



# THE CITY OF OPPORTUNITY

---

Economic Development in  
Lynchburg, Virginia

2014 ANNUAL REPORT

A blue bus is stopped at a station. A person in a pink shirt is standing on the sidewalk. The bus has a "STOP" sign and a phone number "455-5000" on its side. The station has a white roof with a hanging light fixture.

# CONTENTS

---

- 3 Telling The Story
- 5 Leadership
- 8 Our Economy
- 14 Impact
- 18 Programs
- 24 Partnerships
- 29 Accolades
- 31 Acknowledgments

A photograph of a wooden bridge with a metal railing, leading into a lush green forest. The bridge is made of light-colored wood and has a dark brown metal railing with curved horizontal bars. The path leads into a dense forest of green trees. The text "TELLING THE STORY" is overlaid in white, bold, sans-serif font, with a white underline under the word "STORY".

# TELLING THE STORY

# TELLING THE STORY | Investing in People & Place

## Dear Partners,

Thank you for another banner year of doing business in the City of Opportunity - Lynchburg, Virginia! 2014 was a year of solid growth and progress as we worked together to develop, support and grow business in Lynchburg.

In the City of Lynchburg, we take a multi-faceted, comprehensive approach to economic development, believing that the best results come **from investing in people and place**.

The City of Opportunity has all the right ingredients for success. Our people – a skilled, talented and educated workforce—and our place – affordable real estate, strong infrastructure, and stunning natural beauty – are our economic development assets. In 2014, the Lynchburg Office of Economic Development and Economic Development Authority continued to implement progressive initiatives and incentives to promote Lynchburg's business community.

- **Investing in entrepreneurs.** Eleven businesses completed the **INOv8 small business competition** – a partnership with Virginia Main Street, Lynch's Landing and the Small Business Development Center - which included group training and seminars, one-on-one business consultations and the production of a business plan. Oxide Pottery, CAO Artisan Chocolates and Endstation Theatre Company were each awarded \$10,000 to expand operations in Downtown Lynchburg.
- **New business investment.** In 2014, **Porter's Fabrication** completed their move to the Hill City and first Virginia operation. After purchasing the former Diebold plant, Porter's invested an additional \$1.8 million to upgrade the facility to produce fabricated metal products such as safes, vaults and ATMs. Porter's retained 80 positions and created 40 new jobs.
- **Redevelopment opportunities lead to business attraction.** New business **Seven Hills Food** purchased and renovated the 100-year-old former Dinner Bell Meat processing facility. Seven Hills food was awarded the largest Governor's Agriculture and Forestry Industries Development (AFID) Fund grant to date and will process 100% Virginia-grown product, investing \$3 million into the facility and creating 43 new jobs.
- **Innovative collaboration for talent development.** The Lynchburg Economic Development Authority launched the Housing Incentive for Professional Educators (HIPE) workforce initiative with Lynchburg City Schools to recruit and retain highly sought after math and science teachers in grades 6-12 to live and work in the City and enhance STEM education efforts.
- **And many more in the pages to follow!**

Our team is proud to work beside you, our business community and partners, to create the best business climate in the Commonwealth and the nation, and to showcase the Lynchburg business community to the world. We are here to serve you. Please visit our newly designed website, schedule a phone call or a visit to learn how we can work together to further your goals.

Sincerely,



Marjette G. Upshur, *Director*

A photograph of a man in a dark suit and blue tie speaking at a podium in a large conference room. The room is filled with an audience of people seated at long wooden tables. A projector is mounted on the ceiling, and a screen in the background displays the text "STATE SECRETARY". The word "LEADERSHIP" is overlaid in large white letters across the center of the image, with a white horizontal line underneath it.

# LEADERSHIP

---

# LEADERSHIP | EDA

## LYNCHBURG ECONOMIC DEVELOPMENT AUTHORITY

The Lynchburg Economic Development Authority (EDA) is a political subdivision of the Commonwealth of Virginia and serves as the incentive arm of the City of Lynchburg. Economic Development Authority members are appointed by Lynchburg City Council for a four-year term. The EDA takes an active role in economic development efforts pursuing investment and development opportunities and elevating the economic profile of the City.



### **H. Michael Lucado Jr., *Chair***

Mike is a licensed real estate agent in the State of Virginia and Vice President of Brownstone Properties, Inc. where he focuses primarily on Marketing and Business Development. He is also a managing partner in several residential real estate investment corporations.



### **Susan G. Ackley**

Susan is a Tax Director in the Lynchburg office of Brown, Edwards & Company, LLP. She has 28 years of public accounting experience, including 8 years with an international firm. She is a member of the AICPA (including the PFP and Tax Subcommittees), VSCPA, and Lynchburg Estate Planning Council (past President).



