

*Partner Agency Application for Funding*

FY2016

**FACE SHEET**

<b>Agency Name:</b>	Fredericksburg Regional Alliance				
<i>Has the City/ County Funded This Agency in Previous Years?</i>					X Yes <input type="checkbox"/> No
Physical Address:	1125 Jeff Davis Highway, Suite 240				
Mailing Address/PO Box:	P.O. Box 119				
City:	Fredericksburg	State:	VA	Zip:	22401
Telephone Number:	540-361-7373	Fax Number:	540-361-7372		
Federal Tax ID #:	54-1961653				
Web Address:	<a href="http://www.fra-yes.org">www.fra-yes.org</a>				
General Email Address:	<a href="mailto:tgillingham@fra-yes.org">tgillingham@fra-yes.org</a> <a href="mailto:croberts@fra-yes.org">croberts@fra-yes.org</a>				
<b>Agency Main Contact:</b>	Curry Roberts	Title:	President		
Telephone Number:	540-361-7373				
E-Mail Address:	<a href="mailto:tgillingham@fra-yes.org">tgillingham@fra-yes.org</a> <a href="mailto:croberts@fra-yes.org">croberts@fra-yes.org</a>				

**Agency General Information**

**Agency Mission:**

The Fredericksburg Regional Alliance (FRA) is a public/private economic development marketing partnership created to provide CEOs, presidents, corporate real estate executives, and site selection consultants with a single source for comprehensive demographic, economic, and commercial real estate information on the Fredericksburg, Virginia region — which includes the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania, and Stafford —

The FRA provides a wide array of information and free services designed to help market the Fredericksburg region to outside businesses looking to expand or relocate their operations. The FRA also recognizes the needs of a strong existing industry and works towards providing free services and beneficial networking events and seminars to the region's already dynamic business community. A thriving business community builds the commercial tax base and helps local governments fund public services that support our quality of life.

By working in cooperation with local economic development offices, the Virginia Economic Development Partnership (VEDP), higher educational institutions, and other regional groups, the Alliance is able to offer a truly comprehensive collection of services and information vital to corporations considering expanding or relocating their operations.

**Number of years agency has been in operation:** 15 years

**Localities Served:** Caroline County, City of Fredericksburg, King George, Spotsylvania, Stafford

**Agency Financial Information**

	List Programs	Personnel Expenses	Benefits	Operating Expenses	Total Program Budget
1.	Marketing & Business Development/Advertising/Branding	\$196,800	\$20,280	\$154,542	371,622
2.	Research & Analysis Services: Existing Industry and Workforce Development	\$131,200	\$13,520	\$64,946	209,666
3.					
4.					
5.					
<b>Agency Administration:</b>				\$87,200	87,200
<b>Capital Outlay:</b>					

<b>Total Agency Budget:</b>				<b>\$668,488</b>
<input type="checkbox"/> <i>If your application includes funding increases for personnel (to include new positions or merit / COLA increases), please check here and explain in detail the need for this type of increase under each program budget.</i>				
<b>Submission Checklist:</b> <i>(include 1 copies of each)</i>	<input type="checkbox"/> IRS 501(c)(3) Letter	<input type="checkbox"/> Audit Report <i>(with Audit Management Letter)</i>	<input type="checkbox"/> Current Financial statement	<input type="checkbox"/> IRS 990
<input type="checkbox"/> Accountant Contact Information	<input type="checkbox"/> Organizational Chart	<input type="checkbox"/> Current Board Roster <i>(with contact information)</i>	<input type="checkbox"/> Agency's Current Strategic Plan	

**Agency Administrative Expenses:**

In the box below, provide an overview of the administrative costs detailed on the face sheet for the agency as a whole. **Please provide justification for and specific amounts of administrative costs that are defrayed by locality funds.** If your agency is requesting an increase or decrease in administrative funding, please describe, in detail, the reasons for these changes. (The description should not exceed 15 lines of text.)

