



## The Regional Advantage

*“Regions are the new communities of the 21st century. They have emerged just as villages, towns, cities and counties did before them... and now they determine our fates.”*

*William R. Dodge, Principal, Strategic Partnerships Consulting*

The Hampton Roads Economic Development Alliance<sup>i</sup> serves Hampton Roads as the lead economic marketing organization for regional promotion and business attraction.

Representing the 15 individual counties and cities that comprise Hampton Roads, the Alliance highlights the unique assets of each municipality while emphasizing the collective strengths of the region.

Hampton Roads is truly interdependent economically, socially, and culturally; success in one jurisdiction is success for all. We know from experience that location decision-makers and consultants start their site searches with a focus on regions. Expanding companies consider regional labor markets, area-wide economic centers, and broad infrastructure networks and assets in making decisions about where to invest. We therefore cannot let boundaries be impediments to growth or obstacles that impede us in winning new investment. Creating a seamless, cohesive Hampton Roads in the eyes of our clients is an important HREDA business strategy in competing for new business.

At the core of the Alliance’s business strategy is our public and private investor community. Our public investors<sup>ii</sup> possess the power to build regionalism and secure economic gains through borderless efforts. Our private investors display support for regional initiatives through commitment of services and funds that allow the Alliance to develop and maintain robust marketing initiatives. The investments of both public and private partners assure the Alliance’s ability to meet with corporate decision makers, broaden the region’s global outreach and secure new business for Hampton Roads.

### Regional Efforts. Powerful Results.

2007- YTD August 2010

- 19 New Companies
- \$92,270,000 in Capital Investment
- 924 Jobs for our Local Workforce

As an Alliance investor you join an impressive list of the region's most influential business and community leaders. And, your investment affords you and your company:

- Access to exclusive networking opportunities
  - The age-old adage “It’s not what you know, but who you know,” has never been truer than in today’s economy. As an Alliance investor, you will enjoy varied opportunities to connect with fellow business and community leaders, meet with prospective clients, and welcome new companies to Hampton Roads.
- Participation in select prospect visits and special events
  - We seize every opportunity to include and involve our investors in client visits, seminars and events. Sometimes it’s a casual coffee meeting and other times a reception or dinner. We even have an ad hoc International Advisory Committee (IAC) designed to assist international companies with the intricacies of starting a business in Hampton Roads.
- Inclusion in our online Investor Directory
  - We know how important it is to help people find the right people to assist with business solutions. Our online investor directory is just such a source. Categorized by industry and investment level, the directory is a useful and high profile resource for prospective clients and it lends your company visibility as a key regional partner.
- Confidential reports highlighting Alliance business recruitment activities and projects
  - Generated and distributed monthly, these reports detail where we have been, how many companies we met with or new contacts we made, and who visited Hampton Roads as a prospective new company.
- Access to research services
  - As a portal for regional data, help is just a phone call or mouse-click away via access to our research library capabilities that can save you time and money.
- A voice
  - Our board and top investors are invited to participate in quarterly meetings where strategies, operating policies and performances are reviewed and discussed. Being a board level investor

affords you the opportunity to guide our business attraction efforts on behalf of the region and in conjunction with the 15 municipalities we represent.

*Additional Benefits per Level of Investment*

Investor Category	Annual Investment	Direct Benefits					
		Board of Director	Logo displayed on hreda.com and hyperlinked to your company website	Online Investor Directory; hyperlinked website and POC e-mail	Online Investor Directory; website and POC listed	Expanded Monthly Business Attraction Report	Monthly Business Attraction Report
Top Investor	\$10,000 +	✓	✓	✓		✓	
Board Investor	\$5,000 for 5 years (or \$25,000)	✓		✓		✓	
Investor	\$2,500 for 5 years (or \$12,500)				✓		✓

The Alliance, along with our investors, is dedicated to furthering the economic prosperity of the region, and for businesses just like yours. We understand the power of regional efforts in winning new business, job creation and improved quality of life for Hampton Roads. Join us! Contact Investor Relations Director, Sarah Moro, [smoro@hreda.com](mailto:smoro@hreda.com), 757-664-2624.

<sup>i</sup> The Hampton Roads Economic Development Alliance is recognized by the International Economic Development Council (IEDC), the Hampton Roads Economic Development Alliance is one of only 25 Accredited Economic Development Organizations (AEDO) in the nation.

<sup>ii</sup> Alliance public investors include the cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, Williamsburg, and the counties of Gloucester, Isle of Wight, James City, Southampton and York.