### **Louise E. Mitchell, *Vice Chair***

Louise has a strong background in education, entrepreneurship and community engagement. She has owned and operated two businesses, and currently serves as Business Manager at Credit Connection, Inc. Louise was a 2010 recipient of the Mayor's Award of Excellence.



### **Ronald G. Kidd, Jr.**

Ronnie serves as President of Southern Air, Inc. a locally owned Mechanical / Electrical Contractor with an employment of over 800 and 11 locations throughout the States of Virginia and West Virginia.



### **Gary F. Allen, CPA, *Secretary-Treasurer***

Gary is the Manager Member of KHA Consultants, LLC where he provides tax, accounting and consulting services. Prior to forming KHA Consultants, Gary was Partner in Charge of the Lynchburg office of Cherry, Bekaert & Holland, LLP (CBH).



### **William T. Lovern**

Bill is the co-founder and Executive Vice President of The Global Volunteer Partnership, an electronic portal that matches skilled volunteers with international deployment opportunities. After a forty-five year career in banking and finance, Mr. Lovern has retired and returned to Lynchburg where he was born and raised.



### **Mark Stronsnider, *Asst. Secretary-Treasurer***

Mark has been a local banker in Lynchburg since 1986 and currently works as a commercial lender with American National Bank and Trust. Mark is a graduate of Virginia Tech, the VBA School of Bank Management, and ABA Stonier Graduate School of Banking at Georgetown University.



### **Theodore J. Craddock, *Counsel***

Ted, an attorney with Caskie & Frost, serves as counsel to the LEDA. A member of the Virginia State Bar Association, Ted has served as President of the Lynchburg Bar Association, and has been included in the "Best Lawyers in America" listing every year since 2001.

# LEADERSHIP | LOED

## LYNCHBURG OFFICE OF ECONOMIC DEVELOPMENT

The Lynchburg Office of Economic Development (LOED) is the City of Lynchburg's economic development agency. The Office serves as the voice of the business government for local government, leading business attraction, retention, workforce development and entrepreneurial initiatives for the City.

### **Marjette G. Upshur, Director**

Marjette is the Director of Economic Development for the City of Lynchburg. Her responsibilities include business attraction, retention and expansion, working with existing businesses to help ensure their success in the City, as well as marketing to targeted businesses that may relocate to Lynchburg. To that end, she has helped foster communication and develop initiatives between City government, public schools, colleges, and various business and manufacturing sectors.

Marjette has served the Lynchburg and statewide community in numerous ways through volunteer and board commitments. She currently serves on the Virginia Community Capital Community Advocate Council and on the board of directors for Partners in Education, Lynch's Landing, the Region 2000 Technology Council, the Lynchburg Business Development Center, the Workforce Investment Board and the Virginia Center for Inclusive Communities.



### **Anna M. Bentson, Assistant Director**

Anna is the Assistant Director of Economic Development for the City of Lynchburg. Anna's responsibilities include managing communications for the Office of Economic Development, promoting new business and entrepreneurial development, and executing initiatives that secure and retain commercial and industrial investment in the City of Lynchburg.

Anna previously served as the Executive Director for Lynch's Landing, Lynchburg's Main Street organization and has a strong background in marketing, public relations, small business support and neighborhood and community development. She currently serves on the Virginia Downtown Development Association board and the Young Professionals Advisory Committee for the International Economic Development Council.



### **Melissa L. Dismond, Administrative Associate**

Melissa is a native of Lynchburg and has over twenty years of administrative support experience; her career with the City of Lynchburg began in 1995. Melissa provides administrative and financial assistance to the Office of Economic Development and Economic Development Authority.



### **George S. Sanchez, Joshua's House LLC**

"The cooperation from the City of Lynchburg, particularly it's Economic Development Authority was vital to our project completion. Marjette Upshur and her team's proactive mindset and the EDA being there when we needed them was a demonstration to our company of the City's willingness to progress. When the EDA got involved, obstacles got a little smaller, information got a lot clearer and our project more economically viable. Thank you Lynchburg and we hope to do more with you!"



A close-up photograph of an industrial welding process. A bright, glowing arc of light is visible as a welding torch or electrode moves across a metal surface, creating a dense spray of bright orange and yellow sparks that fan out to the right. The background is dark and out of focus, showing various industrial components like pipes and machinery.

# OUR ECONOMY

# OUR ECONOMY

From electrical engineers and health care workers to machinists and service providers, Lynchburg's workforce represents many of the brightest, most skilled and most productive workers in the nation.

Lynchburg's industry and workforce is made up of firms of all sizes, making our economy stable and diverse. Over the last five years, the largest industry job gains have been in **Professional, Scientific & Technical Services, Educational Services, and Health Care & Social Assistance**.

As our economy transitions, workers and employers in Lynchburg will see hurdles and opportunities as new industries emerge. **Unemployment in the Hill City averaged 5.9 percent in 2014**, with a seasonal spike during the summer months of 6.6 percent, down from a high of 7.0 percent the year before. Beyond the trend of a seasonal improvement in end-of-year **unemployment**, the **12-month low of 5.1 percent** in November 2014 also signals an improving employment picture.

