

OVERVIEW OF VEDP RESEARCH DIVISION

November 14, 2019

RESEARCH ADMINISTRATION



Nathalie Molliet-Ribet

Vice President

804.545.5772

nmollietribet@vedp.org

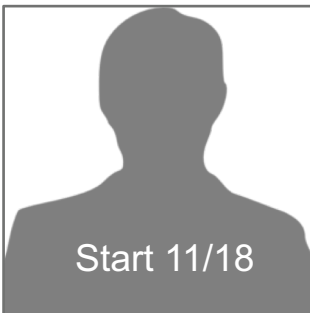


Lynn Bowles

Assistant to the Vice President

804.545.5770

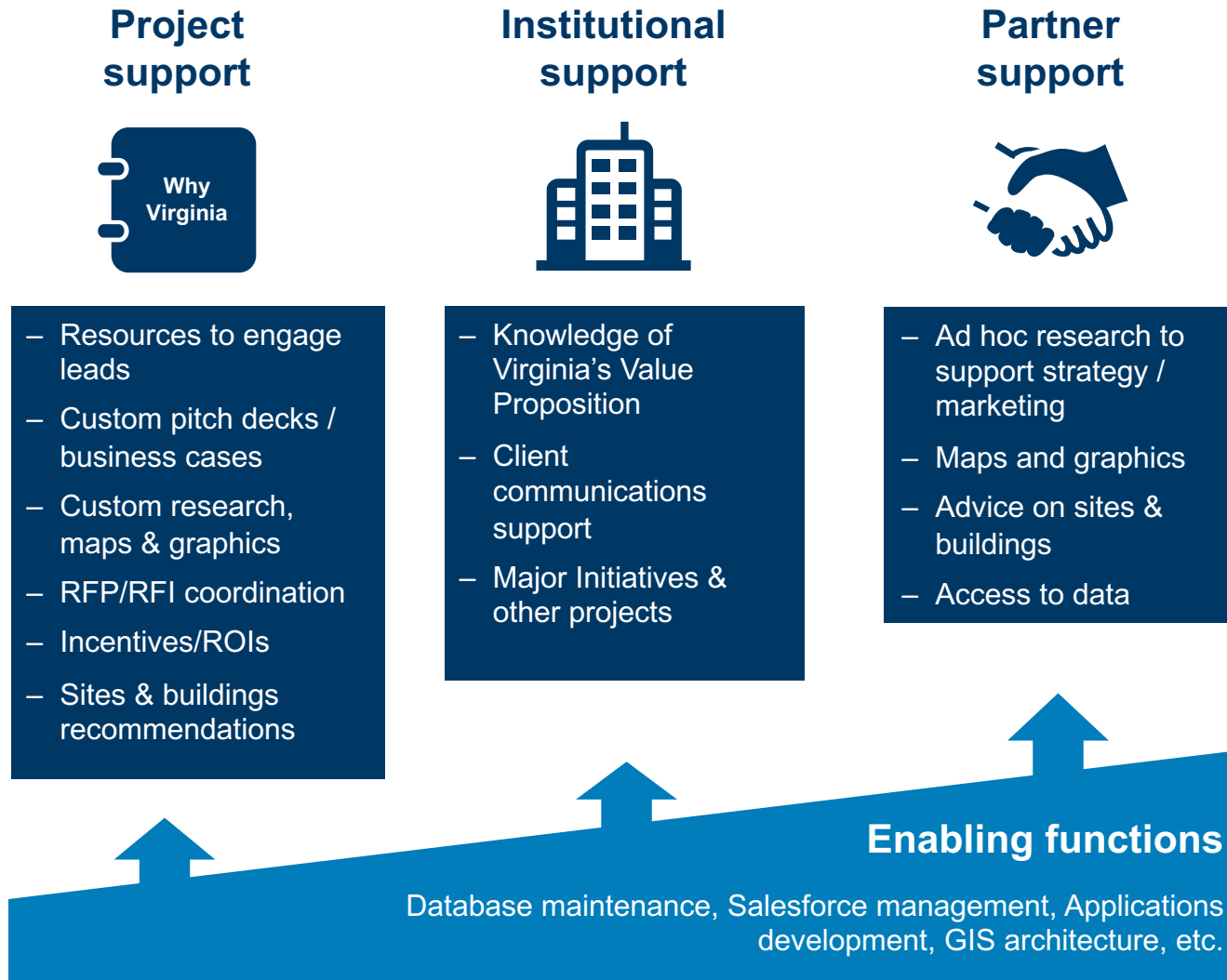
lbowles@vedp.org



Stephanie Harder

Business Presentation Specialist

WHAT THE RESEARCH DIVISION DOES



FOUR GROUPS WITH DIVERSE EXPERTISE AND EXPERIENCE

Project Research and Support



Aileen Martz

Senior Project Research Manager

804.545.5797

amartz@vedp.org

Analytics



Stephen Hartka

Manager, Analytics group

804.545.5783

shartka@vedp.org

Sites and Buildings



John Loftus

Manager, Sites and Buildings

804.545.5783

jloftus@vedp.org

GIS, Visualizations, Salesforce



Sunny Sanders

GIS Manager

804.545.5688

ssanders@vedp.org

PROJECT RESEARCH & SUPPORT



Aileen Martz

Senior Project Research Manager

804.545.5797

amartz@vedp.org



Adam Mawyer

Project Research Analyst

804.545.5779

amawyer@vedp.org



Hannah Steineke

Project Research Analyst

804-545-5796

hsteineke@vedp.org

PROJECT RESEARCH AND SUPPORT

Responds to prospect requests for information and proposals

- Work with internal and external partners to **understand company needs** and **identify customized solutions**
- Coordinate & assemble **comprehensive, tailored responses**
 - Demonstrating Virginia's full value proposition – not just incentives
- Can share docs with partners if not precluded by NDA
- Average 140-160 responses annually

Analyzes fiscal impact of incentive offers

- Prepare information packages on incentive offers
- Calculate Return on Investment (ROI) on projects receiving financial offers

ANALYTICS TEAM



Stephen Hartka

Manager

804.545.5783

shartka@vedp.org



Sam Earl

Senior Economic Research Analyst

804.545.5793

searl@vedp.org



Brian Kroll

Senior Economist

804.545.5777

bkroll@vedp.org



Ben Snider

Research Analyst

804.545.5798

bsnider@vedp.org

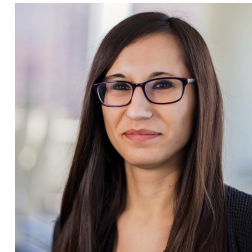


Lauren Akers

Economic Research Analyst

804.545.5711

lakers@vedp.org



Janell Woodyard

Economic Research Assistant

804.545.5776

jwoodward@vedp.org

ANALYTICS GROUP

Supports projects and other initiatives through custom research & analysis

- Leverage extensive data resources to conduct custom analysis
- Maintain methodological expertise

Develops & maintains knowledge of Virginia's competitive advantages

- Conduct industry research to continuously develop understanding of Virginia's competitive advantages and weaknesses for target sectors.
- Coordinate with stakeholders across VEDP to capture & organize useful knowledge and maintain knowledge communities.

