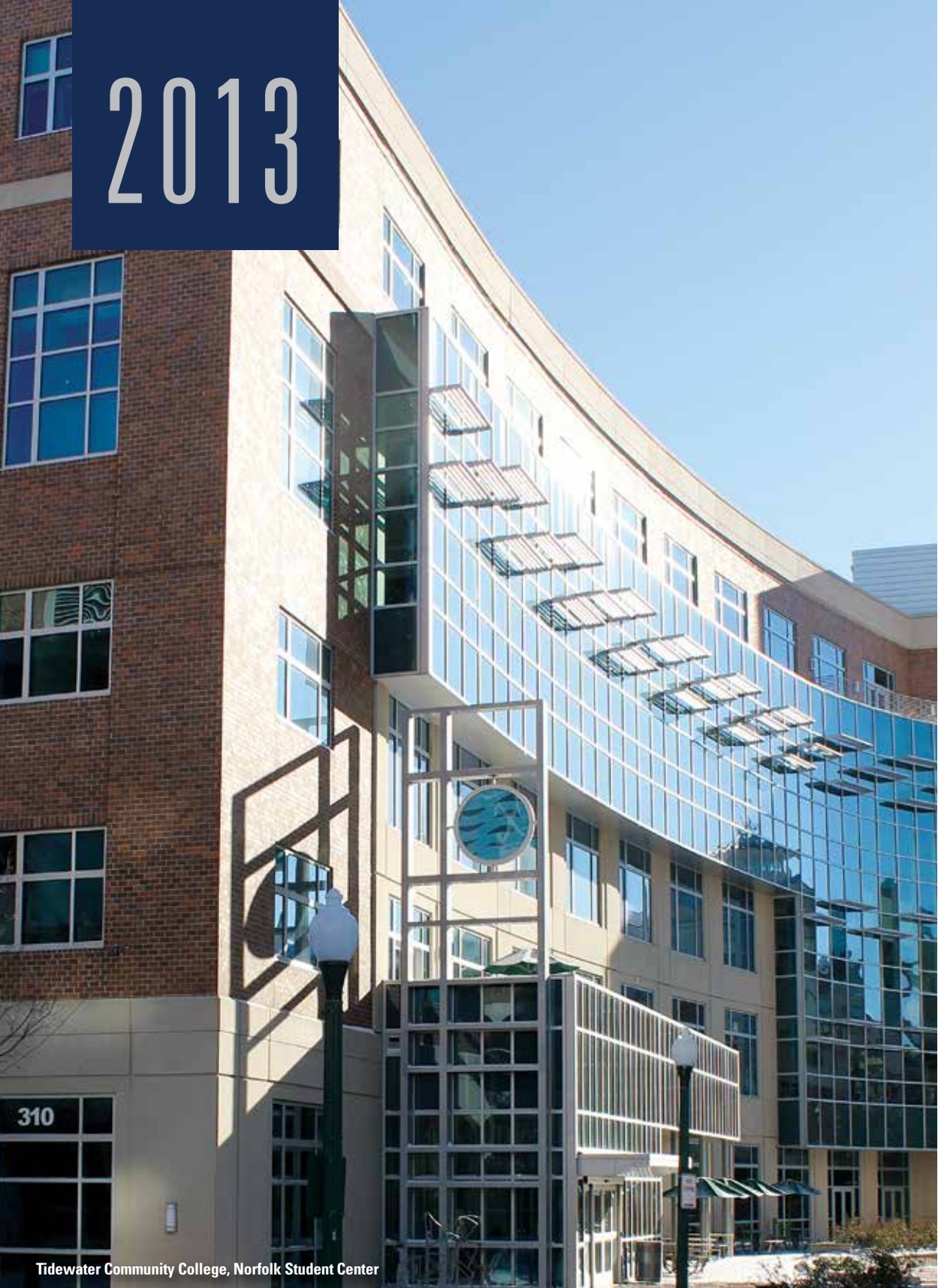




# 2013



Tidewater Community College, Norfolk Student Center

## LETTER FROM THE ALLIANCE CHAIRMAN AND THE ALLIANCE PRESIDENT



Bob Boyd | HREDA Chairman

As we begin 2014, we look back at the successes in 2013 and ahead to the challenges and opportunities in the coming year. In the midst of the gradually recovering economy, we were able to celebrate some outstanding new announcements. Capital investment increased six-fold over 2012 and newly created jobs doubled. Of particular interest is the fact that all six new announcements are manufacturing businesses, evenly split between domestic and international companies. We welcome these new corporate citizens to Hampton Roads!