Lynchburg is **home to six colleges and universities with 23% of the population enrolled in a college or graduate school**. Every year, thousands of students seek housing and employment opportunities and contribute to a vibrant cultural life. These institutions provide a workforce whose education meets a large number of employers' needs.

Degrees granted in Lynchburg continue to dramatically increase. The number of **bachelor's degrees awarded has increased 394% since 2003**, while the number of Master's degrees has increased nearly 3,000%.

Lynchburg's population has **grown more than 19% since 2000**, attracting residents from around the country and the globe for educational opportunities and employment.

Our diverse industry makeup and **workforce complements firms of all sizes** in Lynchburg. The number of **firms with less than 50 employees makes up well over a quarter of all businesses**, testament to the strength of small business in Lynchburg.



**John Kenney, TRAX LLC**

"When considering a move into the City, we contacted the Office of Economic Development to explore our options for locations and support services within the City. That was one of our best decisions in the decision process. The tireless energy provided in supporting our decision making process was a huge advantage and key to our final decision. It is rare to find this kind of support."

# OUR ECONOMY | Statistics

**POPULATION**  
 **19.5%**  
**SINCE 2000**

**TOP  
PROJECTED  
GROWTH  
INDUSTRIES**

- Professional, Scientific & Technical Services
- Educational Services
- Arts, Entertainment & Recreation
- Construction
- Finance & Insurance