Performs lead generation for retention and expansion efforts

- Identify high potential companies across target sectors for the lead generation & BRE teams
- Develop / prioritize company lists for call trips, trade shows, etc.

Maintains data & reference resources

- Maintain useful content for communicating Virginia's Value Proposition
- Maintain reference products and databases providing access to key economic development data

SITES AND BUILDINGS



John Loftus

Manager, Sites and Buildings

804.545.5786

jloftus@vedp.org



Michelle Mende

Project Research Specialist

804.545.5785

mmende@vedp.org



Chris McNamara

Sites and Buildings Analyst

804.545.5774

cmcnamara@vedp.org

SITES AND BUILDINGS

Offers deep knowledge of Virginia's sites and buildings inventory

- Travel throughout the state to maintain familiarity with inventory
- Advise BI managers and partners on suitable sites
- Support VirginiaScan and iVS

Supports site development programs

- Assist in site development initiative
- Support Brownfields and Business Ready Sites programs
- Support program to facilitate electric transmission development in certain sites

Analyze trends to inform marketing and site development strategies

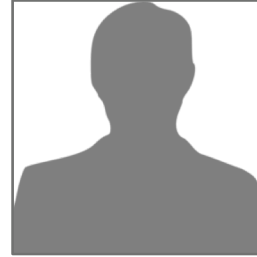
- Analyze companies' location requirements to understand their impact on Virginia's competitiveness and inventory needs

GIS, DATA VISUALIZATIONS, AND SALESFORCE



Sunny Sanders

GIS Manager
804.545.5688
ssanders@vedp.org



Chris Brown

Research Systems Analyst
804.545.5686
cbrown@vedp.org



Allison Smith

Lead Cartographer
804.545.5689
asmith@vedp.org



Valenda Seaford

Salesforce Lead
804.545.5686
vseaford@vedp.org



Beth Manghi

GIS Application Developer
804.545.5687
bmanghi@vedp.org



Andrew Salisbury

Salesforce Business Analyst
804.545.5775
asalisbury@vedp.org



Vacant

GIS Technician

GIS AND DATA VISUALIZATIONS

Spatially-enabled analysis

- Drive times / buffers
- Area workforce
- Access to assets (sites and buildings, higher education, transportation, etc.)
- Regions
- Demographics
- Quality of life factors

Data visualizations

- Reference maps
- Infographics
- Analytical results

Applications & data management

- Applications support
- Custom app development
- Database and datasets management

SALESFORCE

Salesforce ownership and administration

- Support and train users
- Maintain data governance and stewardship
- Set vision and strategy to ensure the success of Salesforce as a tool that facilitates VEDP's sales lifecycle
- Complete redeployment project with RTS Labs
- Work with all VEDP divisions to ensure Salesforce implementation meets the organization's needs

REFERENCE MAPS ARE AVAILABLE THROUGH THE MARKETING RESOURCES DATABASE

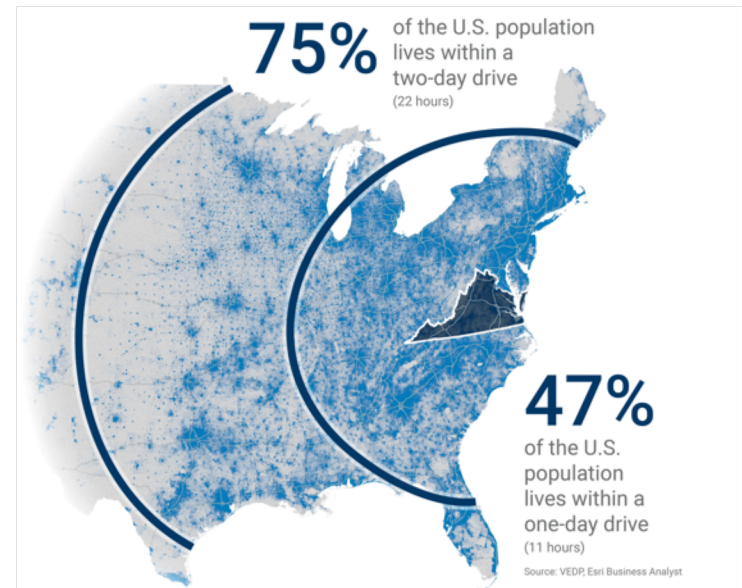
Regional Contacts



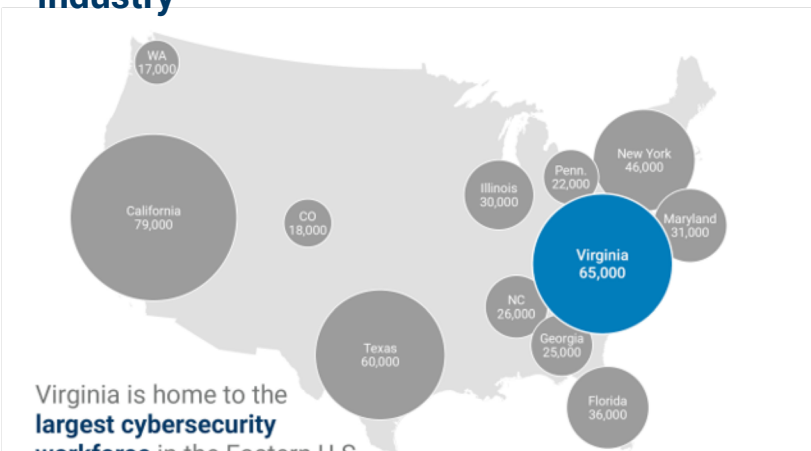
Talent Solutions Division Regions

- | | | | | | |
|--|--|--|---|--|--|
| 1 Jessi Fritz
Business Manager
Southwest Region
jfritz@vedp.org
m. 276.791.0794 | 2 Debbie Melvin
Assistant VP
Valley Region
dmelvin@vedp.org
m. 804.921.0002 | 3 Taylor Johnson
Business Manager
Northern Region
tjohnson@vedp.org
m. 540.589.4139 | 4 Jackie Hudson
Business Manager
Southern & Central Regions
jhudson@vedp.org
m. 804.317.6730 | 5 Courtney Owens
Assoc. Business Manager
Central Region
cowens@vedp.org
o. 804.545.5731 | 6 Cliff Copley
Business Manager
Eastern Region
ccopley@vedp.org
m. 757.218.7323 |
|--|--|--|---|--|--|

