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### Dear City Council, Citizens and Business Community,

On behalf of the Virginia Beach Development Authority, I say "Thank You, and Congratulations" to our business community for making this past fiscal year a tremendous success! You created more than 1,000 new jobs and invested more than \$122 million in new capital in Virginia Beach to keep this City moving forward in challenging economic times. The Development Authority and Staff are proud to be your voice, and will always work with the City to provide the support necessary for ours to be the best environment possible for new investment and job growth. One of the best measures of a truly strong economic development program is the success of our existing businesses: more than 68% of our announcements last year came from companies that were already here in Virginia Beach. The Staff's international marketing efforts paid off with BMZ GmbH locating their North American headquarters in Virginia Beach. Development Authority-owned and managed projects, including Town Center, Farm Bureau Live at Virginia Beach, Virginia Beach National Golf Course, and our numerous business parks, each reached new levels of success in FY2011-2012. However, none of the achievements highlighted in this report would be possible without the commitment of the City's many partners from around the world: business leaders, real estate brokers, consultants and the professional staff from all the City's departments. Sincere thanks go to each of you, for helping make Virginia Beach the big, bold choice for business growth. The Virginia Beach Development Authority looks forward to working with you for an even greater upcoming year.

 ${\it Respectfully,}$ 

John W. Richardson

Chair

### **VIRGINIA BEACH DEVELOPMENT AUTHORITY**

John W. Richardson

Chair

Kaufman & Canoles

Elizabeth A. Twohy

Vice Chair

Capital Concrete, Inc.

Jerrold L. Miller

Secretary

Earl Industries, LLC

Donald V. Jellig

Assistant Secretary
Jellig Partners

Dan H. Brockwell

Treasurer

DAPARO Construction Services

C. Maxwell Bartholomew, Jr.

Commissioner

Dominion Virginia Power

Linwood O. Branch

Commissioner

Days Inn Virginia Beach

Bryan D. Cuffee

Commissioner

Gold Key/PHR Hotels & Resorts

Term began September 2011

Luke M. Hillier

Commissioner ADS, Inc.

Paul V. Michels

Commissioner

Islandmore Funds

Term ended August 2011

**Shewling Moy** 

Commissioner

Coldwell Banker Professional Realtors

**Prescott Sherrod** 

PEMCCO, Inc.

Term ended July 2011

Dorothy L. Wood

Commissioner

JD&W, Inc.

Term began August 2011

### **CITY LEADERSHIP**

William D. Sessoms, Jr.

Mayor

Louis R. Jones

Vice Mayor

Liaison to the Virginia Beach Development Authority

Rosemary C. Wilson

Liaison to the Virginia Beach Development Authority

Glenn R. Davis Barbara M. Henley

Bill R. DeSteph John Moss
Harry E. Diezel John E. Uhrin
Bob Dyer James L. Wood

### **CITY STAFF**

James K. Spore

City Manager

**Ruth Hodges Fraser** 

City Clerk

Mark D. Stiles

City Attorney

Robert S. Herbert

Deputy City Manager

**Alexander W. Stiles** 

Associate City Attorney

### VIRGINIA BEACH DEPARTMENT OF ECONOMIC DEVELOPMENT

Warren D. Harris

Director

Linda Assaid

Economic Development Technician/ Clerk to the Virginia Beach Development Authority

Michelle Chapleau

Business Development Manager

**Betty Clark** 

Executive Assistant to the Director

**David Couch** 

Strategy Coordinator

Scott Hall

**Business Development Coordinator** 

**Steve Harrison** 

Business Development and Research Manager

**Rob Hudome** 

Project Development Manager

Lloyd Jackson

Business Development Manager

Karen Kehoe

**GrowSmart Coordinator** 

**Sean Murphy** 

Virginia Beach Development Authority Accountant

Olivia O'Bry

**Economic Development Assistant** 

**Tammy Owens** 

Small, Women- and Minority-Owned (SWaM) Business Development Manager

**Jerry Stewart** 

Workforce Development Coordinator

Mark Wawner

Project Development Coordinator





### BIGDEALS

15 new companies that generated 563 new jobs and \$20 million in investment, occupying 175,000sf.

