

LYNCHBURG REGIONAL BUSINESS ALLIANCE

Alliance to move headquarters downtown

The new Lynchburg Regional Business Alliance Board and its Building Committee were presented an offer to purchase the James River Conference Center (JRCC) located downtown at 400 Court Street. The offer included the conveyance of both the current Memorial Avenue and the Border Street properties which was slated to house the Chamber prior to the merge. Agreed upon valuations of these properties would be credited against the purchase price of the JRCC.

The staff, Finance & Building Committees as well as the Board of Directors conducted a thorough assessment of the option and at their most recent board meetings, the Alliance Board of Directors and the Alliance's Foundation Board of Directors, unanimously voted to purchase the JRCC. "This is an exciting and innovative decision for the Alliance at a location that appropriately represents a progressive, collaborative and dynamic business community," explained Megan Lucas, Alliance CEO and Chief Economic Development Officer.

Larry Jackson, Alliance Chairman said, "After much research and consideration, Alliance leadership unanimously supported moving the Alliance to the JRCC - an option that only recently came to our attention. Being in the downtown area not only places us in the center of the region geographically, but also ideally

positions the Alliance to provide expanded economic development resources to all sectors of our economy."

The Alliance Board cited the following advantages for relocation to James River Conference Center:

- The James River Conference Center has 24,450 square feet with significant office space and plenty of meeting and conference space for Alliance usage.

- The JRCC offers the Alliance the opportunity and space to collaborate with tenants with similar missions and emphasis on business and commerce to create a true "regional center for commerce."

- This facility is easily accessible from our highway network located in the urban center of our Region benefiting from its momentum and synergy.

- The Border Street renovations became more costly due to deterioration of building.

It is important to note that the Alliance has no debt and owns (free and clear) two buildings: our current facility on Memorial Avenue and the property on Border Street.

Major donor of the Capital Campaign, Michael Shadler, Chief Operations Officer, Genworth, U.S. Life Insurance,



commented, "I'm thrilled that the Alliance will be staying in the neighborhood! Having the Alliance located downtown, along with the other exciting initiatives underway, will help revitalize, reinvigorate and reinvent our Lynchburg community's heartland - the possibilities are almost limitless."

In the coming weeks, Alliance staff will be working on logistics and a fast-tracked timeline to relocate operations.

Alliance board member, Pat McNamara, CPSI, owner of MaxPlayFit, LLC said, "The new location for the Alliance offers a fantastic venue for networking experiences to help small businesses like MaxPlayFit achieve better exposure with other business professionals in the Region. I have been a Chamber, and now Alliance board member throughout the entire process of searching for a new location and am very excited for the opportunities that this new location provides."

More details will be coming in the weeks ahead.



Tune in
Saturday Mornings
at 9 a.m. and
Sunday at 11 a.m.
100.9 WIQO
www.biztalk.biz



Connection Business Expo... "Go for the Gold" best in show

The Connection Expo presented by Union Bank was a great success! We heard many comments from attendees that the Expo brings businesses and people together for quality connections that otherwise would not have been possible! The 15 Minute Focus Talks provided attendees with business tips to boost their bottom line.

Awards were given as follows:

Best in Show Single Booth - CASA
Best in Show Multiple Booths - Sam's Club
Others:
Most Fun - Fire & Safety Equipment
Best Theme - Union Bank & Trust
Most Informative - Centra
Attendees' Choice - Long & Foster Real Estate

Limited seating for upcoming Women's Luncheon

There are limited seats available for the upcoming luncheon from 11:30 a.m. - 1 p.m., Thursday, June 23 at Oakwood Country Club. Virginia entrepreneur Leigh Cockram will share her innovation and success on how she grew her company RaesWear, which began with a pair of running tights and now has grown to 13 products some that will be showcased at this event. RSVP by June 20 to the Alliance.

Alliance welcomes new director of public policy & special programming

The Alliance is pleased to announce the hiring of Caroline Biggs as Director of Public Policy and Special Programming.



COO for the Alliance, Christine Kennedy, states, "As the Region's watchdog for business and free enterprise issues, it was important for us to hire someone who understands legislative and transportation issues, business engagement in public policy and the importance of citizen advocacy. We couldn't be more delighted to have Ms. Biggs join our team."

Her responsibilities will include: monitoring and providing guidance on legislative issues which affect Alliance members and investors, planning legislative events where members can engage with our elected officials, lobbying for our organization and its members at the local, state, and federal levels on public policy issues which impact business in the Region.

Caroline most recently served as a Legislative Aide to State Senator Steve Newman. In this role she maintained regular communication with constituents and government departments regarding legislative issues, participated in local public policy events and occasionally provided legislative updates on behalf of the Senator. She also served in Washington, D.C. as the Field Development Coordinator for Concerned Women of America (CWA) in which she trained members to be active public policy leaders, assisted with organizing regional and national conferences. While serving as an intern for Delegate Kathy Byron, she corresponded with constituents and managed communications for newsletters, social media, and other public relations oriented outlets.