Education, Transportation, Demographics

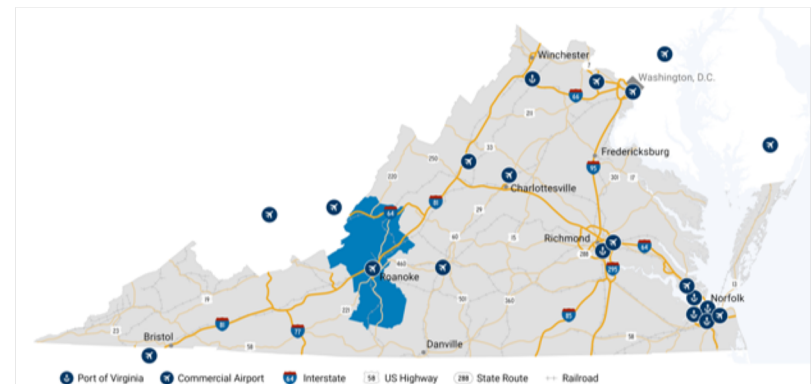


Industry



Virginia is home to the **largest cybersecurity workforce** in the Eastern U.S.

Source: cyberwork.org (Burning Glass, CompTIA, NICE), VEDP



RESEARCH MAINTAINS DATASETS AND TOOLS AVAILABLE AT VEDP.ORG/PARTNER-RESOURCES

Data and Reports

Virginia Localities Database

This tool enables Virginia's localities to compare themselves with other communities in the Commonwealth. Data includes population, employment, education, and income.

Announcements and Closings Databases

These databases provide information about business direct investment and new jobs as well as trade-oriented business closings in Virginia.

Underemployment Data

This report provides a breakdown of the Commonwealth's regional, county, and city labor force including those that are employed, unemployed, and underemployed.

Work in progress

GIS Open Data Portal

This portal provides high quality spatial data as well as data visualization products, allowing users to quickly access and explore VEDP's public GIS resources.

VEDP Reports and Publications

These documents are provided as resource documents for Virginia's economic development community.

International Company Directory

This directory allows users to search for verified, internationally owned company locations in Virginia based on country of origin, Virginia location, name, or business description. It includes traded sector companies only.

- **Product line currently being revamped & developed in order to provide additional and more relevant data**

RESEARCH MAINTAINS OTHER DATASETS AND TOOLS MADE AVAILABLE AT VEDP.ORG/PARTNER-RESOURCES

Data and Reports

Virginia Localities Database

This tool enables Virginia's localities to compare themselves with other communities in the Commonwealth. Data includes population, employment, education, and income.

GIS Open Data Portal

This portal provides high quality spatial data as well as data visualization products, allowing users to quickly access and explore VEDP's public GIS resources.

The screenshot displays the 'Virginia Localities Database' interface. At the top, it says 'Click/tap on map to select or deselect'. Below this is a map of Virginia with a locality highlighted in blue. To the right of the map is a 'Choose localities' panel with a search bar and a list of selected localities: Bedford, Botetourt, Buena Vista, and Virginia. Below the map and list are 'Download Report' buttons for PDF and Excel, and an 'Expand All/Collapse All' button. At the bottom, there are four expandable sections: 'Income and Output', 'Workforce', 'Education', and 'Income', each with a plus sign icon.

State and MSA comparison app available on the main site.

RESEARCH MAINTAINS OTHER DATASETS AND TOOLS MADE AVAILABLE AT VEDP.ORG/PARTNER-RESOURCES

Data and Reports

Virginia Localities Database

This tool enables Virginia's localities to compare themselves with other communities in the Commonwealth. Data includes population, employment, education, and income.

Announcements and Closings Databases

These databases provide information about business direct investment and

Underemployment Data

This report provides a breakdown of the Commonwealth's regional, county, and city labor force including those that are employed, and

GIS Open Data Portal

This portal provides high quality spatial data as well as data visualization products, allowing users to quickly access and explore VEDP's public GIS resources.

Company Directory

allows users to search for regionally owned company in Virginia based on country of location, name, or description. It includes traded companies only.

Location Type: Locality Region MSA then a location

Industry Type:

Year Announced: From To

Company:

Business Description:

Clear All Filters

Show on Map: Announcements Investment New Jobs

Number of Announcements

Highest

None

(Total Investment 77,161 \$MM, Total New Jobs 666,974) Displaying announcements 1 through 10 of 8,793 Show records / page.

Company Name	Location	NAICS	Business Description	Month Announced	New / Expansion	New Jobs	New Investment (MM\$)
MAG Aerospace Industries, Inc.	Fairfax County	332999	Provider of manned/unmanned full-spectrum outsourced Intelligence, Surveillance, and Reconnaissance services	Aug. 2018	E	120	5.5
Ocean Network Express	Richmond	483111	Deep sea freight transportation	Aug. 2018	F	129	2.55

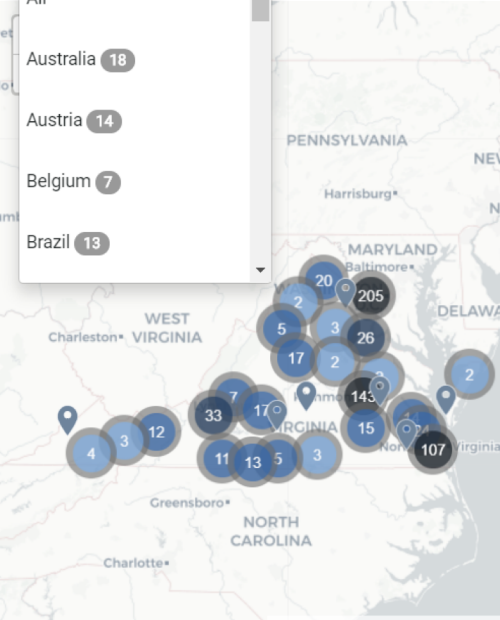
RESEARCH MAINTAINS OTHER DATASETS AND TOOLS MADE AVAILABLE AT VEDP.ORG/PARTNER-RESOURCES

Data and Reports

Use the filters below to search the International Company Directory by country of origin, Virginia location, company name or business description. For more information, please contact [Janell Woodyard](#) with VEDP's Research Department.