**\$38,138**

**Median Household Income**

**1,569 IN BUSINESS**  
**— 10+ YEARS —**

**UNEMPLOYMENT**  
 **4%**  
**SINCE 2010**

**23%** OF THE POPULATION ENROLLED IN  
A COLLEGE OR GRADUATE SCHOOL

# EMPLOYMENT BY INDUSTRY

---



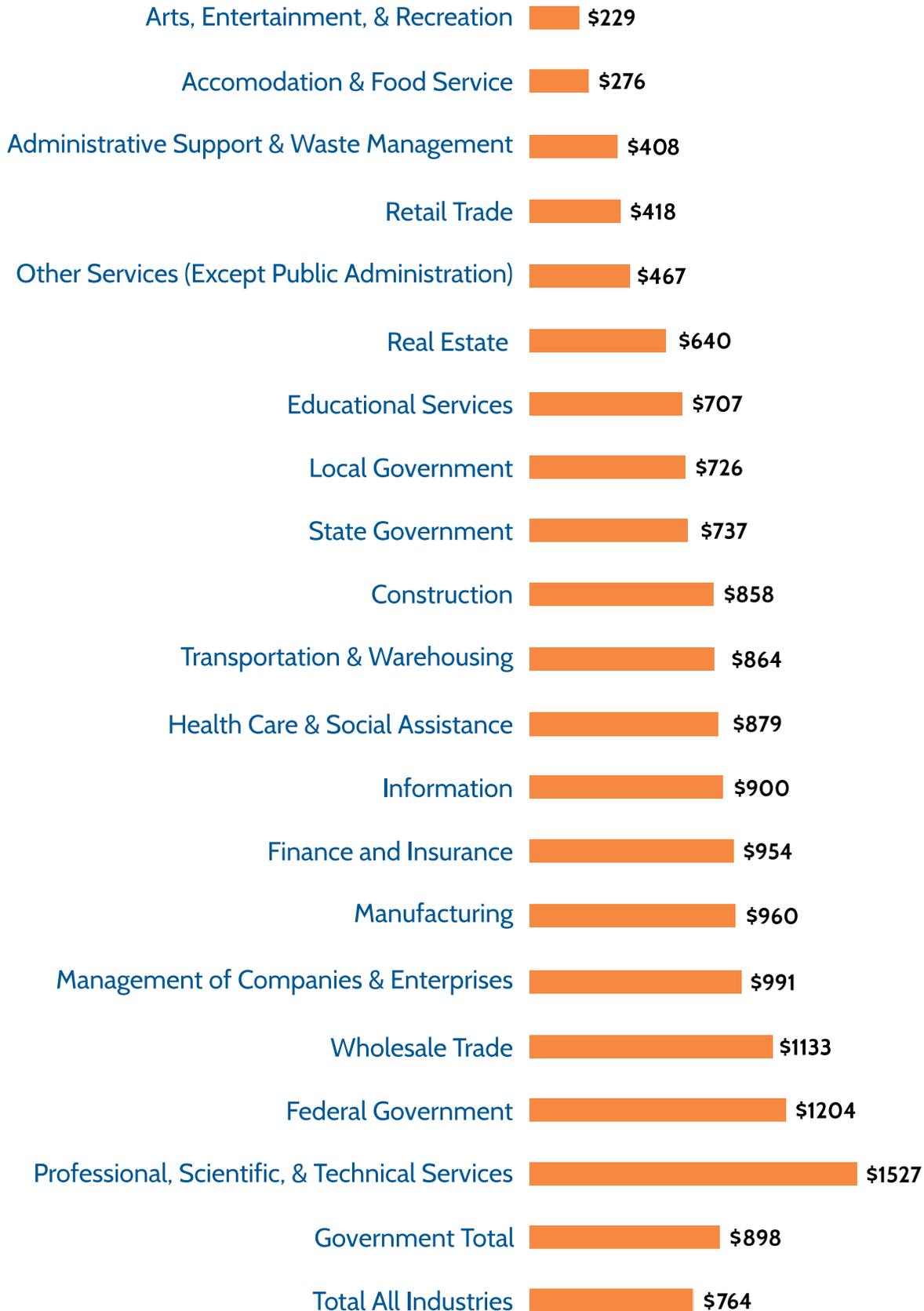
# EMPLOYMENT BY COMPANY SIZE

---



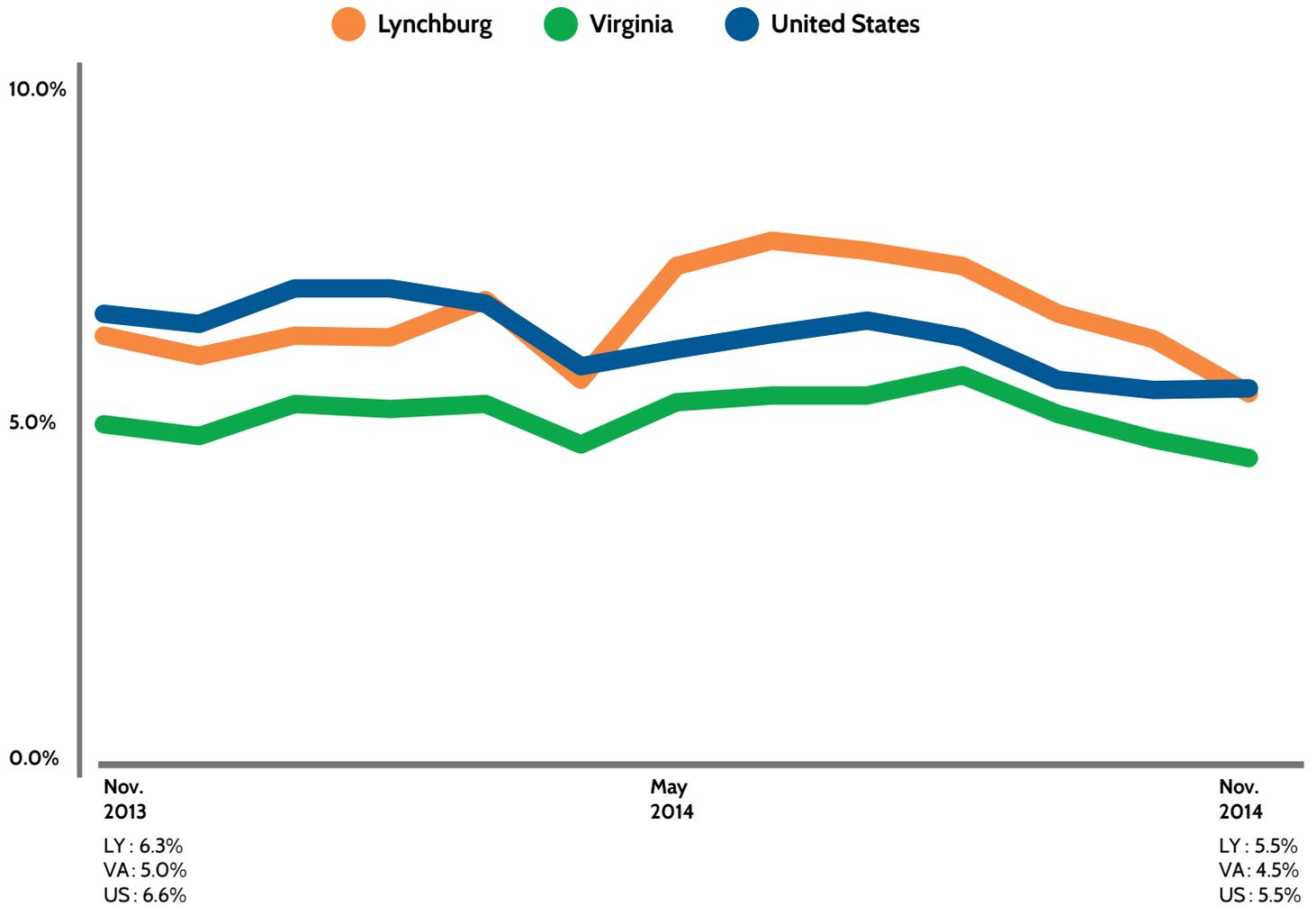
# AVERAGE WEEKLY WAGE BY INDUSTRY

---



Source: Virginia Employment Commission  
Quarterly Census of Employment and Wages (QCEW) 2nd Quarter (April, May, June) 2014