The Fredericksburg Regional Alliance as mandated and approved by our elected public and private sector Board of Directors is requesting \$1.00 per capita per locality. This is an increase in funding due to the most recent population estimates from the Weldon Cooper Center. 2013 data was used to determine the proper funding levels per public jurisdiction. The reason behind this increase is due to the ever growing population in the region and the ability for the Fredericksburg Regional Alliance to continue to market and provide services which include demographics and research tools for existing industries to continue to grow their businesses while continue to market to new corporations looking to relocate to the Greater Fredericksburg Region.

**Capital Outlay:**

In the box below, provide an overview of the capital expenses detailed on the face sheet for the agency as a whole. **Please provide justification for and specific amounts of capital costs that are defrayed by locality funds.** (The description should not exceed 10 lines of text.)

N/A

**Personnel Expenses (General):**

In the box below, provide an overview of any increases or decreases in general personnel expenses for the agency. This would include any planned or projected merit or COLA increases, or new positions being requested. Also include a description of any changes to agency benefits structure or cost. (The description should not exceed 10 lines of text.)

N/A

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**BUDGET EXPLANATIONS**

Fredericksburg Regional Alliance

**Budget Information**

Please complete the following chart with the financial information for the agency as a whole. In each area include the budget specifically allocated to your agency from each locality/entity listed below.

	<b>FY2014 Actual</b>	<b>FY2015 Budgeted</b>	<b>FY2016 Projected</b>
<b>Caroline</b>	\$28,826	\$28,826	\$29,481
<b>Fredericksburg</b>	\$16,650	\$16,650	\$27,945
<b>King George</b>	\$23,030	\$23,030	\$24,460
<b>Spotsylvania</b>	\$107,497	\$107,497	\$125,555
<b>Stafford</b>	\$131,697	\$131,697	\$135,141
<b>United Way</b>			
<b>Grants</b>			
<b>Client Fees</b>			
<b>Fundraising</b>	\$295,685	\$362,450	\$392,450
<b>Other</b> <i>(explain below)</i>			
<b>Total Agency Budget for PD16</b>	\$637,174	\$670,150	\$735,032

Detail below what is included in the category 'Other':

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**BUDGET EXPLANATIONS**

**Agency Name:**

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Fredericksburg Regional Alliance

Please detail below any legislative initiatives or issues that may impact the agency for the upcoming year and how you are planning for them. This could include new legislation that may increase or decrease projected funding at any level (Federal/State/Local), or could affect grants or designated funds as they are currently received. If you are aware of "outside" funding sources that will expire or be reduced on a set cycle or date, please note those below and how you are planning for them.

N/A

Please detail below any identified agency needs or areas of concern that are currently not being addressed in your funding request. This could include training or technical assistance for specific areas, administrative support for a program or service, evaluation of current programs, or consultation for strategic planning, board support, or fundraising.

N/A

**Please use the area below to provide any locality specific notes or statements that may be relevant to your application.**

**City of Fredericksburg:**

Please see attached Annual Report, Marketing Plan and corresponding Marketing Budget.

**Caroline County:**

Please see attached Annual Report, Marketing Plan and corresponding Marketing Budget.

**King George County:**

Please see attached Annual Report, Marketing Plan and corresponding Marketing Budget.

**Spotsylvania County:**

Please see attached Annual Report, Marketing Plan and corresponding Marketing Budget.

**Stafford County:**

Please see attached Annual Report, Marketing Plan and corresponding Marketing Budget.

**Partner Agency Funding Application FY2016**  
**PROGRAM INFORMATION**

<b>Program Name:</b>	<b>Page</b>
Fredericksburg Regional Alliance	

Each agency submitting a funding request must fill out the following pages for each program serving citizens within the region and for which funding is requested. Any incomplete applications or programs that do not have a full application will not be considered for funding. PLEASE do not include any unrequested information. Each locality reserves the right to request additional information once the application has been submitted.