Country ▾ Virginia Location ▾ Company Name Business Description Reset

All
Australia 18
Austria 14
Belgium 7
Brazil 13



704 Locations

ABB, Inc.
Location: Bland
Business Description: Manufacture transformers
Parent Company: ABB Ltd. (Switzerland)

ABB, Inc.
Location: South Boston, Virginia 24592
Business Description: Manufacture transformers
Parent Company: ABB Ltd. (Switzerland)

ABB, Inc.
Location: City of Richmond
Business Description: Manufacture transformers

Export List

Locations are approximate and the accuracy of geocoding cannot be assured. Companies with incomplete addresses are located at the center of their bounding city, county, or ZIP code.

Underemployment Data

This report provides a breakdown of the Commonwealth's regional, county, and city labor force including those that are employed, unemployed, and underemployed.

International Company Directory

This directory allows users to search for verified, internationally owned company locations in Virginia based on country of origin, Virginia location, name, or business description. It includes traded sector companies only.

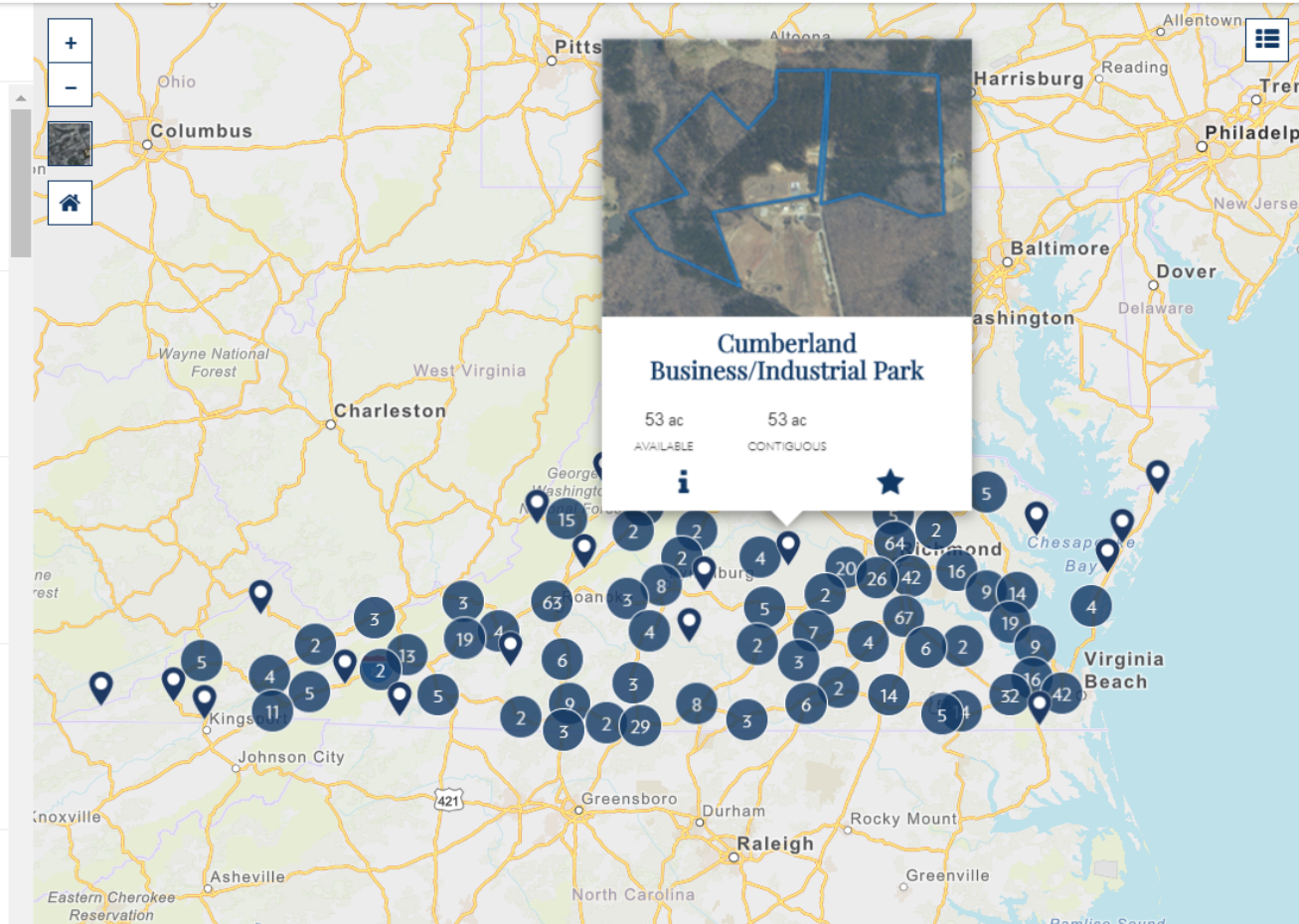
RESEARCH SUPPORTS A STATEWIDE INVENTORY OF AVAILABLE SITES AND BUILDINGS, AND AN APP TO ADVERTISE THEM



Filters
 Compare (0)

Viewing 1034 of
 1034
 sites/land

- Standard Units
 Map filters list
 Sort by Size
- Coastal Virginia Commerce Park (Williams Tract)**
 Rt 17, Chesapeake
 4,000 ac AVAILABLE 4,000 ac CONTIGUOUS
 - Mason Farms (Copper Station)**
 609 610 612, Dunn
 2,711 ac AVAILABLE 2,711 ac CONTIGUOUS
 - Potomac-Stafford/ Widewater**
 29 Decatur Rd, Stafford
 2,200 ac AVAILABLE 2,200 ac CONTIGUOUS
 - Southern Virginia Mega Site at Berry Hill**
 Berry Hill Rd, Danville
 2,500 ac AVAILABLE 2,102 ac CONTIGUOUS CERTIFIED
 - Clark Country Mega Site**
 7353 Shannon Hill Road, Louisa



RESEARCH SUPPORTS A STATEWIDE INVENTORY OF AVAILABLE SITES AND BUILDINGS, AND AN APP TO ADVERTISE THEM

VEDP

Filters

Compare (0)