### A CLOSER LOOK.

32 existing industry expansions that generated 456 new jobs and retained 880 jobs, representing an investment of \$102 million in the City and occupying almost 1.4 million square feet.

Four projects announced by Small, Women-, and Minority-Owned businesses.

81% of project announcements fell within one of the Department's target industry sectors.

AMSEC \$3 mill	on headquarters relocation	& expansion, leasing	65,000sf of office space.
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35 new jobs.

IMS GEAR \$32 million manufacturing facility relocation & expansion. Constructing new 112,000sf

manufacturing building. 80 new jobs.

Osen-Hunter \$1.15 million services & manufacturing relocation & expansion. Constructing new 15,000sf

**Defense Systems** flex-use building.

**Pembroke Associates** \$35 million expansion & renovation of Pembroke Mall.

**STIHL Inc.** \$24.3 million manufacturing facility expansion. Constructing new 54,000sf building.

Acquiring existing 840,000sf building. 52 new jobs.

**CRS Marble** Leasing 21,000sf flex-use space for new regional sales & distribution facility. 12 new jobs.

**Elite Contracting** Purchasing existing 22,000sf industrial building for new regional headquarters and

assembly operations.

Old Dominion University Leasing 2,000sf of office space for new Center for Innovative Transportation

Solutions.

Whole Foods Constructing new \$16 million specialty foods retail center.





# BIGNEWS At the oceanfront. More than \$160 million in construction projects underway.

### **GROUND-BREAKING.**

In Princess Anne Commons, LifeNet Health broke ground on the new \$21 million Center for Regenerative Medicine, which will open in Fall 2012.

Tidewater Community College has opened their new 65,000sf Regional Health Professions Center, and has broken ground on a new 89,500sf Student Life Center.

Tidewater Community College and the City of Virginia Beach broke ground on a new 120,000sf library, a joint venture.

Operation Smile began construction on their new \$20 million global headquarters.

In the Pembroke area, Urology of Virginia opened an \$11.5 million urological research and treatment complex that includes the Foundation for Urologic Research, the Paul F. Schellhammer Cancer Center, and the Devine-Jordan Center for Pelvic Health.

The \$70 million Beach Centre at 31Ocean mixed-use development is scheduled to open Fall 2012, with office preleasing at 80%. The \$75 million OceanAire hotel/timeshare development opened Summer 2012.



We've been in Virginia Beach for 30 years, and

## WE'VE BENEFITTED

from drawing skilled, technical employees from the military and the diverse population."

AMSEC LLC, a subsidiary of Huntington Ingalls Industries, is headquartered in Virginia Beach. It is a full-service supplier to the Navy and the commercial maritime industry with a total of 2,000 employees nationwide and overseas.

M. Harris Leonard

President, AMSEC
Vice President, Huntington Ingalls Industries





### **PROPERTIES**

The \$700 million Town Center of Virginia Beach remains the heart of the City's vibrant Central Business District, with more than 1.6 million square feet of office and retail space, plus hotels, meeting space, and the Sandler Center for the Performing Arts.

Virginia Beach National Golf Course generated more than \$198,000 in rental income in the 2011 calendar year. Rounds of golf played: 30,853 of 18-hole equivalents.

3001 Atlantic Avenue, a parcel of prime hotel and park land, was sold to Thirty-First Street, LLC for \$3.7 million.

2011 was the Farm Bureau Live at Virginia Beach's\* 16<sup>th</sup> season. More than 235,000 music lovers attended 21 events, generating \$1.26 million for the City. Top-drawing acts included Jimmy Buffett, Brad Paisley, and Rascal Flatts.

### **BONDS**

In FY2011-2012, the VBDA issued a total of \$13.5 million in industrial revenue bonds to the New Sands apartment project, Westminster-Canterbury retirement community, and the ASI-London Bridge, LLC project.

