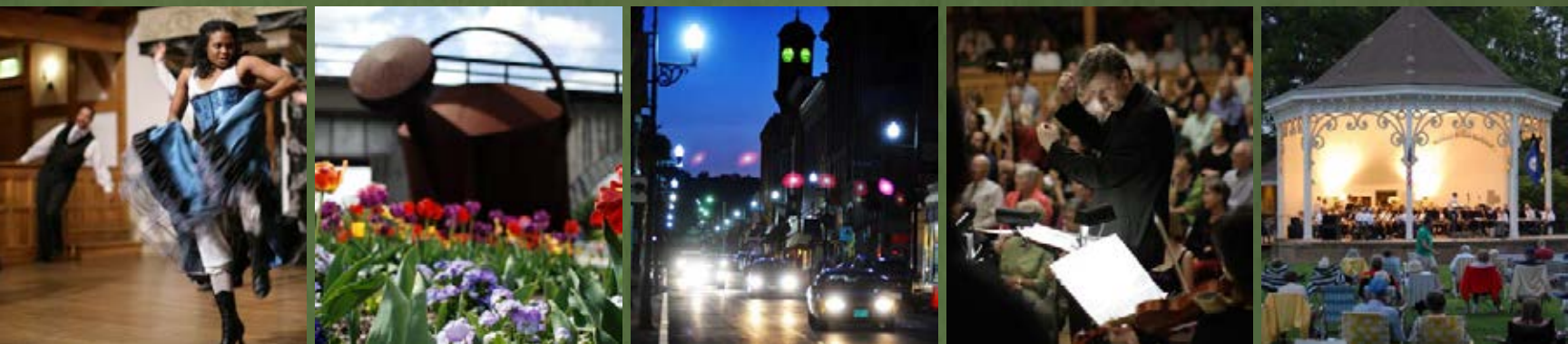
© Virginia Aerial Photography

We understand that determining the location of your new or expanding business is a vitally important decision. With that in mind, we encourage you to visit Staunton — a place where your company will grow and succeed, in a community where you will enjoy the things that matter most.

We invite you to learn more about Staunton.  
**FOR YOUR BUSINESS. FOR YOUR LIFE.**







## STAUNTON DEPARTMENT OF ECONOMIC DEVELOPMENT

P.O. Box 58 | Staunton, Virginia 24402-0058 | Telephone: 540-332-3869 | [www.stauntonbusiness.com](http://www.stauntonbusiness.com)

test QR code please



[stauntonbusiness.com](http://stauntonbusiness.com)

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## 2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

*Please complete this section for all entries.*

*Include 5 hard copies of the Entry Form and all supplemental information with your submission.*

Organization: **Central Alberta: Access Prosperity**

Contact Name: **Cyril Cooper**

Email: **Cyril.Cooper@reddeer.ca**

Project/Item Name: **Central Alberta: Access Prosperity Brochure**

Category for Entry: **1**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **25-200K**

Date Project Began: **February 2011**

Date of Completion (if applicable): **March 2011**

For Entries in Categories 9 & 10, Enter Your Web Site URL: \_\_\_\_\_

### PROJECT DESCRIPTION

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1. Please provide a brief description of the project.

Through an extensive branding project undertaken in 2010, Central Alberta: Access Prosperity uncovered the need to create a strong, unifying identity for a region that is largely absent from an international stage. The need to produce marketing materials that supported the key messaging that came from this branding project resulted in a brochure that both told our story and sold the region with hard data. It was important that we create the brochure based on the four brand pillars: Entrepreneurial, Authentic, Ambitious, and Accessible. In that spirit, we created the brochure using imagery as authentically "Central Albertan" as possible; showcasing our natural beauty, the skilled workers, and transportation infrastructure found in the region. As well, the brochure reads like an attractive fact sheet of business-case information while weaving the story of Central Alberta throughout. To overcome the region's relative obscurity on the world stage, maps indicating our location in relation to the United States and Canada are highly-visual identifiers that have proven effective.

2. What is the goal or purpose of this project?

Central Alberta: Access Prosperity is the unifying identity of 42 communities throughout the Central Alberta region. The new brochure provides these stakeholders a singular identity to capture the attention of foreign investors. Previous



research revealed our target audiences had little-to-no knowledge of our region. This brochure was created to capture attention and increase awareness of Central Alberta's location, resources and supply-chains, unique selling features (such as the close working relationship our post-secondary institutions have with local industry), and how Central Alberta is a profitable site for expanding companies. Creating the brochure allows us to tell our story, list the region's main selling features, and showcase the cost-effective, prosperity businesses looking to expand and invest will discover here.