Enter name or address

Viewing 1034 of
1034
sites/land

Site/Land

Reset filters

Standard Units

Map filters list

Sort by Size



Coastal Vi

Rt 17, Ches
4,000 ac
AVAILABLE

Mason Far

609 610 612
2,711 ac
AVAILABLE

Potomac-S

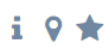
29 Decatur F
2,200 ac
AVAILABLE

Southern Virginia Mega Site at Berry Hill

Berry Hill Rd, Danville

2,500 ac AVAILABLE 2,102 ac CONTIGUOUS

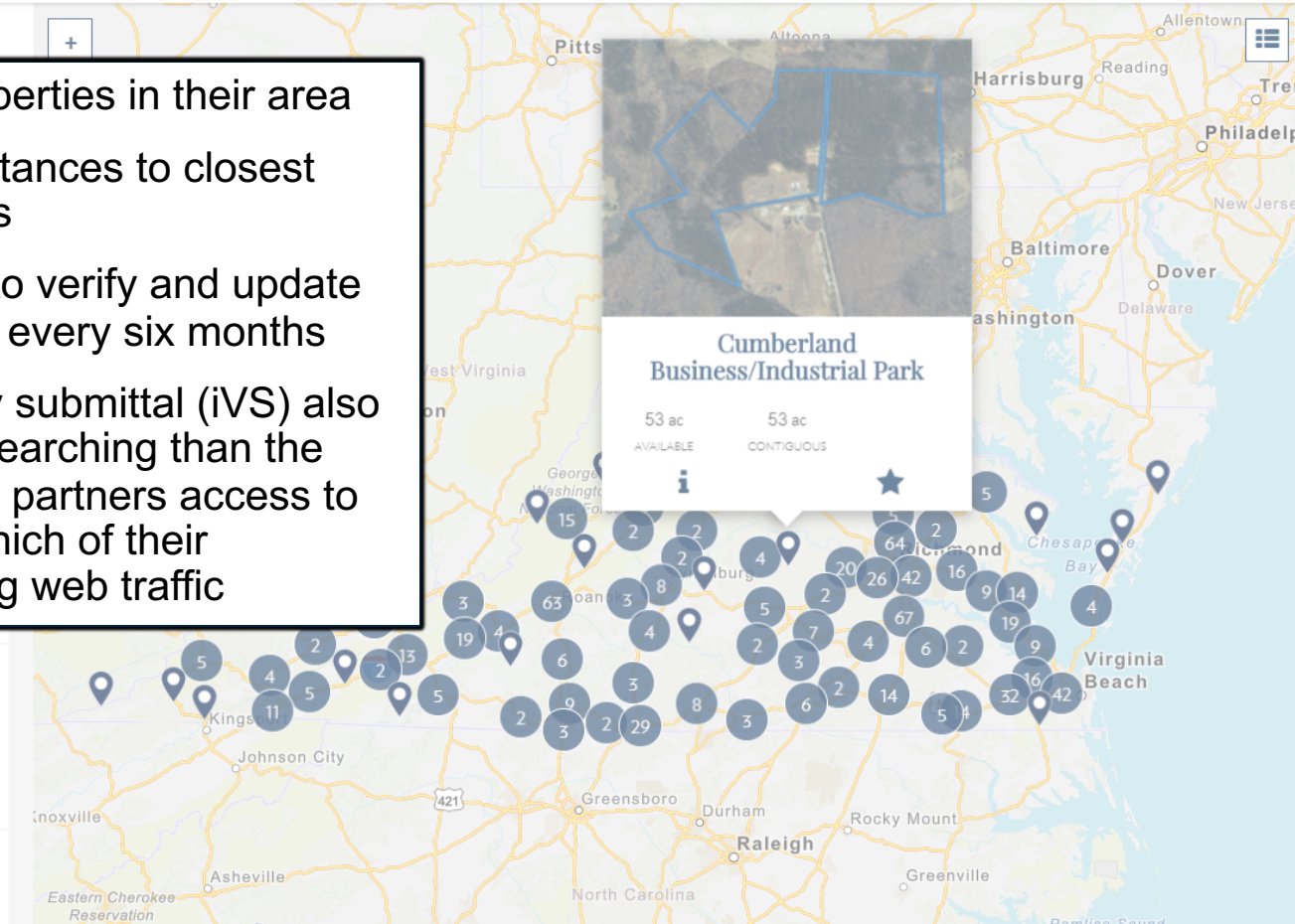
CERTIFIED



Clark Country Mega Site

7353 Shannon Hill Road, Louisa

- Partners submit properties in their area
- VEDP generates distances to closest transportation assets
- Partners are asked to verify and update property information every six months
- The app for property submittal (iVS) also offers more robust searching than the public site and gives partners access to information about which of their properties are getting web traffic



RESEARCH SUPPORTS A STATEWIDE INVENTORY OF AVAILABLE SITES AND BUILDINGS, AND AN APP TO ADVERTISE THEM

VEDP

Filters Compare

Standard Units Map filters list

Coastal Virginia Commerce Park
Rt 17, Chesapeake
4,000 ac AVAILABLE 4,000 ac CONTIGUOUS

Mason Farms (Copper Station)
609 610 612, Dunn
2,711 ac AVAILABLE 2,711 ac CONTIGUOUS

Potomac-Stafford/ Widewater
29 Decatur Rd, Stafford
2,200 ac AVAILABLE 2,200 ac CONTIGUOUS

Southern Virginia Mega Site at
Berry Hill Rd, Danville
2,500 ac AVAILABLE 2,102 ac CONTIGUOUS

Clark Country Mega Site
7353 Shannon Hill Road, Louisa

Cumberland Business/Industrial Park

Industrial Park



Overview Community Potential State Incentives (6)

1 Courthouse Circle, Cumberland, VA 23040

37.51959562,-78.23583477 (lat,long)