The staff continued its aggressive business recruitment schedule throughout the year, focusing on domestic and international markets. The team met with 342 corporate decision makers and conducted 140 face-to-face meetings with national and international site selection consultants, bringing the marketing outreach to 482 appointments. The Alliance also launched a newly designed website to improve speed, user-friendliness across devices and overall appeal. We are excited about the creation of an InterNations community for Hampton Roads. InterNations, the world's largest expatriate network, offers a platform for expatriates to connect through online interaction and monthly in-person meetings. Considering the ever-growing number of foreign companies locating in Hampton Roads, this is a logical extension of our existing initiatives designed to market the region as a place for international businesses.



Darryl Gosnell | HREDA President & CEO

Partnering with The Port of Virginia and the Virginia Economic Development Partnership, the Alliance was able to host 14 national site location consultants in September for a special port-centric event. Leveraging partnerships in this fashion allows the Alliance to promote Hampton Roads and its many assets firsthand to site selection consultants and corporate decision makers. You can expect this type of event to continue as a regular component of HREDA's annual calendar.

And lastly, the Alliance has begun to pursue an extremely critical effort to source much-needed users of office space through a comprehensive multimedia campaign. Due to the diverse needs of our investor communities, we recognize the need to continue with a comprehensive marketing strategy that encompasses all aspects of business recruitment.

The commitment of public and private sector investors to the Alliance is of unquestionable importance. On behalf of the leadership team, we are thankful for those who continued their commitment or have increased their investment. A special thank you to all new investors who are engaged with HREDA for the first time.

We wish to thank our board of directors, executive committee and officers for their service and dedication throughout the year. And to all HREDA investors: your financial support, along with your guidance and insight, is paramount for the continued success of our Alliance.

*Bob Boyd*     *Darryl Gosnell*

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## 2013 MARKETING MISSIONS DOMESTIC AND INTERNATIONAL

### UNITED STATES

California  
Connecticut  
Florida  
Georgia  
Illinois  
Massachusetts  
Minnesota  
Nevada  
New Jersey  
New York  
North Carolina  
Pennsylvania  
Rhode Island  
South Carolina  
Texas  
Utah

### EUROPE

France  
Germany  
Italy  
Norway  
Poland  
Spain  
Switzerland  
United Kingdom

### MIDDLE EAST

Israel

### ASIA

China  
Japan  
South Korea

## 2013 ALLIANCE MISSIONS

In 2013, the Alliance scheduled appointments and met with **342** corporate decision makers and **140** site selection consultants, for a total of **482** in-person meetings which took place in 12 different countries and 16 states.

# REGIONAL PROGRESS

## ANNOUNCEMENTS IN 2013

Newport News Shipbuilding Apprentice School

### GRANDWATT ELECTRIC CORPORATION | 50 JOBS | \$10m CAPITAL INVESTMENT

Suffolk | Grandwatt Electric Corporation is a global manufacturer of light towers and power generators of various commercial and industrial applications. Grandwatt is a subsidiary of Superwatt Power Group, a privately owned company headquartered in Shenzhen, China. The group has production facilities in Shandong and Guangdong provinces, and sells its products in more than 60 countries around the world.

### COSENTINO NORTH AMERICA | 17 JOBS | \$2.2m CAPITAL INVESTMENT

Hampton | Cosentino North America is the largest manufacturer of natural quartz surfaces in the world and North America's leader in the natural stone surfacing industry. The Spanish-based company offers product lines that include quartz, granite, natural marble, travertine and soapstone, recycled surfacing, semi-precious stone and architectural designs.