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3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

The extensive branding project the Central Alberta: Access Prosperity team went through in 2009 and 2010 is the foundation for the brochure. Trade commissioners, foreign contacts and local business leaders participated in identifying the strongest selling features of our region to foreign investors. Our marketing team, which represents all 42 communities worked closely with a contracted designer to create a brochure that reflected the four brand pillars as well as showcased the region's strengths as a whole. This identity affects the 42 communities that are represented by the Central Alberta: Access Prosperity brand. By pooling their financial resources on one common marketing piece, this brochure is an effective international communication piece for all of the member communities. The collaboration is also beneficial to members as it allows Central Alberta to offer more industry cluster options, a larger workforce, and a more recognizable trade area. This provides investors with a stronger net impression of the region.

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4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

Excluding the branding project itself, the brochure has been quite effective in communicating our region to international businesses. The maple leaf logo is a strong connection to Canada, which allows international representatives instant understanding of our region's nationality. As well, the brochure's tax, labour, market and demographic statistics have proven alluring to businesses looking to expand and invest. Our greatest feature to the brochure is the map that showcases our region relative to the U.S.. It provides a great frame of reference to which we "anchor" our region. Some of the tangible results we have noticed are at international tradeshows we attend. Our use of the brochure often results in those we talk to asking to take a copy, an indication that they find the information of value.

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5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

The project is definitely replicable by other regions who face the same issues as Central Alberta. A lack of awareness is one of the largest hurdles to overcome for economic development practitioners. A brochure that can accurately and authentically showcase a large region's key selling features, investment-ready businesses and region-specific cost-competitiveness is a very valuable tool to possess. Two lessons we have learned from previous brochures (which we have ensured to implement in this one) are: 1) the importance of providing a clear map that indicates the region's location within proximity of major cities, and 2) the importance of showcasing cost-effectiveness through market size, location, transportation infrastructure, and tax environment for the region as a whole. The value-add of presenting a larger region with more to offer has been key in our success.

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6. In what ways is this project innovative or creative?

The combination of hard data and the story-telling aspect of this brochure is what make this project creative. We chose to use authentic photography over stock where possible, if not necessary. We want to showcase our region, not stock photographs of things that cannot be found here in Central Alberta. Trying to sell a region with facts and figures is much more effective when it is supported by a story of the region. As well, approaching our marketing from a collaborative effort has proven quite successful. Central Alberta is stronger as whole than any one community, town or city alone.

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7. Are there any other relevant details not covered above or specific to your category?

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# ACCESS PROSPERITY



**CENTRAL ALBERTA**  
access prosperity



# WELCOME TO CENTRAL ALBERTA

## Your company can tap into the opportunities of Central Alberta

Access us today by contacting:

Central Alberta Region  
3017 Gaetz Avenue  
Red Deer, Alberta Canada T4N 5Y6  
(t) +1-403-356-4864  
(e) info@accessprosperity.ca  
[www.accessprosperity.ca](http://www.accessprosperity.ca)

## Be at the centre of it all

Set conveniently between Calgary and Edmonton, Central Alberta is nestled in rolling hills that are home to big oil, grain and cattle production. Opportunity lives here and your company can be in the center of it all.

**Canada is rated the #1 place to do business** in the G7 for the next five years. And Alberta has the highest economic productivity within Canada. We're a place where business booms, life is good and great things happen. Drawing on natural resources and a strong work ethic, we are poised to help grow your business.



## The entire world is just minutes away

Located in the heart of Alberta and Western Canada, you will have access to a trade area of more than 275,000 people and a distribution capability to over 2.4 million people within a two-hour drive. **From Central Alberta, tap into the Western Canadian and U.S. Pacific Northwest markets of over 15 million people.**

This large and vibrant market makes us one of the most competitive economic corridors in the world. And it will allow you to compete on a regional and global stage.

## You're getting warmer

With a hot business climate, **pro business policies and enticing incentives**, Central Alberta offers you access to everything you need and more.

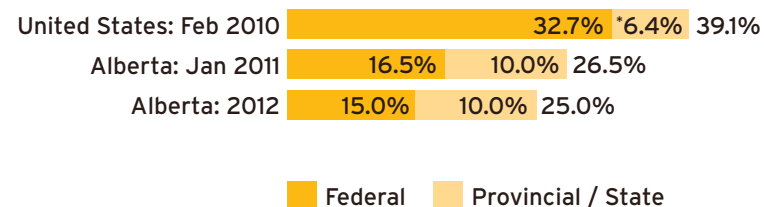
- #1 in new business start-ups against 12 U.S. and all Canadian jurisdictions
- Alberta has no provincial capital taxes, payroll taxes or machinery and equipment taxes
- Alberta is the only province in Canada with no additional sales tax
- No business tax in most municipalities
- Corporate income tax rate of 10%, small business rate of 3%
- MANY targeted incentives and programs based on industry level
- According to KPMG's 2010 Competitive Alternatives Study, Canada is the leading cost-advantage country when comparing business costs of the nine industrialized countries