John Loftus (VEDP Contact)

jloftus@vedp.org

804-545-5786

Current as of June 2017

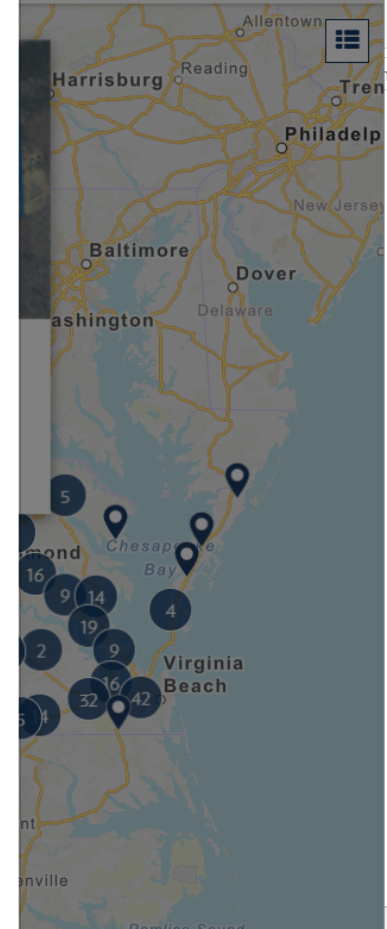


FOREIGN TRADE ZONE ✓

TECHNOLOGY ZONE ✓

Specifications

SITE AREA (ACRES)	56
AVAILABLE LAND	53
LARGEST CONTIGUOUS PARCEL (ACRES)	53
PAD READY	-
SUBDIVIDABLE	✓
ZONING	M-1, Light Industrial
TOPOGRAPHY	90% wooded, generally level
OUTSIDE STORAGE ALLOWED	✓



RESEARCH SUPPORTS A STATEWIDE INVENTORY OF AVAILABLE SITES AND BUILDINGS, AND AN APP TO ADVERTISE THEM

VEDP

Filters Compare

Standard Units Map filters list

Coastal Virginia Commerce Park
Rt 17, Chesapeake
4,000 ac AVAILABLE 4,000 ac CONTIGUOUS

Mason Farms (Copper Station)
609 610 612, Dunn
2,711 ac AVAILABLE 2,711 ac CONTIGUOUS

Potomac-Stafford/ Widewater
29 Decatur Rd, Stafford
2,200 ac AVAILABLE 2,200 ac CONTIGUOUS

Southern Virginia Mega Site at
Berry Hill Rd, Danville
2,500 ac AVAILABLE 2,102 ac CONTIGUOUS

Clark Country Mega Site
7353 Shannon Hill Road, Louisa

Cumberland Business/Industrial Park

Industrial Park

Overview Community Potential State Incentives (6)

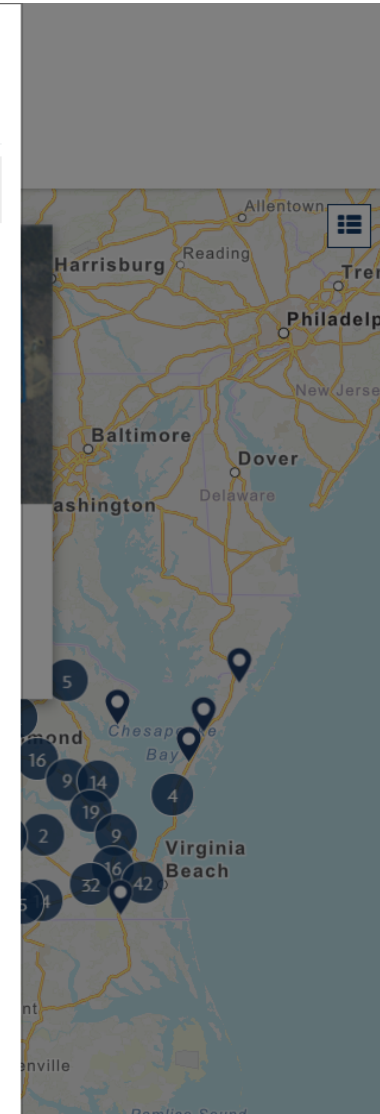
Utilities

ELECTRIC	Dominion Energy
NATURAL GAS	Virginia Natural Gas
WATER	Cumberland County
SEWER	On site septic
FIBER/BROADBAND	Mid-Atlantic Broadband Cooperative

Transportation

INTERSTATE	Interstate 64, 34.1 miles
4-LANE ARTERIAL HIGHWAY	U.S. Highway 60, 17.0 miles
INTERNATIONAL AIRPORT	Raleigh-Durham International Airport, 140.6 miles
COMMERCIAL AIRPORT	Richmond International Airport, 61.2 miles
GENERAL AVIATION AIRPORT	Farmville Regional Airport, 20.8 miles
RAIL SERVED	-
PORT OF VIRGINIA (RICHMOND MARINE TERMINAL)	55.7 miles, 1 hour 5 minutes
PORT OF VIRGINIA (HAMPTON ROADS TERMINALS)	140.5 miles, 2 hour 10 minutes

Supporting Information



RESEARCH SUPPORTS A STATEWIDE INVENTORY OF AVAILABLE SITES AND BUILDINGS, AND AN APP TO ADVERTISE THEM

VEDP

Filters Compare

Standard Units Map filters list

Coastal Virginia Commerce Park
Rt 17, Chesapeake
4,000 ac AVAILABLE 4,000 ac CONTIGUOUS

Mason Farms (Copper Station)
609 610 612, Dunn
2,711 ac AVAILABLE 2,711 ac CONTIGUOUS

Potomac-Stafford/ Widewater
29 Decatur Rd, Stafford
2,200 ac AVAILABLE 2,200 ac CONTIGUOUS

Southern Virginia Mega Site at
Berry Hill Rd, Danville
2,500 ac AVAILABLE 2,102 ac CONTIGUOUS

Clark Country Mega Site
7252 Shannon Hill Road, Louisa

Cumberland Business/Industrial Park

Industrial Park

Overview Community Potential State Incentives (6)

	30 minutes	45 minute	60 minutes
TOTAL POPULATION	52,419	226,281	1,015,947
TOTAL WORKFORCE	22,820	109,270	510,231
MANUFACTURING WORKERS	856	4,612	21,731
AVG. WAGE	\$15.95/hr	\$17.04/hr	\$17.18/hr

RESEARCH SUPPORTS A STATEWIDE INVENTORY OF AVAILABLE SITES AND BUILDINGS, AND AN APP TO ADVERTISE THEM

VEDP

Filters Compare

Standard Units Map filters list

Coastal Virginia Commerce Park
Rt 17, Chesapeake
4,000 ac AVAILABLE 4,000 ac CONTIGUOUS

Mason Farms (Copper Station)
609 610 612, Dunn
2,711 ac AVAILABLE 2,711 ac CONTIGUOUS

Potomac-Stafford/ Widewater
29 Decatur Rd, Stafford
2,200 ac AVAILABLE 2,200 ac CONTIGUOUS