### PRUFREX USA, INC. | 60 JOBS | \$7.3m CAPITAL INVESTMENT

Virginia Beach | PRUFREX Innovative Power Products GmbH is a German-based leading manufacturer of highly-integrated digital ignition systems and electronic control units. The company supplies ignition components to companies such as STIHL, Inc., as well as control units for applications in the fields of small engine, marine and recreation, industry, automotive, and electric and cordless power appliances.

### ATOMIZED PRODUCTS GROUP, INC. | 26 JOBS | \$4.3m CAPITAL INVESTMENT

Chesapeake | Atomized Products Group, Inc., headquartered in Texas, is a manufacturer and global distributor of battery expanders and metal powders. This year, it has opted to purchase acreage in Chesapeake and construct a 15,000 square foot build-to-suit facility where it will produce negative battery plate expanders for lead acid battery manufacturers.

### HAMPTON FARMS | 60 JOBS | \$5.5m CAPITAL INVESTMENT

Southampton | Hampton Farms is a prominent U.S. peanut roasting company that is fully vertically integrated, with a specialized approach to the peanut market. A family-owned company from North Carolina, Hampton Farms operates four peanut roasting and production sites. The company has become the #1 brand of in-shell peanuts in the country, and remains committed to producing the finest peanut snacks available.

### CARSON HELICOPTERS | 20 JOBS | \$0.5m CAPITAL INVESTMENT

Hampton | Based in Pennsylvania, Carson Helicopters has been in the helicopter business for more than 50 years. The company rebuilds and updates the S61 helicopter and other aircraft and holds over 35 STCs (supplementary type certificates) for improvements and modifications of rotor wing aircraft. The Carson Composite Main Rotor Blade, which was certified by the FAA in 2003, is used on Marine One, the helicopter that carries the President of the United States.

DIRECT JOBS CREATED	DIRECT CAPITAL INVESTMENT	TOTAL SPACE OCCUPIED
233	\$29,830,000	380,492 SQ. FT.

**\$141  
MILLION**

**TOTAL  
ECONOMIC OUTPUT**

The economic value added to the regional economy by the new companies that located in Hampton Roads in 2013.

**CREATED  
IN 2013**



Earlier this year, the Alliance was successful in establishing a local InterNations community in Hampton Roads. InterNations is the first international community for people who live and work abroad. The social platform reaches out to expatriates who work for international companies and organizations, as well as their family members. The network also caters to the interests of local residents with strong ties to the international community. The best part of InterNations is the events that take place on a monthly basis, giving expatriates the chance to meet other expats and like-minded people in an exclusive international environment.



**EMPLOYMENT** – the total number of jobs created to support new economic activities in 2013.

**2013 EARNINGS**



The most tangible and widespread benefit to the region's residents comes from increased EARNINGS – total payroll including benefits.

SOURCE: the data provided here was calculated using IMPLAN, an input-output economic modeling system.



"I worked for NATO in Brussels before I moved to Hampton Roads three years ago. While living in Belgium, I participated in various activities and attended several events organized by InterNations. I'm glad someone took the initiative to bring InterNations to Hampton Roads."

— Frank Schiller, Chief of Corporate Communications  
NATO's Allied Command Transformation

MORE THAN  
**1M**  
MEMBERS  
WORLD WIDE

CLOSE TO  
**400**  
COMMUNITIES  
INTERNATIONALLY

ALREADY  
**285**  
MEMBERS IN  
HAMPTON ROADS



## CONSULTANT EVENT

In September 2013, site selection consultants from across the United States visited Hampton Roads for a two-day familiarization tour of the region. Here's what one of them had to say about his visit:

"... transportation and logistics were why we were here – to learn more about the importance of the Port of Virginia and how it should figure into our calculations when working a site search project. [...] A working lunch would follow at the 573-acre APMT Virginia cargo terminal in Portsmouth, probably the most technologically advanced marine cargo facility in the nation. [...] Later that afternoon, we were taken to the top of an office tower at the 648-acre Norfolk International Terminals (NIT), the Port of Virginia's largest terminal and home to 14 of the biggest, most efficient cranes in the world. [...] Hampton Roads is steeped with history, maybe more so than any place in America. [...] And for more than 400 years, ships have been riding at anchor in Hampton Roads [...] I could go on and on about the history of this region and many more firsts, but the purpose of this blog (and my consulting business) is to lean forward into the future, which is precisely why I came here."