## Doing Business in Alberta

### Competitive Corporate Taxes

#### Comparison of Corporate Income Taxes



\*6.4% represents the average effective top general state corporate income tax rate  
U.S. rates known as of February 2010  
Source: Alberta Finance and Enterprise & Tax Foundation

## You're in good company

**It is almost 5% more cost-effective to do business in Central Alberta over the United States.** That's why you'll be among other innovative and successful companies who have chosen to access Central Alberta, such as:

- The Dow Chemical Company
- Halliburton
- Nestlé Purina
- Dominion Energy Services
- Olymel S.E.C.
- NOVA Chemicals
- Banner Pharmacaps
- Johns Manville
- Finning (Canada)
- Chrysler Distribution Centre



## Good people... and lots of them

They're here, they're trained and they're ready to work very hard for you. Alberta's population has increased 23.9% from 2001-2010.

And they're capable. **Central Alberta has two major colleges which provide skilled employees.** And 60 percent of the labour force holds a university degree, post-secondary diploma or certificate. Currently, the Centre for Innovation in Manufacturing at **Red Deer College** is training specialists in the design and development of prototypes, products and process. And the School of Innovation at **Olds College** is breaking new ground in sustainable agriculture and new product development from crops and bioprocessing.

With a young, skilled and hard-working labor force, Central Alberta is the right place for your business.

*"The availability of solid labour is key. The rural work ethic - that commitment and being prepared to do what it takes to get a job done - is very evident throughout Central Alberta. I think that speaks to our rural roots. We have a good labour force to choose from."*

*— Bud Norris, P. Eng., GENIVAR*

## Accessible from almost everywhere

Want to be connected globally? Central Alberta is at the crossroads of major air, rail and ground transportation routes, making it easy to ship goods and purchase supplies. Central Alberta's transportation infrastructure is **capable of 24-hour delivery of service** to all of Western Canada and the U.S. Pacific Northwest.

### Roads

High quality roads make it easy to access any community in the region, and Queen Elizabeth II, a four-lane divided commercial highway, runs between Edmonton and Calgary and links the Alaska Dempster Highway to U.S. Interstate I-15. That's why Alberta has emerged as the western North America warehouse and distribution hub for Canada and the Pacific Northwest region of the United States.

### Airports

With immediate access to two of the top ten busiest international airports in Canada and several regional airports, Central Alberta offers passenger, charter and air cargo service. Regularly scheduled flights connect with points in Canada, U.S., Europe and the Pacific Rim.

### Rail

Canada's two transcontinental railways, Canadian Pacific Railway and Canadian National, offer rail car transport out of Edmonton and Calgary terminals. Both Class 1 rail lines have convenient access to U.S. rail networks and offer a range of choices for shipping goods and purchasing supplies.



## A diverse foundation for growth

We're a region that's not heavily reliant on one particular sector - rather, we find our strength through collaboration between many industries. From oil and gas to agriculture, there's support for businesses of any size.

### Manufacturing

Our manufacturing industry continues to grow and diversify into efficient suppliers of specialized products. **Metal fabrication, petrochemicals and transportation equipment** are just a few of the areas supported by this industry.

Alberta's industrial manufacturing sector currently consists of over 1800 firms. And, according to Government statistics, demand in Alberta will require more than \$200 billion of new construction and maintenance spending over the next 25 years - creating tremendous opportunity for our manufacturing sector in the future.

### Agri-Foods

In 2009, Alberta food manufacturing sales reached \$12.0 billion, reaching 21.7% of the province's total manufactured goods.

Central Alberta's agri-business sector is comprised of many segments, including **livestock, plant, food processing, natural health products and biofuels.**

We seamlessly provide:

- An excellent source of primary low-cost supply, combined with rich soil and favorable climate conditions
- Access to over 300 Agri-food and agricultural processing businesses, over 20 meat processing facilities and Alberta's only federally-inspected processing facility for lamb
- 3 major Agri-food Research Centres
- A thriving centre for agricultural processing, with tremendous future growth opportunities

*"We ship a lot of our product by truck, so transportation lanes are good, east and west, north and south. It's an ideal location in terms of access to markets across Canada and the U.S. The more centrally located you are, the more chance you've got to leverage your success factors."*

*— Jim Wilson,  
Plant Manager, Johns Manville Inc.*







## Oil & Gas

With 73 percent of Canada's petroleum production, drilling and investment spending occurring in Alberta, it's no wonder our role in the oil industry is so important. **Alberta is the largest crude oil and natural gas producing province in Canada**, with multi-million dollar research being conducted to produce new methods for oil and gas drilling and servicing.

Oil & gas machinery manufacturing accounts for over \$300 million of the region's manufacturing shipments, behind only chemicals (\$5.6 billion) and food (\$630 million). As Alberta's hub for oilfield production services, Central Alberta will play a key role in the future of the oil and gas industry. These emerging sectors are adaptive, nimble, globally competitive and are selling products and services to companies around the world.