Southern Virginia Mega Site at
Berry Hill Rd, Danville
2,500 ac AVAILABLE 2,102 ac CONTIGUOUS

Clark Country Mega Site
799 Shennon Hill Road, Louisa

Cumberland Business/Industrial Park

Industrial Park

Overview Community **Potential State Incentives (€)**

LOGISTICS WORKERS	1,397	6,958	31,340
AVG. WAGE	\$14.21/hr	\$14.34/hr	\$14.69/hr
OFFICE WORKERS*	6,146	32,671	162,149
AVG. WAGE	\$21.01/hr	\$21.97/hr	\$23.24/hr
IT WORKERS	582	3,368	17,493
AVG. WAGE	\$36.81/hr	\$39.41/hr	\$40.89/hr
UNEMPLOYMENT RATE	3.8%	3.4%	3.5%
UNIVERSITIES & COLLEGES	1	2	10
COMMUNITY COLLEGES	0	2	6

*Office workers includes IT

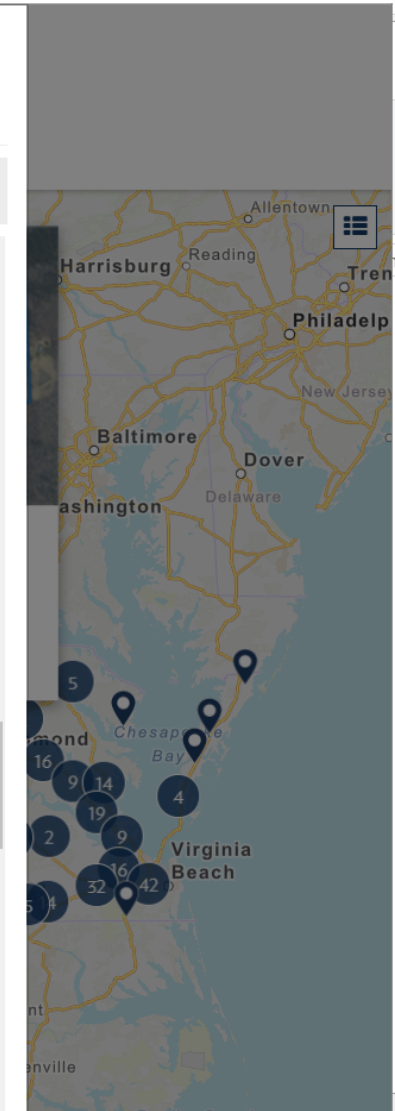
Sources: Total Population: ESRI, 2017; Total Workforce, Workers, and Average Wages: EMSI, 2017; Unemployment Rate: Bureau of Labor Statistics, December 2017

Potential State Incentives

Cash Grants

COMMONWEALTH'S DEVELOPMENT OPPORTUNITY FUND (COF)

The Commonwealth's Development Opportunity Fund (COF) is a "deal-closing" fund to be employed at the Governor's discretion to secure a company location or expansion in Virginia. Administered by the Virginia Economic Development Partnership (VEDP), the COF serves as a final resource for Virginia in the face of serious competition from other states or countries. The COF grant is a negotiated amount determined by the Secretary of Commerce and Trade, based on the recommendation of VEDP, and subject to approval of the Governor.



VEDP OFFERS PARTNERS A FREE VERSION OF THE SITES AND BUILDINGS APP TO DEPLOY ON THEIR SITE



ABOUT GRP

WHY RICHMOND REGION

KEY INDUSTRIES

DATA + REPORTS

LIVING IN RVA

Filters

Compare (0)

Enter name or address

Viewing 576 of 615 properties

Reset filters

Standard Units

Map filters list

Sort by Size

Philip Morris Operations Center

2001 Walmsley Blvd, Richmond

570,149 ft² TOTAL
463,786 ft² CONTIGUOUS



Virginia I-95 Distribution Center

4701 Commerce Road, Richmond

461,700 ft² TOTAL
461,700 ft² CONTIGUOUS
1,014,120 ft² EXPANDABLE



SuperValu Distribution Center

1101-1305 West Hundred Road, Richmond

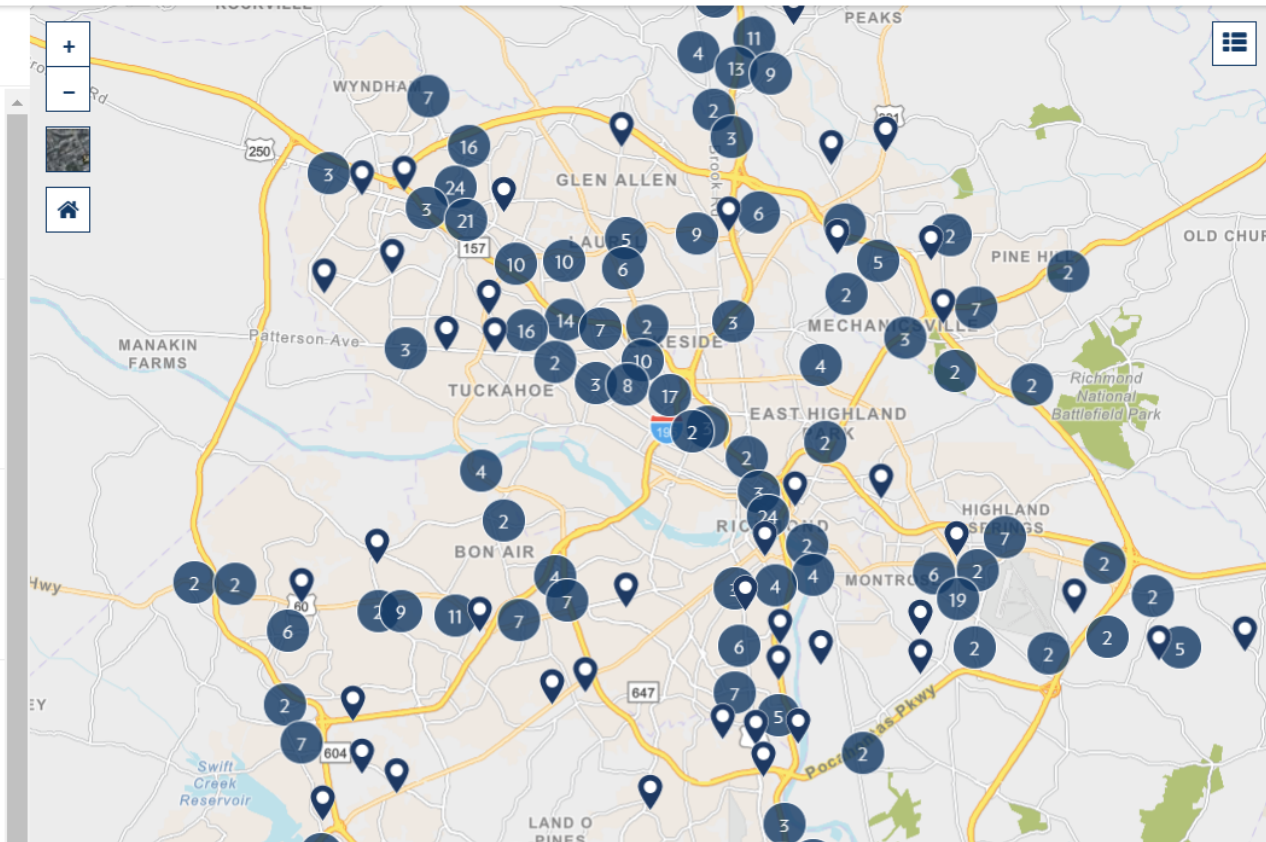
490,345 ft² TOTAL
348,232 ft² CONTIGUOUS
330,000 ft² EXPANDABLE