### **ECONOMIC DEVELOPMENT INVESTMENT PROGRAM**

In FY2011-2012, the VBDA approved a total of \$970,000 of Economic Development Investment Program (EDIP) funds, leveraging more than \$63,437,744 in capital investment and creating or retaining 1,144 jobs for the following companies:

- Allied Technology
- AMSEC
- IMS Gear
- Osen-Hunter Defense Systems

- Republic Station
- STIHL Inc.
- Urology of Virginia

In addition, \$40,000 in special EDIP funds related to the YesOceana program were approved for the Lynnhaven Motor Company, leveraging \$764,000 in capital investment.

### **BUSINESS PARKS**

The VBDA owns ten business parks, representing a total acreage of 1,725 with 235 acres available for development. Significant activity in FY2011-2012 included:

### **Airport Industrial Park**

MASA Corporation

22,000sf

**Philadelphia Truck Lines** 

21,000sf

**Mobile One Courier** 

8,200sf

### Oceana West Corporate Park

STIHL Inc.

53,000sf expansion 870,000sf purchased

New American Mortgage Company

30,000sf

**Elite Contracting Group** 

22,000sf

### **Corporate Landing Business Park**

**GEICO** 

Six acres purchased

**Liberty Tax Service Corporate Headquarters** 

First public trading

### **Centre Pointe Office Park**

**Bryant & Stratton College** 

15,000sf expansion

### **Town Center**

Yard House Restaurant

10,000sf

**Delta Career Education** 

9,000sf

**ODU Center for Innovative Transportation Solutions** 

2,000sf



### BOLDIDEAS

On average, the VBDED engages with 100 prospects a month, 65% of whom are based outside the Virginia Beach MSA.



### **MARKETING**

The VBDED participated in more than 47 marketing events in FY2011-2012, ten of which were international. In addition, VBDED conducted numerous outreach programs for the existing business community and local entrepreneurs. Events included:

- 10 consultant missions
- 5 special events
- 15 trade shows
- 8 marketing missions
- 9 trade and professional conferences

The Powerful Forces at Work campaign continues to reach site-selection consultants, real estate advisors, corporate leaders, and leads from tradeshow events, through traditional advertising and online marketing. The advertising program included full-page ads within key markets in targeted publications such as *Bloomberg*, *Businessweek*, *Entrepreneur*, *Fast Company*, *Forbes*, *Fortune* and *Money* magazines. With an increased focus on digital media marketing efforts, the campaign also included 15 targeted email blasts (quarterly e-newsletter, testimonials and project announcements), a library of 16 testimonial videos from local business leaders, a Google keyword campaign and web banners within a network of news-related sites. Sites within the network included Washington Times, ABC News, NY Daily News, Philadelphia Inquirer, Boston.com, Washington Post and Associated Press. Our web banners and Google keyword campaign yielded a total of 12.1 million impressions and more than 9,000 clicks to YesVirginiaBeach.com. In addition, all marketing materials are being transitioned for easier access on mobile devices.



I was born and raised in New York, but for me, Virginia Beach

# MADE THINGS POSSIBLE.

It was the perfect fit as far as my business needs and raising my family."

Ralph Reynolds came to Virginia Beach with 47 cents in his pocket. Today, his company RP55 distributes \$10 to \$20 million in apparel and consumer items per year.



Creative Director & Vice President RP55 Group



### BIGTHINGS

This fiscal year, we identified 127 companies with interest in expansion or relocation within Virginia Beach.

### RETENTION

As part of our support of existing industry, Mayor Sessoms and Development Authority members regularly join staff in meeting with Virginia Beach firms to better understand issues facing the business community, and to provide necessary professional assistance. This fiscal year, we conducted 802 such visits, resulting in 32 announcements of significant business growth.

Existing Virginia Beach businesses and partners enjoy free access to two classrooms at the Advanced Technology Center on the Virginia Beach Tidewater Community College campus for training and meeting purposes. These rooms were used for these activities 194 days by businesses and 197 days by partners last fiscal year.

### **EVENTS**

In May 2012, we hosted the 5<sup>th</sup> Annual Virginia Beach Business Appreciation Charity Golf Classic and Networking Reception at Virginia Beach National Golf Club. This year's charities included:

- The MACS Inc., which employs adults with special needs to provide mailing, assembly, and copy services to businesses.
- The Global Studies and World Languages Academy at Tallwood High School, which prepares students to contribute to the world through multicultural and international perspectives in language, geography, history, politics, and economics.
- Friends of the Virginia Beach Library, which raises funds for the summer reading program, early childhood literacy stations, and services for the visually impaired.