## Big things are happening here

Prosperity lives here, brimming with opportunity, wrapped in authentic beauty and defined by an infinite entrepreneurial spirit.

Your decision to invest in Central Alberta will pay off in quality of life, business prosperity and opportunity for growth.

### Welcome to Central Alberta.

Red Deer Regional Economic Development and Central Alberta Economic Partnership are the collaborative economic entities behind *Central Alberta: Access Prosperity*, your one-stop access point to site selection information and links to industry networks.

[www.accessprosperity.ca](http://www.accessprosperity.ca)



# ACCESS A BRIGHTER FUTURE

Central Alberta offers access to the resources that you need to make your business thrive and grow.

With a sophisticated infrastructure that is evolving everyday and a labour force that is young, ambitious and ready to grow with you, Central Alberta can help your business emerge as a world leader.



**CENTRAL ALBERTA**  
access prosperity

Funded in part by Community Futures Central Alberta, supported by Western Economic Diversification Canada



Central Alberta would be pleased to provide any information regarding the source of enclosed statistics. Please contact us directly for such information.



**Organization:** Lansing Economic Area Partnership (Leap, Inc.)

**Contact Name:** Pam Jodway

**Email:** [jodwayp@leapinc.biz](mailto:jodwayp@leapinc.biz)

**Project/Item Name:** Greater Lansing Thrive; Regional Overview

**Category for Entry:** General Purpose Brochure

**Population Category:** 200K-500K

**Date Project Began:**

**Date of Completion (if applicable):**

**For Entries in Categories 9 & 10, Enter Your Web Site URL:**

**Select:**

- ☒ Promotional Award Categories
- ☐ Internet & New Media Categories
- ☐ Program Award Categories
- ☐ Partnership Award Categories
- ☐ Leadership Award Categories

**1. Please provide a brief description of the project.**

Lansing Economic Area Partnership serves as Greater Lansing's economic development organization. We are a coalition of area leaders committed to building a prosperous and vibrant region where business can thrive. To drive this mission forward, we need to position Greater Lansing to compete on a national and global scale, as a global destination known for its vibrant entrepreneurial economy, its innovation, and its strength and diversity as a great place.

**2. What is the goal or purpose of this project?**

This printed collateral piece is designed to promote the Greater Lansing region to two audiences. Our primary audience is business owners, young professionals, entrepreneurs from outside the region. Our secondary audience includes economic development stakeholders within the region. The single most important thing we want our audience to take away from this piece is that Greater Lansing is a great place to live, work and conduct business.

**3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?**

Our marketing department was involved in this project, working collaboratively with a freelance writer and designer. Our internal marketing team determined the goals and objectives of the piece, and set the tone for the content and visual appeal. We participated in the copy generation process,

selected photos and other visual elements to support project objectives, and suggested the unique binding of the physical piece.

Both our primary audience outside of the region and our secondary audience within the region are impacted by this piece, as it provides a very strong and innovative representation of Greater Lansing. It is designed as a tool for business development and talent recruitment, and we have made it readily available to other regional organizations to use in any efforts to promote the region.

**4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify tangible and/or intangible results and value added.**

Initial impact has been overwhelmingly positive. One unique thing we did was to offer other regional organizations the opportunity to use the piece in their marketing and recruitment efforts for the region, embed its link into the website as a virtual multi-page booklet, and customize the piece in print by using our creative development with their unique branding on the exterior covers.

**5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?**

The design of the piece is transferrable with customization of content and photographs, making it very adaptable to other communities. The primary lesson we learned is that a piece like this was much needed in the region, and thus we have had a large demand for additional quantities.

**6. In what ways is this project innovative or creative?**

This piece is very innovative as a print collateral piece, and we creatively expanded the audience potential and reach by creating an embed file for websites that provides a virtual experience as well. The binding adds a unique touch to the more traditional staple or woven bindery, and yet it is still functional and easy to navigate.

**7. Are there any other relevant details not covered above or specific to your category?**

No



**Greater Richmond Partnership, Inc.**  
**IEDC Awards – 2011**

**Awards Category:** Promotional Awards

**Award Title:** General Purpose Brochure

**Submission:** **2010 Year in Review: Headlines & Newsmakers**

**1. Please provide a brief description of the project.**

The 2010 Year in Review: Headlines & Newsmakers brochure highlights several of the most important 2010 news stories relevant to Greater Richmond's business community. The brochure includes an introduction which highlights some of the expansion announcements made in 2010, a list of awards and accolades received by the Richmond area, and a fold-out timeline which provides further details and more headlines pertinent to the Greater Richmond business community. The timeline uses a color-coded key to classify the news stories into seven different categories.