# UNEMPLOYMENT RATES | Past 12 Months



Source: Virginia Employment Commission  
Local Area Unemployment Statistics



**Peyton S. Baker, President & COO, Babcock & Wilcox Government & Nuclear Operations Group**

“The Office of Economic Development has been incredibly responsive to our needs. As we have needed new locations for our operations in the past few years, they’ve provided multiple avenues of support. It’s very valuable to have a partner like this working to make the City of Lynchburg a great place for business.”



# IMPACT

---

# IMPACT

In 2014 the Lynchburg business community continued to boost the regional economy with capital investments, job creation and commercial property development and rehabilitation. Our economic development activities leverage business leadership by providing targeted and valuable services to incentivize investment, promote growth and deliver results for the City of Lynchburg and its citizens.

Existing business expansion continues to be the primary driver of Lynchburg's economy. Our efforts focus first on the growth and expansion of local business and industry. In 2014, **Azdel** announced a major expansion of their existing advanced manufacturing facility, **investing \$21.3 million in improvements, retaining 169 jobs and creating 33 new jobs.**

New investment from outside the local economy accelerates economic activity and drives local wealth creation. Our marketing efforts, personalized support services and regional partnerships attract this investment. **Just one of the 557 newly-licensed businesses in 2014 was Virginia Metal Treating,** who opened a new facility in Lynchburg.

The Office of Economic Development and Economic Development Authority continues to implement the 2013 strategic plan, **Opportunity Lynchburg: Lynchburg's Strategy for Jobs and Competitiveness,** increasing targeted marketing efforts to attract new companies to Lynchburg focused on engineering and specialized services, advanced materials, niche headquarters and association management, and aircraft modification and repair. In 2014, the Economic Development Authority was awarded a **\$20,000 grant from Appalachian Power** to further marketing and business attraction efforts.

Following 2013's retail development success at Lakeside Crossing, which injected more than \$16 million new dollars into the Lynchburg economy and spurred new retail development, the Lynchburg EDA secured **Retail Strategies,** a leading national advisory firm focused on retail market analysis, strategic planning and retail recruitment and development. The firm is already working with Lynchburg's realtors and commercial property owners to match prospective retailers in the region's retail hub.

**Downtown revitalization** continues with thousands of square feet of newly renovated residential and commercial space opening in 2014. More than **120 new residential units were added in 2014,** for a total of 681 residential lofts in Downtown. Since 2004, 353 businesses have opened and 706 jobs have been created. The number of downtown businesses has increased by more than 205% in ten years.



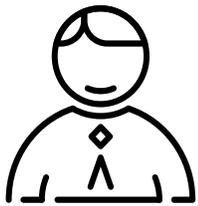
**Ryan Ford, *Seven Hills Food***

"Starting a new business in Lynchburg as a non-resident has been as smooth a process as I could have hoped. Working with Marjette Upshur and the Office of Economic Development has been a pleasure. I've often felt like I have my own ambassador."

# IMPACT | EDA Direct Results



As a direct result of programs managed by the Office of Economic Development,



**369 Jobs Created**



**Maintained 892 positions by retaining operations in the city**



**\$31.2 million in capital investment**



**Renee Wood, *Gladiola Girls***

“The Office of Economic Development was instrumental in supporting the opening of a Gladiola Girls in Lynchburg. Going on our third year, we continue to leverage the resources and partnership available to us all in Lynchburg.”



**MORE THAN**  
**\$1.6 BILLION**  
CITY-WIDE IN ANNUAL  
RETAIL SALES



**COMMERCIAL BUILDING**  
PERMITS TOTAL

**\$194,219,548**

OF REAL PROPERTY INVESTMENT

**3007**

**RENEWED BUSINESS  
LICENSES IN 2014**

THE ASSESSED VALUE OF PROPERTY IN  
**DOWNTOWN LYNCHBURG**

HAS DOUBLED SINCE 2004 NOW VALUED AT

**\$151,870,000**

*SOURCES:  
City of Lynchburg  
Virginia Employment Commission  
Bureau of Labor Statistics*

# PROGRAMS

---



# PROGRAMS

Business friendly is an attitude of helpfulness and an environment that we strive to create every day in Lynchburg. Through realistic tax and regulatory policy, and an appropriate package of incentives and resources, the Office of Economic Development and Economic Development Authority offer a range of programs and resources to facilitate not only the growth of new businesses, but also support for expansion and development for those that have already taken root. We recognize that our city is only as strong as the businesses that call Lynchburg home.

