



Spotsylvania County

Partner Agency Application for Funding FY 2015



FACE SHEET

Agency Name:			
Has Spotsylvania County Funded This Agency in Previous Years?			X Yes <input type="checkbox"/> No
Physical Address:	1125 Jefferson Davis Hwy., 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:	www.fra-yes.org		
General Email Address:	www.fra-yes.org		
Agency Main Contact:	Gene Bailey	Title:	President
Telephone Number:	540-361-7373		
E-Mail Address:	gbailey@fra-yes.org		

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: 14 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	Requested from Spotsylvania
1.	Marketing & Business Development/Advertising /Branding	\$203,367.84	\$42,000	\$101,312.16	368,420	\$62,263.00
2.	Research & Analysis Services: Existing Industry and Workforce Development	\$135,578.56	\$22,000	\$73,561.44	209,380	\$62,263.00
3.	N/A	0	0	0	0	0
4.	N/A	0	0	0	0	0
5.	N/A	0	0	0	0	0
	Agency Administration:	0	0	\$87,200	\$87,200	0
	Capital Outlay:	0	0	0	0	0
	Total Agency Budget:	\$338,946.40	\$64,000	\$262,073.60	665,000	\$124,526.00

<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>					
Attachment Checklist: <i>(include <u>ONE</u> copy 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 Director's Signature:			Date:		

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Agency Name: Fredericksburg Regional Alliance

If your agency is requesting an increase or decrease in funding as shown on the Agency Financial Information Chart included on the Face Sheet, please describe, in detail, the reasons for these changes, in each category below for the Agency as a whole. Program specific increases can be given under the program descriptions in the next section. (The individual descriptions should not exceed 20 lines of text.)

Agency Administrative Expenses (to include funding increases for personnel (new positions, merit and/or COLA increases):

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 2012 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:

N/A

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Fredericksburg Regional Alliance

Historical Budget Information

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

	FY 2013 Actual	FY 2014 Budgeted	FY 2015 Projected
Caroline	\$28,545	\$28,846	\$29,115
Fredericksburg	\$22,900	\$25,484	\$26,024
King George	\$23,333	\$23,333	\$23,945
Spotsylvania	\$120,977	\$123,997	\$124,526
Stafford	\$128,880	\$131,967	\$132,719
United Way	0	0	0
Grants	0	0	0
Client Fees	0	0	0
Fundraising	\$324,640	\$316,373	\$328,671
Other (<i>explain below</i>)	0	0	0
Total Agency Revenue	\$649,275	\$650,000	\$665,000

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

Application Checklist	
Items to be completed	Comments:
<input type="checkbox"/> Face Sheet	
<input type="checkbox"/> Program Name	
<input type="checkbox"/> Program Purpose/Description	
<input type="checkbox"/> Justification of Need	
<input type="checkbox"/> Target Audience	
<input type="checkbox"/> Service Area	
<input type="checkbox"/> Service Delivery	
<input type="checkbox"/> Client Fees	
<input type="checkbox"/> Budget Information	
<input type="checkbox"/> Goals and Objectives	
<input type="checkbox"/> Program Goal	
<input type="checkbox"/> Most Recent Data Chart	

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Program Name:	Fredericksburg Regional Alliance
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Each agency submitting a funding request must fill out the following pages for *each program* serving Spotsylvania County Citizens 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. Spotsylvania County reserves the right to request additional information once the application has been submitted.

Program Name:	Marketing & Business Development Advertising/Branding Region Market Analysis Services: Existing Industry & Workforce Development	<i>Is this a new program?</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Program Contact:	Gene Bailey	Title:	President
Telephone Number:	540-361-7373		
E-Mail Address:	gbailey@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 Program of Work. The FRA Board Approved Strategic Plan provides Program Components, Goals, and Annual Benchmarks that will guide the Alliance staff over the next 4 years.

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

The Fredericksburg Regional Alliance (FRA) provides information and professional business services to the following clientele in order to facilitate the creation of jobs, increase the inflow of capital investment, and to expand and diversify the tax base throughout the Regional economy. Below is a list of the Alliance's Clientele and their purpose/motivation for utilizing our suite of services.