In February 2011, Mayor Sessoms, the VBDED, and the Port of Virginia joined in hosting the Virginia Maritime Mixer. Additionally, Mayor Sessoms and VBDED staff recognized several businesses for contributing to growth in the City's maritime activity with personal visits, including:

- Dyanric, Inc.
- Morphix Technologies
- Skanska USA Civil
- Sonalysts, Inc.



### STRATEGIC PLAN UPDATE

In Spring 2012, the Virginia Beach Economic Development Strategic Plan Update was completed through a comprehensive analysis of the City's position in relation to global, national and local economic realities. By identifying and assessing its competitive advantages, the City can better leverage its strategic assets in marketing to clearly defined target industry sectors worldwide.

Primary target industry clusters identified included:

### **Professional, Scientific & Technical Services**

- Computer Systems
- Biotechnology/Life Sciences/Healthcare
- Graphic Design/Advertising/Marketing & Research

### Information Services

- Telecommunications
- Software

### **High-Performance Manufacturing**

- Medical Equipment & Supplies
- Alternative Energies
- Synthetic Chemicals, Materials & Fibers
- Navigation, Measuring, Electromedical & Control Instruments

### **Company & Enterprise Management**

- Corporate & Regional Office
- Information Management
- Computer & Data Processing
- Corporate Enterprise

### Support will also continue to the Defense/Security, Maritime & Retail sectors.

Last year, more than 81% of the City's announcements were within an identified target industry sector.





### **YESOCEANA**

YesOceana, our award-winning Oceana Land Use Conformity Program, was created to help reduce the incompatible land uses surrounding Naval Air Station Oceana, the Navy's East Coast Master Jet Base. To date, a total of 51 non-conforming commercial properties have been eliminated in Accident Potential Zone 1 (APZ-1) and the City has committed a total of \$1.7 million to 23 businesses to promote compatible uses within the Zone. Of that total, the Development Authority has awarded \$1.1 million in Economic Development Investment Program (EDIP) grants for projects under the YesOceana program, leveraging more than \$9.1 million in new private investment.

This year, BMZ GmbH, a German rechargeable battery pack supplier, worked with the Authority to retrofit a 16,600sf former service-sector building, becoming the first international company to locate its North American headquarters under the program.

This year also marked a major milestone with the acquisition of the London Bridge Commerce Center. This project provides the City with a new 18-acre parcel of land adjacent to Interstate 264 for industrial redevelopment while eliminating 22 non-conforming land uses from the APZ-1 district. Highlights of this strategic acquisition include:

- Eliminating 40,000sf of retail/office space which represents a 13% reduction in the APZ-1 commercial non-conforming inventory.
- Assembling a critical mass of property for redevelopment in an attractive location with immediate interstate access.
- Providing employers an attractive relocation alternative within a district that offers unique incentives and enhanced forms of business assistance.

The YesOceana program received its second national award in three years, as Mayor William D. Sessoms was named the 2012 Elected Official of the Year by the Association of Defense Communities (ADC) for the critical role he plays in the success of the program, the only one of its kind in the country. Virginia Beach was previously named Active Base Community of the Year by ADC in 2010.

### **WORKFORCE DEVELOPMENT**

Virginia Beach was the first city in the region to establish its own dedicated workforce development program several years ago. Now recognized as one of the most successful local programs in the country, it directly engages the Development Authority and educational systems with local business on a daily basis.

In FY2011-2012, the VBDA's Workforce Liaison Committee joined VBDED staff in nine dedicated Workforce Development meetings with existing businesses and other partners as part of their ongoing effort to assess and improve the area's workforce. The Committee is also supporting staff in designing a local workforce training initiative specifically for the City's Advanced Manufacturing Target Industry Sector, in partnership with Virginia Beach City Public Schools, Tidewater Community College, Opportunity Inc., ECPI, individual manufacturers, the Virginia Manufacturers Association and other partners.

Virginia Beach City Public Schools Technical and Career Education students earned 5,307 industry-recognized certifications in the 2011-2012 school year.