**2. What is the goal or purpose of this project?**

This brochure gives readers a snapshot of Greater Richmond's most important business, economic, community development, and cultural news from 2010. It provides a valuable summary for those unfamiliar with the Richmond region and an upbeat, creative review for locals.

**3. Who are the participants in this project? What was involved in planning/implementation? What is affected?**

The 2010 Year in Review is produced by staff of the Greater Richmond Partnership (GRP). Throughout the year, the Greater Richmond Partnership documents relevant news stories on its website. There is an ongoing agreement with the local newspaper, *The Richmond Times-Dispatch*, which allows the Partnership to publish news articles directly to its website. Other news sources are also included, with summaries and links to full articles. Each month, an e-

newsletter is created, providing a summary of important business news to subscribers. Readers of the e-newsletter include investors, local business leaders, allies, partners, site selectors, and general community members. The 2010 Year in Review is developed in great part from the content of the e-newsletter and the articles posted to the website.

**4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible results and value added.**

It is no secret that the economy was recently in decline due to the past recession. Many media sources in 2010 focused on stagnant growth and poorly performing businesses. The 2010 Year in Review provides the Greater Richmond Partnership with an opportunity to show both locals and non-locals that there is plenty of positive news and exciting business growth happening in Greater Richmond. The most typical reaction to this publication is, “Wow, look at all this great news!” It reminds readers that, despite what the general news media decides to focus on, there is still an active and successful business community in our region. The publication is also a useful marketing tool because we are able to show companies considering a Greater Richmond location concrete proof of existing businesses reinvesting in the region.

**5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?**

Yes, any community can replicate this publication. It can be done on any geographic level, whether local, regional, state, or national. It is important to keep the content simple, impactful and effective. Busy readers do not have time to trudge through paragraphs of information, so short, digestible snippets are given the most positive reception. Should readers desire more information, full news stories are available on the Greater Richmond Partnership’s website.



**6. In what ways is this project innovative or creative?**

The GRP has produced a similar product entitled "Snapshot" for many years. This publication was always a classic, four-page document that was heavy on text and light on design. This year, the 2010 Year in Review brochure offers a creative approach to providing readers with a year's worth of Greater Richmond business news. The design is both visually stimulating and functional. Stories are isolated and readability is high due to the content being kept in short, easily digestible pieces.

**7. Are there any other relevant details not covered above or specific to your category?**

n/a

# 2010

## YEAR IN REVIEW



## HEADLINES & NEWSMAKERS

GREATER RICHMOND, VIRGINIA USA







## Accolades & Awards

Greater Richmond was ranked among the nation's 50 best places for business and careers by Forbes.com.

Ten Greater Richmond high schools appeared on *Newsweek's* 2010 list of **America's Best High Schools**, including Atlee, Clover Hill, Cosby, Freeman, Hanover, Henrico, James River, Midlothian and Monacan. In addition, Maggie Walker Governor's School was named one of the nation's top 20 elite public high schools.

**Chesterfield and Hanover counties** won top prizes in the Center for Digital Government's **2010 Digital Counties Survey**.

Three Richmond firms are among *Working Mother* magazine's **100 Best Companies** list. They include Bon Secours Richmond Health System (who has been on the list 12 times), VCU Health System (appearing for the sixth time), and HCA Virginia Health System (making its second appearance).

A nationwide study by Coldwell Banker found that the price of a typical home desired by a corporate middle-management transferee is **very competitively priced** in Greater Richmond when compared both regionally and nationally.

*Inc. Magazine's* top 5000 list included **21 Richmond area companies**. The list honors the nation's 5,000 fastest growing firms.

**Ashland** and **Mechanicsville**, both in Hanover County, were recognized by *BusinessWeek* as the **best and second-best places in Virginia to raise a family**.

**Business First Greater Richmond**, the region's business retention and expansion program, was recognized by the Virginia Chamber of Commerce as the **Seventh Congressional District Torchbearer Award winner for 2010**.

The *Wall Street Journal's* online magazine MarketWatch ranked Richmond as the **nation's seventh-best city for business**.

Forbes.com named **Hanover County as the nation's 10th Best Place in the Country to Get Ahead**, based on job and income growth between 2007 and 2009.

The **University of Richmond** was rated as one of the **nation's best colleges** by *Forbes* magazine, coming in at number 84 out of 600.

Virginia was ranked first among top 10 pro-business states by Pollina Corporate Real Estate.

CNBC, a financial news cable network, ranked **Virginia second** after Texas as the **best state in the nation to do business**. Virginia ranked first in 2007 and 2009 and second in 2008.

*Forbes* ranked **Virginia as the second-best state for business in 2010**, after ranking the state as best in 2006, 2007, 2008 and 2009.