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

The FRA is the region's only resource for crucial information, services, and regional coordination that increases the Fredericksburg Region's global competitiveness by: Providing a single contact for corporate executives, 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.

3. Target Audience: *(The following should describe the specific population targeted by the program and should not exceed 5 lines of text.)*

- 1) Local Governments interested in leveraging limited public resources effectively to market the Fredericksburg Region to prospective companies, assist with the site selection process, and to expand and diversify the commercial tax base.
- 2) Corporate Executives located within Companies interested in improving operations; reducing costs, decreasing risk, and increasing profits.
- 3) Global Site Consultants hired by Companies to assist with expansion and or relocation decisions.
- 4) Commercial Real Estate Brokers hired by companies to find suitable existing space or Greenfield sites to build facilities.
- 5) Commercial Developers interested in developing commercial product ranging from retail to office, manufacturing, and distribution space.
- 6) Real Estate Investment Trusts (REITS) representing both private and institutional investors interests

Program Name:
Marketing and Business Development/Advertising/Branding Region

Market & Analysis Services: Existing Industry & Workforce Development

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4. Service Area: *(Please describe the program's intended geographic service area. This may include entire regions, localities, or specific schools, neighborhoods, etc.)*

The Greater Fredericksburg Region otherwise known as the GWRC Planning District 16 which includes the City of Fredericksburg and the Counties of Caroline, King George, Spotsylvania, and Stafford.

5. Service Delivery: *(Please state the geographic location of the service, the duration and frequency offered to the clients.)*

The Greater Fredericksburg Region otherwise known as the GWRC Planning District 16 which includes the City of Fredericksburg and the Counties of Caroline, King George, Spotsylvania, and Stafford. The FRA operates Monday through Friday from 8:00 – 5:30pm and when required Alliance staff works on weekends as well.

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

All FRA Services are Free of Charge to our clients.

7. 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.)*

	FY 2013 Actual	FY 2014 Budgeted	FY 2015 Projected
Caroline	\$28,545	\$28,846	\$29,115
Fredericksburg	\$22,900	\$25,484	\$26,024
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United Way	0	0	0
Grants	0	0	0
Client Fees	0	0	0
Fundraising	\$324,640	\$316,373	\$328,671
Other	0	0	0
Total Program Budget	\$649,275	\$650,000	\$665,000

Please indicate, in detail, reasons for increases or decreases in the amounts requested for FY 2015. 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 note if any increase is sought for new positions or personnel, please explain in detail.

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 2011 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.

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Program Name:

Marketing and Business Development/Advertising/Branding Region

Market & Analysis Services: Existing Industry & Workforce Development

8. Goals, Objectives, & Evaluation: (Please provide the following information regarding the goals and objectives for your program. Space has been provided for two goals, with two objectives per goal. If your agency is funded by the United Way, please include a copy of your Logic Model for this program as a supplemental attachment. Individual descriptions should not exceed 5 lines of text.)

Program Goal 1:

Please see Attached FRA Four Year Economic Development Strategic Plan FY-2013-2016 and Program of Work. The FRA Board Approved Strategic Plan provides Program Components, Goals, and Annual Benchmarks that will guide FRA Staff through FY-2016 at which point a new Four Year Economic Development Plan will be presented.

Objectives:

1a.	Please see Attached FRA Four Year Economic Development Strategic Plan FY-2013-2016 and Program of Work
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1b.	Please see Attached FRA Four Year Economic Development Strategic Plan FY-2013-2016 and Program of Work
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Program Goal 2:

Please see Attached FRA Four Year Economic Development Strategic Plan FY-2013-2016 and Program of Work

Objectives:

2a.	Please see Attached FRA Four Year Economic Development Strategic Plan FY-2013-2016 and Program of Work
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2b.	Please see Attached FRA Four Year Economic Development Strategic Plan FY-2013-2016 and Program of Work
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Program Name: Marketing and Business Development/Advertising/Branding Region Market & Analysis Services: Existing Industry & Workforce Development

Evaluation Method: *(Please describe the method used to measure the above goals/objectives. Please do not exceed 10 lines of text.)*

Please see Attached FRA Four Year Economic Development Strategic Plan FY-2013-2016.
Please see Program of Work, which provides information on yearly goals achieved towards the overall attainment of our 4 year strategic plan.