## ENTERPRISE ZONES

Lynchburg features two of the Commonwealth's seventy-three Enterprise Zones, covering more than 2,400 acres in the City of Lynchburg. Businesses located in these zones are eligible for development and job creation assistance. The Office of Economic Development continues to work to expand these zones so that more Lynchburg businesses can enjoy the program benefits.

**In 2014, 312 jobs were created in Lynchburg Enterprise Zones, with \$206,053 in state grants helping Lynchburg businesses to retain 795 jobs.** Investments in commercial real estate were even more significant. **Real Property Improvement Grants of \$1,152,312 leveraged private commercial property investments of almost \$18.4 million.**

## LOCAL ENTERPRISE ZONE REDEVELOPMENT PROGRAM

The Local Enterprise Zone Redevelopment Program provides an investment overlay district corresponding to existing Enterprise Zone boundaries. Designed to support small business real property investments and expand real estate tax receipts for the city, the grant has been effective in incentivizing public-private partnerships and private investments. **In 2014, \$74,115 in grants generated \$1,860,071 in capital investment across the city.**

## BUSINESS FINANCING

Several million dollars of business financing was available to Lynchburg companies in 2014 to support existing business expansion and entrepreneurial development. Combined across programs, more than **\$2.2 million of capital in the form of loans and grants was made available to industry and small business in Lynchburg.**

**The \$1 million LEDA Revolving Loan Fund, managed by the Lynchburg Business Development Centre, has approved \$832,202 in small business loans,** supporting small firms throughout the city. While these businesses have directed funds toward growth and employment, their success has generated reimbursements that can be re-loaned to other businesses. The loan fund offers up to \$250,000 for business and development financing at fixed rates with flexible terms for capital needed to support business creation, expansion and development.

## BROWNFIELD REDEVELOPMENT

Recognizing the implications of Lynchburg's industrial past, the Office of Economic Development and EDA have actively pursued testing, remediation and redevelopment opportunities for commercial brownfield sites. In 2014, the Lynchburg EDA continued to organize citizen stakeholders and pro bono consultants to submit a new application for an EPA Community Wide Brownfield Assessment Grant.

## ENTREPRENEURIAL SUPPORT

Beyond providing over \$1 million in small business financing, the Office of Economic Development continues to work closely with business support partners like the Business Development Center (BDC), Region 2000 Small Business Development Center (SBDC), the Young Entrepreneurs Academy (YEA), Grow One and local colleges to develop and support entrepreneurs from youth to adulthood. 2014 **saw the first INOV8 Competition, which provided local start-ups and businesses with the opportunity to win one of three \$10,000 grants.** Through this program these businesses also participated in a workshop series, meetings with SBDC and LOED staff, and a final presentation to the community in September.

## ARTS & CULTURAL DISTRICT PROGRAM

The City of Lynchburg's Arts & Cultural District Program, managed by the Office of Economic Development, generates both economic and cultural activity. Support from the National Endowment for the Arts and Virginia Commission for the Arts, combined with locally generated amusement taxes, provide a local arts and cultural endowment of \$35,000 annually. **In 2014, these funds leveraged private financing to support 14 arts & cultural initiatives and events and generate economic activity of \$1,227,870.** Arts-related businesses within the district are also eligible for certain incentives.

## TECHNOLOGY ZONE

Lynchburg's Technology Zone, covering the entire city, continues to support investment and job creation in high-wage, high-growth tech industries. Qualified tech-based businesses are eligible for local tax incentives for net new capital investment and job creation.

## INFRASTRUCTURE AND TRANSPORTATION

**In 2014, the Office of Economic Development supported nearly \$142,000 of public-private partnerships for infrastructure-related projects in the City.** Leveraging the development opportunities created by the announcement of the \$30 million interchange planned for 460 and Odd Fellows Road, the City's economic development team supported the Campbell Avenue and Odd Fellows Road Corridors Land Use & Master Plan Study. Additionally, **the EDA served as the conduit for state and federal tax credits to redevelop the historic Miller Center, the home of Lynchburg Parks & Recreation.**

The Office of Economic Development works in alignment with Chamber partners and city businesses on the Lynchburg Regional Transportation Advocacy Group to address the infrastructure needs of business and lobby state leaders. Staff also continues to serve on the Air Service Partnership to address the critical concerns of our business travelers and their air service needs.