## Companies express confidence with local investment

Most analysts looked for 2010 to be a period of continued economic recovery. All year, central Virginia business leaders reported growing optimism about the region's economic future.

In a showcase of confidence in Greater Richmond's economy, seven area businesses announced nearly 1,900 new jobs and more than \$50.7 million in new capital investment within a six-week period between October and December 2010.

Throughout the year, new and existing companies from a range of industries such as manufacturing, IT, finance, and life sciences chose to grow their businesses in Greater Richmond.

Recognition for the region as an ideal place for business and careers continued year long. This was evidenced by Forbes.com ranking Virginia as the second best state for business and Richmond ranking seventh Best City for Business by the *Wall Street Journal's* Marketwatch.

Below are just a few examples of the growth experienced in Greater Richmond in the last year. Please refer to the timeline in the full fold-out for more details and additional 2010 highlights.

### Information Communications & Technologies Industry

Business is thriving in the Information & Communication Technologies industry, as companies are

able to take advantage of Greater Richmond's highly educated workforce to compete with offshore firms. They also benefit from the presence of a large and active business community requiring technology and communications support services:

- **Quality Technology Services** purchased the former Qimonda semiconductor plant in Henrico with plans to open one of the nation's largest data centers, investing up to \$110 million.

- **Snag-A-Job**, a Henrico County-based online job search company, announced that it will double its current employment, hiring 150 by the end of 2011.

- **CapTech**, a national technology consulting firm, has grown more than 20 percent in the last year. The company's expansion plans include aggressive hiring, the doubling of its office space and the opening of a new training center.

- **Ironworks Consulting**, a management, IT and web consulting firm, expanded in 2010 with a larger headquarters in Henrico County as well as a new office in Minneapolis, Minn.

### Advanced Manufacturing & Food Processing Industry

State and local incentives and a pro-business environment have encouraged expansions in the Advanced Manufacturing & Food Processing industry, while Greater Richmond's central location along the

East Coast and large labor pool of almost 650,000 workers has allowed businesses to quickly respond to increased market demand.

- **Sabra Dipping Co.**, a maker of kosher, vegetarian foods including many varieties of hummus, held a grand opening at its 110,000 square-foot Chesterfield County plant, hiring 260 new employees.

- **Fortune 500** company **MWV** relocated its Center for Packaging Innovation from Raleigh, N.C., to its Richmond headquarters, adding 128 jobs and investing \$10 million.

- **DuPont** announced plans to invest \$20 million in a new Chesterfield County facility to make the first nanofiber-based polymeric separators for high-performance lithium ion batteries used in electric vehicles.

### Finance, Insurance & Securities Industry

Finance, Insurance & Securities businesses have a long history of success in Greater Richmond, which boasts an ample supply of the talented and experienced workers required by this industry.

- Due to its recent merger with Wells Fargo, **Wachovia** plans to hire 220 full-time customer service representatives at its Henrico County call center by mid-2011. Total employment at the call center is expected to reach nearly 900.

- **Elephant Auto Insurance** announced plans to expand to as many as 2,000 employees. The com-

pany employs 80 at its Henrico County headquarters, which opened in 2009.

- **Capital One Financial Corp.** purchased two Innsbrook Corporate Center buildings and announced plans to create 1,000 new jobs in Virginia, 700 of which will be located in Henrico County.

### Life Sciences Industries

Life Sciences companies choose to grow in Greater Richmond because of the availability of top talent. Additionally, locations such as the Virginia Biotechnology Research Park provide a community atmosphere which fosters innovation.

- **PPD, Inc.**, a global contract research organization, plans to invest \$28 million to expand its Lab Services Division, creating an estimated 190 new jobs.

- **Merit Medical Systems**, a manufacturer of disposable medical devices, will invest \$1 million to expand its operations, creating 75 new jobs.

- **Health Diagnostic Laboratory** will create 213 new jobs and invest \$4.2 million in its Richmond operation to expand its clinical laboratory, diagnostics and clinical trial services, as well as its physician/patient consulting.

- State and local incentives encouraged **Pfizer Consumer Healthcare** to maintain its research and development facility in Richmond, retaining more than 300 jobs.




# 2010 A GREATER RICHMOND YEAR IN REVIEW

■ New Companies  
 ■ Expanding Companies  
 ■ CleanTech News  
 ■ Downtown Development  
 ■ Transportation  
 ■ Culture & Recreation  
 ■ Business Retention

DECEMBER

**Wachovia**, a Wells Fargo company, plans to hire 220 full-time customer service representatives at its Henrico County call center by mid-2011. After its recent merger with Wells Fargo, Wachovia began increasing the number of employees at the Richmond-area call center and expects to employ a total of about 900 people there.




**Cortview Capital Securities** opened an office in downtown Richmond, offering investment broker-dealer services with a focus on fixed-income sales, trading, origination and securitizations. The company has 20 employees at the new office and plans to add 75 jobs in 2012.