9. Outcome Data: *(Please give the most recent outcome data for the objectives above. Indicate below what time period the data covers.)*

Data Collection Period: 2009-2013

Objective 1a.

Please Also See Attached Fredericksburg Regional Alliance Program of Work, which includes Accomplishments from the past year.

Objective 1b.

See attached Report referenced above for detailed information on Program Outcomes.

Objective 2a.

See attached Report referenced above for detailed information on Program Outcomes.

Objective 2b.

See attached Report referenced above for detailed information on Program Outcomes.

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Program Name:

10. Program Goal Updates: *(Please provide a brief description of the current status of your program goal(s), given your outcome data. For example, if reported data was well below the stated outcome measure, please indicate why you feel that is the case. Also, include how your outcome data will influence or modify the program for the upcoming fiscal year. These descriptions should not exceed 20 lines of text.)*

Program Goal 1:

PLEASE SEE ATTACHED MOST RECENT FRA ANNUAL REPORT 2011-2012

(Please note that the 2012-2013 FRA Annual Report will be available on 11/12/13)

Program Goal 2:

PLEASE SEE ATTACHED MOST RECENT FRA ANNUAL REPORT 2011-2012

(Please note that the 2012-2013 FRA Annual Report will be available on 11/12/13)

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Program Name: _____

Program Service Data:		Service Period:		to						
Locality Served	Total Served		Race							
	FY 2013	FY 2015*	Male	Female	Caucasian	African American	Asian	Hispanic	American Indian	Other
Fredericksburg										
Caroline										
King George										
Spotsylvania										
Stafford										
Other										
Total										

*Please include the projected number to be served in each locality for the upcoming fiscal year.

Locality Served	Age Groups							Income Levels					
	0-4	5-10	11-13	14-18	18-25	25-40	40-60	60 +	Under \$10,000	\$10,000 - \$19,000	\$20,000 - \$39,000	\$40,000 - \$59,000	Over \$60,000
Fredericksburg													
Caroline													
King George													
Spotsylvania													
Stafford													
Other													
Total													

If any of the above information is not available, please indicate why:

The service the Alliance provides to our clients is in cooperation with Spotsylvania County's Department of Economic Development and is designed to benefit all citizens within the county. The Alliance provides prospective companies, site consultants, and local industry with regional demographic, economic, and commercial real estate information needed to make informed business decisions. This information includes the County of Spotsylvania and leverages the existing assets of not only the County but also the surrounding jurisdictions, which comprise the region, as well as the strategic assets the Commonwealth of Virginia offers. The Alliance staff produces and distributes print and digital regional marketing materials, labor availability information, and economic data to targeted companies in an effort to promote the Region as a vibrant location for their

business. Additionally, Alliance staff facilitates community tours, site tours, and even aerial tours for prospects interested in the County of Spotsylvania.

The Alliance assists Existing companies and start-up firms in the County by providing locality partners customized, accurate, and timely information needed by businesses to make informed decisions. The Alliance tracks, quantifies, and presents to the local community regional economic data in order to identify trends affecting the regional business climate and it's sustainability in an ever changing globally competitive environment. This research as well as private and public sector input from the FRA Board of Directors is incorporated in the Alliance's recruitment strategy, which is designed to recruit companies that would strengthen and expand local industry clusters and increase quality employment opportunities for the region's citizens.

The Alliance uses every resource available to increase awareness of Spotsylvania County's strategic assets in order to educate corporate decision makers on the business solutions the County and the extended region can provide to companies looking to compete and thrive. The results of our aggressive marketing and recruitment campaign can be measured by increases in the tax base and in terms of number of new jobs created and capital investment made in the Greater Fredericksburg Region.