Dean Barber, President & CEO of Barber Business Advisors, LLC

To read the entire blog post, visit [deanbarber.wordpress.com/2013/09/15/roadstead-the-squealer-and-captain-phillips/](http://deanbarber.wordpress.com/2013/09/15/roadstead-the-squealer-and-captain-phillips/)



APM Terminal Portsmouth, operated by the Port of Virginia

## 2013 ACTIVITY REPORT

	2013
<b>PROJECTS</b>	
Active Total	125
New Projects Opened	55
New Inquiries	16
Prospect Visits	34
<b>MARKETING ACTIVITIES</b>	
Total	48
Appointments	482
Contacts	146
<b>ANNOUNCEMENTS</b>	
Total	6
Direct Capital Investment	\$29,830,000
Direct Jobs Created	233
Square Footage	380,492



"Wave" in Virginia Beach by artist Jeff Laramore

## 2014 ANNUAL BUDGET

	2014 BUDGET	2013 BUDGET
<b>SUPPORT &amp; REVENUE</b>		
Corporate Investment	\$1,000,000	\$1,000,000
Municipal Investment	\$1,573,300	\$1,578,200
Miscellaneous	\$21,000	\$29,000
Total Support & Revenue	\$2,594,300	\$2,607,200
<b>EXPENSES</b>		
Marketing & Research	\$1,800,100	\$1,797,000
Investor Relations	\$231,300	\$229,200
General Operating	\$562,900	\$581,000
Total Expenses	\$2,594,300	\$2,607,200
<b>EXCESS (DEFICIENCY) OF SUPPORT AND REVENUE OVER EXPENSES</b>	<b>0</b>	<b>0</b>

# MESSAGE TO INVESTORS

“The Alliance understands what it takes to successfully market Hampton Roads. From leading role seminars in Europe to attending international and domestic trade shows, the team’s keen knowledge of this diverse region is crystal clear. The role they play in educating the global business community about opportunities in Hampton Roads is key to our economic vitality.”



K. Joachim Janka, President  
Liebherr Mining Equipment Co.

Business leaders have long recognized the need to market Hampton Roads to a national and international audience. And since 2005, the Hampton Roads Economic Development Alliance is *the* recruitment organization tasked with attracting new opportunities for the entire Hampton Roads region.

Attending international trade shows to meet with exhibitors considering the United States, embarking on marketing missions to meet with corporate decision makers or site selection consultants and entertaining prospective clients are some of the tools that have turned an interested company into a new announcement.

Combining public and private sector resources has enabled the Alliance to be focused on new business attraction. In an ever-changing business environment, the Alliance needs to stay ahead of other organizations competing for the same projects. Applying the latest research and data mining capabilities, along with an exceptional online presence and meeting in person with decision makers, are tried-and-true sales techniques.

However, as the staff goes to meet with prospective businesses, the investor community of the Alliance provides yet another opportunity to get the word out about Hampton Roads. A quick look at LinkedIn provides an unexploited network of connections. The use of LinkedIn allows the staff to connect to prospective clients, keep them informed and encourage them to join the “Hampton Roads Economic Development Alliance” group. We encourage our investors to connect to HREDA via LinkedIn.

We are grateful for your investment and confidence that helps the Alliance succeed in winning new opportunities for the region. Becoming an investor gives access to the best business leaders of Hampton Roads. Networking opportunities and valuable interactions are just a few of the benefits of being part of the private sector community engaged with HREDA. Helping Hampton Roads to compete is even more critical to create a region rich in opportunities and diverse in business.

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