**CapTech**, a national technology consulting firm in the City of Richmond and Henrico County, doubled its office space, upgraded its website, and opened a new training center in Henrico. New lab facilities in downtown Richmond provide more space and resources to bring back work from offshore competitors. The firm hired 70 people in 2010 and plans to hire 50 more in 2011.




**Capital One Financial Corp.** will create 1,000 new jobs in Virginia, with 700 of these in Henrico County. The new jobs will support all segments of the company's businesses, including credit card, banking and financial services. The company also purchased two buildings adjacent to their Henrico site for \$17 million to house its expanding call center and support operations.




NOVEMBER


A low-cost intercity bus service, **Megabus.com**, began providing intercity bus service to Richmond in December. Megabus.com already serves 40 cities and now offers round-trip fares for as low as \$1 to Washington, Hampton, Baltimore, Philadelphia and Charlotte.



**PPD, Inc.**, a global contract research organization providing drug discovery, development, life cycle management and clinical trial services, plans to invest \$28 million to expand its Lab Services Division in Henrico County over the next three years, creating an estimated 190 new jobs.




**Elephant Auto Insurance** could become one of the largest employers in the Richmond area. The company currently employs 80 people at its U.S. headquarters in Henrico County, and plans to expand to as many as 2,000 employees.




A new plastics manufacturing company, **Specialty Coatings and Laminates**, was created when Berry Plastics announced it would close its extrusion coatings and laminates plant in Hanover County. A local investment group made up of the plant's managers and the Henrico County-based Smither & Company purchased the plant, saving 30 jobs.




**Health Diagnostic Laboratory** will invest \$4.2 million in its operation in the Virginia Biotechnology Research Park, to expand its laboratory, diagnostics and clinical trial services as well as its physician/patient consulting. The project will create 213 new jobs.



**Quality Technology Services** purchased the former Qimonda semiconductor plant in Henrico County with plans to convert it into one of the nation's largest data centers. Up to \$110 million will be invested in the conversion and as many as 45 jobs will be created. In late 2010 they recruited their first client — a government agency that will lease 6,000 square feet.




More than 16,000 runners and walkers from across the country participated in the 33rd **SunTrust Richmond Marathon**. The event also included half marathon and 8k races.



**Merit Medical Systems** will invest \$1 million to expand its operations in Chesterfield County, creating 75 new jobs. The facility manufactures disposable medical devices used in interventional and diagnostic procedures, particularly in cardiology, radiology and gastroenterology.



Seven Richmond-area companies in the **Virginia BioTechnology Research Park** will share more than \$1 million in federal tax credits and grants, which is part of an \$11 million pool provided statewide. The funds are intended for small start-up firms that are researching new disease therapies or technologies to meet medical needs and reduce health care costs.



**Snag-A-Job**, a national online job search company based in Henrico County, plans to hire 150 people by the end of 2011, doubling its current employment. Nearly 110 of the new jobs will be in sales, primarily to call upon businesses that use their services to recruit hourly employees. Also, the company will move from its current 35,000 square-foot location to a to-be-determined larger space.



OCTOBER

Barge service between Richmond and Hampton Roads will be increased to three sailings per week thanks to a \$1.1 million award to the **Virginia Port Authority**. The route is among 18 marine corridors, eight projects and six conceptual initiatives identified for funding as part of the America's Marine Highway Program.

The Carytown Merchants Association's 27th annual **Carytown Watermelon Festival** drew 100,000 people who consumed 2,500 watermelons. The street festival benefited the Shriners Hospitals for Children.




**American Eagle Airlines** added a second daily nonstop flight between Richmond and Miami, Fla. Each year nearly 32,000 air travelers fly between Richmond and Miami on the airline.


The **Richmond Folk Festival** drew a crowd of 190,000 during its three-day run, up from 160,000 in 2009. The event in downtown Richmond was supported by \$72,000 in on-site donations.

AUGUST


State and local incentives encouraged **Pfizer Consumer Healthcare** to maintain its research and development facility in Richmond, retaining more than 300 jobs. The company will receive incentives from the city in addition to state benefits. The Virginia Department of Business Assistance will provide retraining assistance through the Virginia Jobs Investment Program.



**Aleris International, Inc.**, resumed operations at its Chesterfield aluminum rolling mill facility in late 2010, rehiring 50 employees. The mill, which supplies aluminum coil for building and construction applications, was idled in February 2008 due to the continuing downturn in the North American economy.




**Kenco Logistic Services** will expand its Chesterfield County warehouse facility investing \$1.6 million and adding 25 to 30 jobs. The company provides third-party management of facilities for the automotive, food, textile, appliance and health care industries.