2,173 high school students obtained certification in the Workforce Readiness Skills for the Commonwealth program.

GrowSmart, a program that promotes the healthy development and school-readiness of young children, was transferred from the City of Virginia Beach Department of Libraries to the VBDED in July 2011 in order to facilitate a more strategic alliance with our existing workforce development efforts.

GrowSmart and the Hampton Roads Chamber of Commerce Small Business Development Center have partnered to provide intensive, customized business training and one-on-one mentorship to up to seven local child care centers and preschools per year. In just the first two years, participating child care businesses have seen their revenues increase by an average of 37% a year. Initially funded by a grant from Smart Beginnings South Hampton Roads, the program's early success has led to a commitment by the City Council of Virginia Beach to fully fund the program beginning in FY2012-2013.





### SMALL, WOMEN-, AND MINORITY-OWNED BUSINESSES

The Virginia Beach Development Authority actively provides a broad spectrum of programs to complement staff's existing industry and business recruitment efforts to ensure a continuity of care for the City's entire business community.

Established in 2007, the City's Small, Women-Owned and Minority-Owned (SWaM) business development program works to generate new capital investment and employment opportunities within these business communities, which now also include Service Disabled Veteran-Owned Businesses. Nine SWaM-certified companies reported expansions and relocations in Virginia Beach for FY2011-2012, including Parrish Point, USABI, Surgical Innovations, Osen-Hunter Defense Systems and Rice Associates.

As evidence of the strength of the City's small business community, Virginia Beach's SteelMaster Buildings, LLC was honored by the U.S. Small Business Administration as 2012 Virginia Exporter of the Year, and five of the region's "Top 10 Companies to Watch" were located in Virginia Beach.

The VBDED provides gratis office space for SCORE (Service Corps of Retired Executives) counselors to offer free, confidential business counseling to entrepreneurs and small businesses. More than 450 counseling sessions were hosted last year, and SCORE will be adding a second day of services in Virginia Beach starting September 2012.

The VBDA continues to provide funding for management, technical, and other assistance offered through the Small Business Development Center of Hampton Roads, Inc. (SBDC). In 2011, the SBDC provided direct assistance to 80 entrepreneurs in Virginia Beach and reached 213 attendees through various training events.

The VBDED hosted more than 1,500 participants at various business development training and entrepreneurial workshops held with the U.S. Small Business Administration, Virginia Department of Business Assistance, the Old Dominion University Business Gateway and Virginia Department of Minority Business Enterprise (VDMBE). The VDMBE also opened a regional office in the Virginia Beach Municipal Center.





### INTERNATIONAL MARKETING OFFICE

Global trade is increasingly important to the Virginia Beach economy, with more than 30 international companies operating significant business facilities here—ten from Germany alone. The Department made ten international marketing missions during the past year, including trips to Germany, Ireland, Czech Republic and Austria, resulting in six major business announcements involving European companies.

In order to better serve the City's existing European business base, as well as continue the momentum established through its existing international marketing program, VBDED will be hiring a European representative in FY2012-2013.

### **ECONOMIC GARDENING**

Economic Gardening is a national program offering specialized services to established, second-stage, high-growth-potential companies. Through a national network of business analysts, selected companies receive help identifying new markets, researching industry development trends and maximizing their use of social media and geographical research. The VBDA has joined with the Hampton Roads Partnership to fund a Virginia Beach Economic Gardening Initiative, for up to ten businesses each year. This new program will expand the City's abilities to assist companies in each stage of their business life.