1601 Bellwood Rd - James River Logistics

1601 Bellwood Rd, Richmond

320,853 ft² TOTAL
320,853 ft² CONTIGUOUS
500,000 ft² EXPANDABLE



VEDP OFFERS PARTNERS A FREE VERSION OF THE SITES AND BUILDINGS APP TO DEPLOY ON THEIR SITE



ABOUT GRP

WHY RICHMOND REGION

KEY INDUSTRIES

DATA + REPORTS

LIVING IN RVA

Filters

Compare (0)



Enter name or address

Viewing 576 of 615 properties

Reset filters



Philip M

2001 Wa

570,149

TOTAL

Virginia 1-95 Distribution Center

4701 Commerce Road, Richmond

461,700 ft ²	461,700 ft ²	1,014,120 ft ²
TOTAL	CONTIGUOUS	EXPANDABLE



SuperValu Distribution Center

1101-1305 West Hundred Road, Richmond

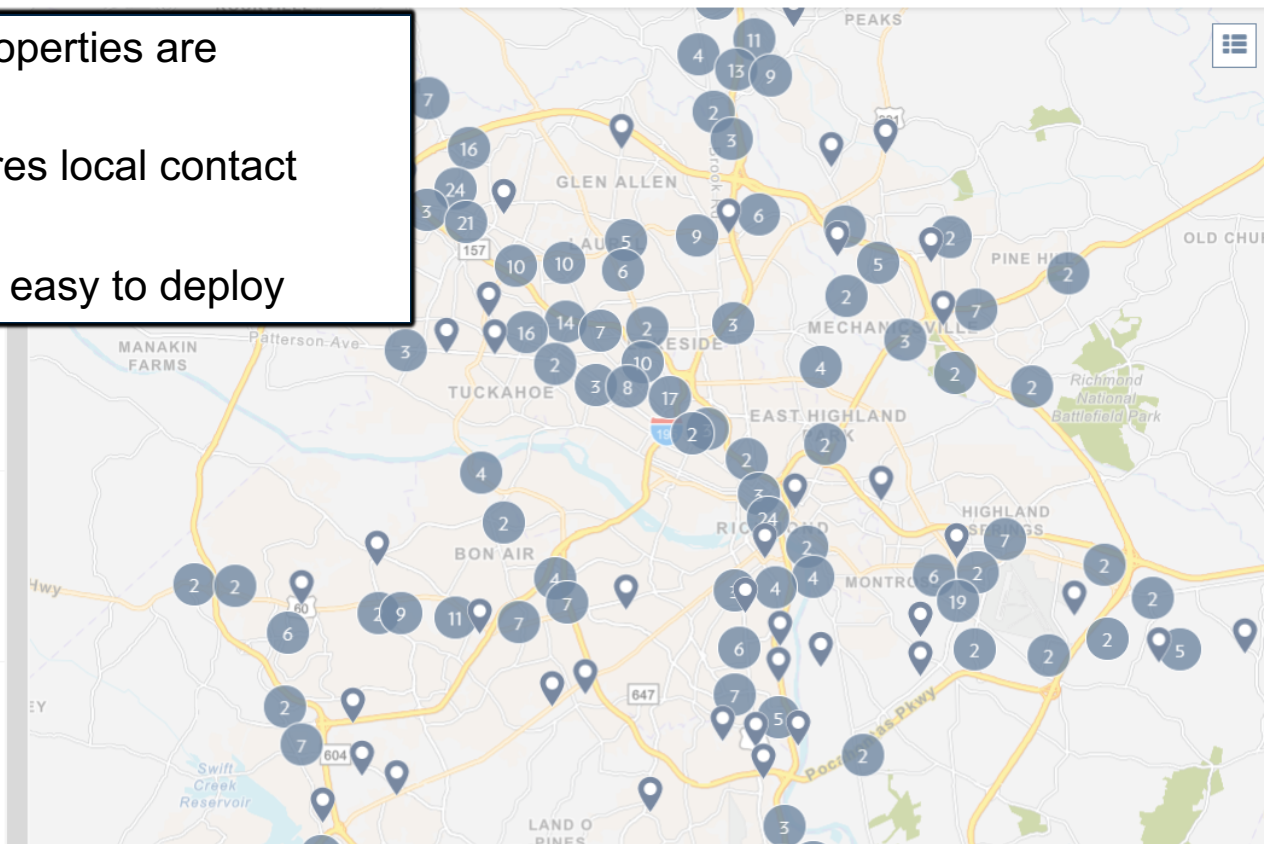
490,345 ft ²	348,232 ft ²	330,000 ft ²
TOTAL	CONTIGUOUS	EXPANDABLE



1601 Bellwood Rd - James River Logistics

1601 Bellwood Rd, Richmond

320,853 ft ²	320,853 ft ²	500,000 ft ²
TOTAL	CONTIGUOUS	EXPANDABLE



MANY SUPPORT PATHS FOR PARTNER SITES AND BUILDINGS APPS

Partner enters
property data



iVS



Partner's firm of
choice imports data



**Private
Application**



VirginiaScan
MyVirginiaScan

Contact Michelle Mende (mmende@vedp.org) for more information.

THANK YOU