**Sabra Dipping Co.**, a maker of kosher, vegetarian foods including many varieties of hummus, held a grand opening at its 110,000 square foot Chesterfield County manufacturing plant. The plant will employ 260 and is expected to achieve Silver certification under the Leadership in Energy and Environmental Design (LEED) program.



**SNL Financial**, a Charlottesville-based publisher of business and financial information, will open a 30-employee office in Henrico County. The company provides corporate, financial, market and M&A data, plus news and analysis on more than 53,300 companies in the banking, financial services, insurance, real estate, energy and communications industries.




**Windsor/Aughtry Co.** will build two hotels on a 5.6-acre site known as Jackson Place near the Virginia Biotechnology Research Park in downtown Richmond. The \$51.5 million project will include a 144-room Hampton Inn & Suites and a 123-room extended-stay hotel.



The **Hanover Tomato Festival** drew more than 42,000 visitors featuring locally-grown tomatoes, food vendors, music and tomato-themed contests.

Construction started on Chesterfield County's **Meadowville Interchange** and should be completed by late 2011. The \$20 million project will create an interchange at Interstate 295 and Meadowville Road and allow for easy access to the recently built 1,300-acre Meadowville Technology Park.

**MWV** relocated its Center for Packaging Innovation from Raleigh, N.C., to Richmond, adding 128 jobs and investing \$10 million. Some of the new jobs are at the company's headquarters in downtown Richmond and others at lab space in Henrico County.




**Williams Mullen** law firm's 275 employees moved into their own \$62 million, 16-story office building in downtown Richmond. The building has 258,000 square feet of office, parking and retail space.




**Ingenco** will build a plant to turn landfill gas from Henrico County's Springfield Road Landfill into electricity that will be transmitted to Dominion's network. Once completed the facility will generate 4 megawatts of power.




**Dominion Riverrock**, a sports and outdoors festival held on Brown's Island in downtown Richmond, drew more than 3,000 participants and 25,000 spectators. The event featured trail running, mountain biking, kayaking and freestyle biking.



The renovated and expanded **Virginia Museum of Fine Arts** reopened and is now one of the nation's 10 largest art museums. Space for blockbuster traveling exhibits was doubled, more room was created to showcase the museum's extensive permanent collections and additional parking was added.




First Market Bank, based in Richmond, and Union Bankshares Corp., based in Bowling Green, Ken., merged to create **Union First Market Bank**, Virginia's largest community bank with 900 employees and \$4 billion in assets. The corporate headquarters is in downtown Richmond.




The former Reynolds Packaging Group site in downtown Richmond will be redeveloped into 170 apartments by two Richmond developers, **WVS** and **Fountainhead Properties**. Once residential construction is finished, other development including restaurant, retail and entertainment will likely follow.



Additional daily flights to Chicago, Minneapolis and New York City were added from **Richmond International Airport**. American Airlines added two flights to Chicago's O'Hare, and Delta added one flight to Minneapolis and moved three flights from LaGuardia to John F. Kennedy.




**Ironworks Consulting**, a management, IT and web consulting firm with headquarters in Henrico County, opened an office in Minneapolis, Minn. Ironworks also operates offices in Tysons Corner, Va., Raleigh and Charlotte, N.C. Ironworks experienced growth rates in excess of 30 percent in 2008 and 2009.




**MWV** dedicated its new nine-story, 650-employee headquarters in downtown Richmond, overlooking the James River. The building received the highest rating for sustainable design and construction from the Green Building Initiative.



**Adweek** named Richmond's **Martin Agency** the nation's top ad agency for 2009. The award is based on financial performance, creativity and management initiatives and is one of the industry's most prestigious honors. Adweek cited the agency's aggressive growth and new client list as reasons for its selection.



Richmond-based **Dominion Resources** has invested \$3 million in Power Tagging Technologies Inc., a Colorado firm. The technology may be the first that allows utilities to measure, trace and audit the flow of electricity on the smart grid.



MARCH

FEBRUARY

APRIL

JUNE

JULY

SEPTEMBER

JANUARY



# About the Greater Richmond Partnership, Inc.

The Greater Richmond Partnership, Inc. is an economic development team representing the counties of Chesterfield, Hanover, Henrico, and the City of Richmond, Virginia.

The Partnership offers site location assistance and other services to domestic and foreign companies planning new or expanded facilities. It is a single point of contact to the network of private sector and state and local government professionals that provides business support in the region. The Partnership's services include:

- Outreach marketing
- Site location assistance
- Existing business services
- Research services
- Talent development and promotion
- Production of business and quality-of-life information

The Partnership is organized as a public-private, not-for-profit corporation funded jointly by the four local governments and approximately 120 area businesses. The Partnership staff has more than 180 years of economic development, business and community development experience combined, which ensures that inquiries are handled in a professional and timely manner. Services are provided at no cost to the company and with complete confidentiality.

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**grpva.com**  
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## Other publications available



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