<b>Program Name:</b>	<b>Marketing &amp; Business Development Advertising/Branding Region Market Analysis Services: Existing Industry &amp; Workforce Development</b>	<i>Is this a new program?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Program Contact:</b>	Curry Roberts	Title:	President
Telephone Number:	540-361-7373		
E-Mail Address:	croberts@fra-yes.org		

**1. Program Purpose/Description:** *(the following description should not exceed 10 lines of text)*  
**Please see Attached FRA Four Year Economic Development Strategic Plan FY-2013-2016 and Marketing Plan.**  
  
**The FRA Board Approved Strategic and Marketing Plans provide Program Components and Goals that will guide the Alliance staff over the next year.**

**2. Justification of Need:** *(Please state clearly why this service should be provided to the citizens of the region and why the localities should consider this funding request. If this is a new program, be sure to include the benefit to the region for funding a new request. The following should not exceed 10 lines of text, and should include the most recent data available.)*

**In cooperation with the Virginia Economic Development (VEDP) Prospect Handling Protocol, the FRA actively engages state economic development resources in order to facilitate the project process with the localities. The FRA is the region's only "one stop" resource for crucial information, services, and regional coordination that increases the Fredericksburg Region's global competitiveness by: Providing a single contact for corporate executives and site consultants, which decreases the time and money needed to collect community information, increases the likelihood of being considered for a re-location or expansion project, and improves the regional business climate by showing prospective and existing corporate companies the cohesiveness, efficiency, and public/private cooperation existing within the Fredericksburg Region.**

**The Fredericksburg Regional Alliance (FRA) provides information and professional business services in order to facilitate prospects and lead generation for localities that represent the opportunity to create jobs, increase the inflow of capital investment and expand and diversify the tax base throughout the Regional economy. Over the past year, the FRA sent 26 different projects to the localities and responded to over 500 requests for information.**

**In today's globally competitive business environment, proactive Regional Economic Development is vital in order to expand and diversify the industrial base, provide much needed public sector revenue, and to facilitate the creation of sustainable industries that provide quality employment opportunities for the citizens of the Fredericksburg Region.**

**3. Program Collaboration:** *(The following should describe, in detail, examples of collaborative efforts and key partnerships between your program and other programs or agencies in the area, and should not exceed 10 lines of text.)*

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**PROGRAM INFORMATION**

<b>Program Name:</b>	<b>Page</b>
Fredericksburg Regional Alliance	

**4. Program Audience and Service Delivery:** *(The following should describe the program's intended audience or client base and how those clients are served. This should include the location of the service and what geographic areas are served or targeted for service. If your program has specific entry or application criteria, please describe it below. Please do not exceed 10 lines of text.)*

Information in this area not needed

**5. Client Fees:** *(Please describe the fees clients must pay for the services provided in this program, and how those fees are determined.)*

**6. Budget Information:** *(Please complete the following chart with the financial information for this program. In each area include the dollars specifically allocated/requested for this program.)*

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<b>Other</b>			
<b>Total Program Budget for PD16</b>	\$637,174	\$670,150	\$735,032

Please indicate, in detail, reasons for increases or decreases in the amounts requested for FY2016. Include whether these changes come from increases in personnel, benefits, or operating expenses. If an increase is being requested, please describe the impact not receiving an increase would have on the program. In particular, please describe in detail if any increase is sought for new positions or personnel.

The Fredericksburg Regional Alliance as mandated and approved by our elected public and private sector Board of Directors is requesting \$1.00 per capita per locality. This is an increase in funding due to the most recent population estimates from the Weldon Cooper Center using 2013 data was used to determine the proper funding levels per public jurisdiction. The reason behind this increase is due to the ever growing population in the region and the ability for the Fredericksburg Regional Alliance to continue to market and provide services which include demographics and research tools for existing industries to continue to grow their businesses while continue to market to new corporations looking to relocate to the Greater Fredericksburg Region.