# PROGRAMS | Quick Facts

## LYNCHBURG ENTERPRISE ZONES

312 jobs created

795 jobs retained with leverage of \$206,053 in state grants

Real Property Improvement Grants of \$1,152,312 leveraged private commercial property investments of almost \$18.4 million

## GRANTS + LOANS

Local redevelopment program grants of \$74,115 generated \$1,860,071 in capital investment across the city

\$2.2 million of capital in the form of loans and grants was made available to industry and small business in Lynchburg

The \$1 million LEDA Revolving Loan Fund has approved \$832,202 in small business loans

## INOV8 COMPETITION

Provided local start-ups and businesses with three \$10,000 grants



### **Geoffrey Kershner, *Endstation Theatre Company***

“Working with Lynchburg’s Economic Development Authority has been one of the most important partnerships our organization has engaged in. We moved Endstation to the city of Lynchburg largely because of our positive and meaningful partnerships with the EDA. The EDA has helped establish Lynchburg as a place where a growing arts organization like ourselves can make a home and we are proud of our new downtown office location.”

## JAMES RIVER ARTS & CULTURAL PROGRAM

Grant funds leveraged private financing to support 14 arts & cultural initiatives and events and generate economic activity of \$1,227,870

## INFRASTRUCTURE IMPROVEMENTS

Supported nearly \$142,000 of public private partnerships for infrastructure-related projects in the City

EDA served as the conduit for state and federal tax credits to redevelop the historic Miller Center, the home of Lynchburg Parks & Recreation



### **Dave Poole, The *Depot Grille* & *Red Star Flats***

“The Lynchburg Office of Economic Development is an invaluable resource! Years ago when opening The Depot Grille in Lynchburg, we were able to make use of Enterprise Zone incentives. Fast forward 12 + years to the rehabilitation of 1300 Main St., one of the first calls we made was to the Office of Economic Development. The knowledge base provided through this office is a powerhouse. With incentives and tax programs such as the Enterprise Zone, historic tax credits, and the local redevelopment program, Lynchburg truly is THE City of Opportunity!”

# PROGRAMS | Other Services

The Office of Economic Development staff is also available to assist with:

- **Market analysis and economic data**
- **Retail market studies**
- **Export counseling with the Virginia Leaders in Export Trade (VALET) program**
- **Foreign Trade Zone Capital Investment Support**
- **New market tax credits and HUB Zones**
- **Real Estate Rehabilitation and Renovation Program**
- **Commercial property database**
- **Development process coordination and pre-Technical Review Committee**
- **GIS and mapping support**
- **Industrial park property**
- **Infrastructure assistance**
- **SBIR and STTR assistance**



**Thomas Herndon, *Chemistry and Physics, E.C Glass High School***

“We love living and working in Lynchburg and the underwriting of the move by the HIPE program made the transition much more attractive. This is a wonderful program and it really helps us to commit to the move knowing that the bulk of the moving costs are being covered by this incentive.”



# PARTNERSHIPS

---

# PARTNERSHIPS

Economic development requires partnerships to build community. We are proud to partner to make direct investments in our citizens, students, workers, schools, community groups and cultural events. More than **40 partnership programs** support the many facets of comprehensive economic development.

 **The Region 2000 Business and Economic Development Alliance and Technology Council**

 **The Region 2000 Small Business Development Center (SBDC)**

 **The Lynchburg Business Development Centre (LBDC)**

 **The Region 2000 Workforce Investment Board (WIB)**

 **Lynchburg Regional Chamber of Commerce**

 **Lynchburg Road Runners Club**

 **United Way**

 **Center for Economic Education at Lynchburg College**

 **Lynch's Landing**

 **Lynchburg City Schools Education Foundation**

 **Tech Kids Coding Camp with Holy Cross Regional Catholic School, Randolph College, Future Focus Foundation**

 **Random Acts of Culture™ with Endstation Theatre Company**

 **Work Healthy Lynchburg**

 **Lynchburg Turkey Trot**

 **Virginia Downtown Development Association**

 **Virginia Business Incubation Association**

 **Virginia Statewide Neighborhoods Conference**

 **Virginia Center for Inclusive Communities**

 **Partners in Education**

-  **Greater Lynchburg Transit Company**
-  **Virginia Department of Housing and Community Development**
-  **James River Council for the Arts and Humanities**
-  **Young Professionals of Central Virginia**
-  **Virginia Commission for the Arts**
-  **Virginia Tourism Corporation**
-  **Lynchburg Grows**
-  **SCORE**
-  **Region 2000 Local Government Council**
-  **Retail Merchants Association**
-  **Virginia Economic Development Partnership**
-  **Virginia Economic Development Association**
-  **International Economic Development Council**
-  **White House Forum on Economic Development**
-  **Virginia Community Capital**
-  **Lynchburg Regional Governor's STEM Academy**
-  **Sweet Briar College**
-  **American Society of Civil Engineers**
-  **Lynchburg College**
-  **Liberty University**
-  **Randolph College**
-  **Central Virginia Community College**

# PARTNERSHIPS | Quick Facts

**LYNCHBURG BUSINESS DEVELOPMENT CENTRE**  
\$722,000.00 in new loans start-up and expansions projects in 2014

**SMALL BUSINESS DEVELOPMENT CENTER**  
Fielded 523 business inquiries from the community and provided approximately 327 hours of direct consulting; a 78% increase from 2013

**YOUNG ENTREPRENEUR ACADEMY**  
Graduated 17 students ages 11-18, launching 13 new businesses and receiving \$6,000 in local investment

**GROW ONE**  
Brought entrepreneurship training to more than 160 elementary school students  
Launched 48 microbusinesses – all owned by 5th graders – on Market Day



**Wes Fugate, Randolph College**

“The RAC was a wonderful way to surprise our faculty and staff and bring cheer on a summer day. Our faculty and staff are still talking about the outstanding performances days later! It was a wonderful reminder of just how fortunate we are to live and work in Lynchburg.”