### **MAJOR EMPLOYERS**

Joint Expeditionary Base Little Creek/Ft. Story	Military base	6,000
Naval Air Station Oceana/Dam Neck	Military base	3,600
Farm Fresh Corporate Office	Grocery Stores	4,000
Lynnhaven Mall	Retail Trade (sporting goods, books, music, etc.)	2,600
Navy Exchange Service Command	Public Administration	2,450
GEICO	Insurance Carriers and Related Activities	2,300
STIHL Inc.	Other General Purpose Machinery Manufacturing	2,067
AMERIGROUP	Corporation Insurance Carriers	1,850
Hall Automotive	Automobile Dealers	1,300
Regent University	Colleges, Universities, and Professional Schools	1,200
CBN	Radio and Television Broadcasting	1,000
Gold Key/PHR Hotels & Resorts	Developer, Owner and Operator of Hotels, Vacation Rentals, Restaurants, and Mixed-Use Developments	1,000
Sentara Bayside Hospital	General Medical and Surgical Hospitals	639
Checkered Flag Motor Car Company	Automobile Dealers	570
LifeNet Health	Other Ambulatory Health Care Services	560
Allied Technology Group, Inc.	Business Support Services	515
ECPI College of Technology	Business Schools and Computer and Management Training	500
J. K. Hill & Associates, Inc.	Facilities Support Services	500
SAIC (Science Applications International Corporation)	Computer Systems Design and Related Services	500
The Penrod Company	Lumber and Other Construction Materials Merchant Wholesalers	500
Securitas Security Services USA, Inc.	Investigation and Security Services	457
The Breeden Company, Inc.	Construction	420
ADS Tactical, Inc.	Military and Government Merchant Wholesalers	420
Avis / Budget Group, Inc.	Information	420
Electronic Systems, Inc.	Computer Systems Design and Related Services	400
Q.E.D. Systems, Inc.	Architectural, Engineering and Related Services	400
S. B. Ballard Construction Company	Nonresidential Building Construction	400
NCO Financial	Business Support Services	400

### **MAJOR EMPLOYERS**

M & G Electronics Corporation	Motor Vehicle Parts Manufacturing	350
Wackenhut Corporation	Investigation and Security Services	350
LoanCare Servicing Center, Inc.	Activities Related to Credit Intermediatio	340
Liberty Tax Service	Accounting, Tax Preparation, Bookkeeping and Payroll Services	308
Pearson	Educational Support Services	300
SeniorCorps Southside	Healthcare Management	300
AMSEC LLC (Division of Huntington Ingalls Industries)	Computer Systems Design and Related Services	500
Atlantic Dominion Distributors	Miscellaneous Nondurable Goods Merchant Wholesalers	283
VT Milcom	Architectural, Engineering and Related Services	280
Architectural Graphics, Inc.	Other Miscellaneous Manufacturing	270
Century Concrete	Construction	250
Hampton Roads Sanitation District	Water, Sewage and Other Systems	250
AAA of Tidewater Virginia	Travel Arrangement and Reservation Services	240
Aetna Insulated Wire Company	Alumina and Aluminum Production and Processing	230
Charles Barker Toyota Scion	Automobile Dealers	225
London Bridge Trading Company, Ltd.	Other Textile Product Mills	225
NGK-Locke Polymer Insulators, Inc.	Other Electrical Equipment and Component Manufacturing	220
nTelos	Information	218
PROSOFT	Computer Systems Design and Related Services	210
TowneBank Enterprises	Depository Credit Intermediation	208
DuPont Sustainable Solutions	Video and Digital Training Technologies	200
E. L. Hamm & Associates, Inc.	Architectural, Engineering and Related Services	200
Eurpac Home Entertainment	Wholesale Trade	200
Fulton Bank and Fulton Mortgage	Finance and Insurance	200
Kalman & Company, Inc.	Professional, Scientific and Technical Services	200
Northrop Grumman	Computer Systems Design and Related Services	200

# ESTPLACE INAMERICA

– USA Today Weekend



### America's 50 best cities

– Business Week

### One of the best cities for the outdoors

- Forbes

### The fittest city in the country

Men's Fitness

### Ranked as one of America's best boardwalks

 USA Today Weekend, The Discovery Channel, Southern Living, Coastal Living, National Geographic, and Sherman Travel

### #1 Best place to grow up

– US News and World Report

### #2 Best city in America to raise a family

- 24/7 Wall St.

### **Best-run city in America**

– 24/7 Wall St.

### Least-stressful city in the U.S.

- MSNBC Report

### 8<sup>th</sup> Best City

- Bloomberg Businessweek

### One of the most family friendly cities

– Ebony Magazine

Virginia's legal and regulatory framework is one of the most business-friendly in the nation

- CNBC





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