Caroline is a graduate of Liberty University with a B.A. in Government, Public Policy. She is a native of the Pacific Northwest and now lives in Lynchburg.

Alliance hosts site selectors to showcase region

The Lynchburg Regional Business Alliance hosted two site selectors for a 2 ½ day familiarization tour (FAM-tour) of our area. The FAM-tour represented an opportunity to demonstrate the importance of the Lynchburg Region's strategic location, its natural assets, as well as our world class workforce preparedness initiatives and, of course, our stunning quality of life.

"If we're not on the minds of site selectors, we'll never be on the minds of companies looking for locations to expand" states Megan Lucas, CEO and Chief Economic Development Officer of the Alliance who organized the visit.

Often site selectors are looking at sites in excess of 25 acres, buildings in excess of 70,000 sq. ft., and employ-



Pictured from left are Jeff Ponds, pilot; Mike Davidson, Economic Development Director of Campbell County; Taylor Oswald, guest; Megan Lucas, CEO of the Alliance; and Dusty Duistermars, guest.

ment base of 100 or more. One of our goals is to demonstrate that the Lynchburg Region - Amherst, Appomattox, Bedford, Campbell Counties, City of Lynchburg and the Towns of Amherst, Appomattox and Altavista are well prepared to attract these types of investments too."

Economic strategies for the region to be discussed

Plan to attend **Economic Vibe**. . . **Insights to Regional and Economic Development Initiatives** from 7:30 - 9 am., July 21 at Merritt Hall, CVCC, 3506 Wards Road.

Hear regional leaders provide current insights, updates and discussions impacting regional economic development. Guest speaker is Mark Courtney, Airport Manager, Lynchburg Regional Airport. Contact Denise Jackson at 434.845.5968 x13 for more information or to make reservations.

Affinity program provides great savings for members

Members can purchase **Kings Dominion** tickets online with savings available on single day admission, tickets for \$41 regular \$65! Discount applies to online purchases only and is available through Member - Only Login on Alliance website at www.lynchburgregion.org!

The new **ChamberRx** prescription drug discount program offers Alliance members new benefits and the card is free. The card benefits the insured, uninsured, under insured and those with high deductibles with discounts of 10-85% on prescriptions and other healthcare supplies. Last year Alliance members saved \$25,006.61!

Contact Mike Lewis for more information on this program.

Save The Date! 7th Annual WING FLING Friday, August 19 Phase 2

Enjoy a variety of wings from multiple vendors, beer, live music from Funky Bone, exhibitors, the Nuclear **HOT** Wing Eating Contest and more! **Tickets go on sale at the Alliance July 18!** More information coming soon!



Alliance night at the ballpark

WHEN: Wednesday, July 27 6:30 p.m., Gates open at 5:30 p.m.
WHERE: Lynchburg City Stadium, 3180 Fort Ave., Lynchburg
Hillcats vs. Wilmington Blue Rocks
1/2 off general admission coupon available for Alliance members and their families. Regular price \$9. Limit two tickets per person. Discount coupon available on the Alliance website.

Explore China this fall

OCTOBER 8-16:
(Beijing, Xi'an and Shanghai) - \$2,499 pp based on double occupancy.



- Round-trip international airfare & Chinese domestic airfare
- 4 and 5-star hotel accommodations
- 3 meals each day
- Deluxe bus tours
- Visit the Temple of Heaven, The Great Wall, Ming tombs,
- Sightseeing includes Tian An Men Square, Forbidden City, Terra-Cotta Warriors at the Tomb of the First Emperor of Qin Dynasty and more!

Make your reservations by **July 15** to be a part of this once in a life time trip. Contact Denise Rowland at 434.845.5966

Alliance welcomes members!

Welcome to the following new members who joined in the past month and are growing their business.

- Northwestern Mutual Financial Network - Abe Loper
- StyleWise Partners, LLC

CONTACT US!

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To learn about the benefits of membership in the Lynchburg Regional Business Alliance contact Mike Lewis 434.515.3365 or MLewis@LynchburgRegion.org

CALENDAR

June 23, 11:30 a.m. - 1 p.m.
Women's Luncheon Series
Oakwood Country Club
3409 Rivermont Avenue, Lynchburg

June 27, 11 a.m.
Workforce Center Ribbon Cutting
VEC, 3125 Odd Fellows Rd., Lynchburg

June 30, 4 - 5 p.m.
One Day Out - Lynchburg Escape Rooms Ribbon Cutting
2264 Lakeside Dr., Suite A, Lynchburg

July 12, 10 - 11 a.m.
Domino's Pizza Ribbon Cutting
3207-A Old Forest Road
Lynchburg

July 21, 7:30 - 9 a.m.
Economic Vibe
Insights to Regional and Economic Strategies
Merritt Hall, Central Virginia Community College
3506 Wards Road, Lynchburg

July 27, 6:30 p.m.
Alliance Night at Hillcats
City Stadium, 3180 Fort Avenue
Lynchburg

August 10, 7:30 - 9 a.m.
Business at Breakfast
The Summit, 1400 Enterprise Drive
Wyndhurst, (building with columns at stoplight intersection)