## **LCS EDUCATION FOUNDATION**

Awarded 3 Classroom Innovation Grants from the EDA to support career readiness, diversity and inclusion in the classroom, and a digital design project

Supported NASA instructors for training workshops with LCS teachers

## **TECH KIDS CODING CAMP**

Exposed 46 enthusiastic 3rd-8th graders to computer coding, robotics and STEM related careers

## **Random Acts of Culture™**

Delighted employees all over the City, from Genworth to J.Crew, encouraging support of the arts as a vibrant, and viable, economic sector

## **VIRGINIA CENTER FOR INCLUSIVE COMMUNITIES**

More than 50 businesses participated in workshops hosted at AREVA, RR Donnelley and Genworth

# ACCOLADES

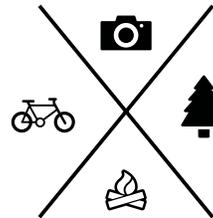


NUMBER OF HIGHLY CONCENTRATED HIGH-TECH INDUSTRIES 



TOP 25 PLACES TO RETIRE IN VIRGINIA

COST OF LIVING  
**8.5%** BELOW  
NATIONAL AVERAGE



TOP ADVENTURE TOWN

TOP 50 | Cost of Doing Business

TOP 100  
Best Small Places for Business and Careers

Most Affordable Cities In America

TOP 100



**OFFICE OF ECONOMIC DEVELOPMENT**  
WAS AWARDED THE  
**2014 VOICE OF THE ARTS  
& HUMANITIES AWARD**

Recognizing a business or government entity which, in addition to financial support, encourages employees to participate in cultural activities, and/or support cultural programs.

**TOP  
TRAIL TOWN**

**OUTSTANDING  
RUNNER FRIENDLY  
COMMUNITY**

**TOP 20  
BEST  
RIVER  
TOWNS**

**Sources:** #23 Number of Highly Concentrated High-Tech Industries (Milken Institute, 2014 Best Performing Small Cities); Cost of Living 8.5% Below National Average (Forbes); Top 100 Best Small Places for Business and Careers (Forbes); Top Trail Town (Trail Runner Magazine); Top 50 Cost of Doing Business (Forbes); Top 20 Best River Town (Blue Ridge Outdoors); Top Adventure Town (National Geographic); Top 25 Best Places to Retire in Virginia (Forbes); Outstanding Runner Friendly Community (Road Runners Club of America); Top 100 Most Affordable Cities in America (Nerd Wallet); 2014 Voice of the Arts and Humanities Award

# ACKNOWLEDGEMENTS

---

Special thanks to the following individuals and organizations that support economic development efforts in the City of Lynchburg.

Lynchburg City Council

Kim Payne

Bonnie Svrcek

Greg Daniels

Tom Martin

Mitch Knuckles and Ricky Steadman

City of Lynchburg Department of Community Development

City Assessor's Office

City of Lynchburg IT Department and GIS

Commissioner of the Revenue

City of Lynchburg Parks & Recreation

City of Lynchburg Department of Finance & Budget



City of Lynchburg Department of Communications & Marketing

Region 2000 Business and Economic Development Alliance

Lynchburg City Schools

Mike Davidson  
*Campbell County Economic Development*

Jodi Gillette  
*Lynchburg City Schools Education Foundation*

Lynch's Landing

Lynchburg Regional Chamber of Commerce

Geoff Kershner  
*Endstation Theatre Company*

Tracy Price  
*United Way*

Alex Johnston

Olivia Varah, Southern Methodist University

Amy Jacobs, Randolph College

Eme Gwynn, Lynchburg College

The logo for Opportunity Lynchburg features a stylized 'O' composed of two interlocking loops, one blue and one orange. To the right of this symbol, the words 'Opportunity' and 'Lynchburg' are stacked vertically in a black, sans-serif font.

# Opportunity Lynchburg

**OFFICE OF ECONOMIC DEVELOPMENT  
LYNCHBURG ECONOMIC DEVELOPMENT AUTHORITY**

900 Church Street, 2<sup>nd</sup> Floor  
Lynchburg, Virginia 24504

434.455.4490  
[www.OpportunityLynchburg.com](http://www.OpportunityLynchburg.com)