

MINUTES OF THE REGULAR MEETING OF THE
ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF NEWPORT NEWS,
VIRGINIA AND THE INDUSTRIAL DEVELOPMENT AUTHORITY OF THE
CITY OF NEWPORT NEWS, VIRGINIA

Mr. Bell called the meeting to order at 8:00 a.m. on Friday, October 4, 2019, in the EDA/IDA Board Room at Two City Center, 11820 Fountain Way, Suite 301, Newport News, Virginia.

Those members present were:

Alonzo R. Bell, Jr., Chair
Jennifer Smith-Brown, Vice Chair
Mary Aldrich
Cassandra P. Greene
C. Gary Minter
Jonathan Skinner
Jeffrey Verhoef
Cynthia D. Rohlf, City Manager, ex-officio
Florence G. Kingston, Secretary/Treasurer, ex-officio

Absent:

None

Legal Counsel:

Raymond H. Suttle, Jr.

Staff:

Kearston Milburn, Recording Secretary
Cherry Croushore, Assistant Secretary

Also present:

Anne Curtis Saunders, McGuireWoods LLP, Applicant Bond Counsel
Douglas L. Hornsby, Esq., CEO of Christopher Newport University Real Estate
Foundation
Amy Jordan, Vice President of Business Development & Customer Relationship
Management, Hampton Roads Economic Development Alliance
William Mann, Executive Director, Greater Peninsula Workforce Board
Howard Hoege, President and CEO, Mariners Museum and Park

Also present (continued):

Ralph Clayton, Assistant City Manager
Collins Owens, City Attorney
Robert Pealo, Deputy City Attorney

Mr. Bell opened the meeting by welcoming everyone.

Request by Christopher Newport University Real Estate Foundation for IDA Initial Approval of the Issuance of its Revenue Bonds in an Amount Not to Exceed \$52,000,000 for the Benefit of Christopher Newport University Real Estate Foundation and Certain Affiliates

Chair Bell announced the commencement of a Public Hearing of the Industrial Development Authority of the City of Newport News, Virginia (the "Authority"), for the purpose of receiving comments on a proposed Bond Issuance by the Industrial Development Authority of the City of Newport News, Virginia, in an amount not to exceed \$52,000,000 for the benefit of Christopher Newport University Real Estate Foundation and certain affiliates to facilitate the financing or refinancing of the costs associated with three (3) projects:

- (1) The demolition of the former SunTrust building at 301 Hiden Boulevard, in conjunction with the design, construction and equipping of a new administration building;
- (2) The demolition of Barclay Apartments at 414 University Place, in conjunction with the design, construction and equipping of new student housing; and
- (3) The refinance of existing bonds originally issued for the construction and equipping of CNU Village Apartments to improve interest rate and terms.

He stated that this Public Hearing had been advertised in the *Daily Press* two consecutive Fridays, September 20, 2019 and September 27, 2019. Mr. Bell opened the Public Hearing and invited comments. He then called on Ms. Anne Curtis Saunders of McGuire Woods LLP, Applicant Bond Counsel, to provide opening comments.

Ms. Saunders briefly highlighted the plan of finance or refinance described in Resolution 19-2, which had been presented to the Board, related to the request of Christopher Newport University Real Estate Foundation for the issuance of new tax-exempt bonds by the Authority, in an amount not to exceed \$52,000,000 for the benefit of Christopher Newport University Real Estate Foundation and certain affiliates to facilitate the financing or

refinancing of the costs associated with the three referenced projects: the demolition of the former SunTrust building at 301 Hiden Boulevard, in conjunction with the design, construction and equipping of a new administration building; the demolition of Barclay Apartments at 414 University Place, in conjunction with the design, construction and equipping of new student housing; and the refinance of existing bonds originally issued for the construction and equipping of CNU Village Apartments to improve interest rate and term.

Ms. Saunders advised that Douglas L. Hornsby, CEO of Christopher Newport University Real Estate Foundation was also present should there be any questions with regard to the projects. She stated that Resolution 19-2, as presented, provided initial approval of the issuance of the Bonds and recommended that City Council approve the issuance of the Bonds. She said that upon approval of Resolution 19-2 by the Board, she would anticipate a resolution providing jurisdictional approval would be presented to City Council at its November 12, 2019 meeting. Ms. Saunders advised that a separate resolution authorizing final approval of the bond issuance would be presented at the IDA's November Board Meeting.

Mrs. Kingston advised that the Bonds would be conduit debt, they would be reported in the notes of the Authority's financial statements and that under bond policy, there would be ongoing compliance monitoring responsibilities.

Upon completion of comments by Ms. Saunders and Mrs. Kingston, Mr. Bell asked if there were any questions from the Board or comments from the public. No members of the public spoke in opposition.

Mr. Bell asked for a motion to close the Public Hearing. Mr. Minter so moved and Mr. Verhoef seconded the motion, which passed unanimously on a roll call vote.

Mr. Bell asked for a motion approving IDA Resolution 19-2, as presented. Mr. Minter so moved and Ms. Greene seconded the motion, which passed unanimously on a roll call vote.

Quarterly Hampton Roads Economic Development Alliance Report

Mr. Bell asked for the Quarterly Hampton Roads Economic Development Alliance Report. Ms. Jordan reported that Doug Smith was officially the new CEO of the Hampton Roads Economic Development Alliance (HREDA) and that he was looking forward to attending the EDA/IDA's January Board meeting. She stated that Toi Hunter, Virginia Economic Development Partnership's Business Retention and Expansion Manager for Hampton Roads, had co-located with HREDA and will be working out of their office three to four days

a week. She said that this arrangement allows for better collaboration with our state partners.

Ms. Jordan reported that for the past quarter, there were 20 new prospects, six prospect visits and three regional announcements resulting in 108 jobs, 470,000 square feet of new space and \$83.3 million in new investment.

Ms. Jordan stated that they recently completed a marketing mission trip to Germany in which Alliance staff were joined by Carol Meredith; Chris Lemmon, Executive Vice President & Chief Marketing Officer of HREDA; Charles Bauman, Business Development Manager of Virginia Beach Economic Development; and Michael Haas, Sebastian Haas and Markus Wellman, PM&Partner Marketing Consulting GmbH (PM&P), European consultant for lead generation. She said that the trip included visits to two companies in Frankfurt, one food and beverage manufacturer in Hamburg and two companies in Hannover. She added that Amy Parkhurst was leaving soon for the next leg of the trip with PM&P.

Ms. Jordan said that the Public Relations team had recently launched a LinkedIn ad campaign, which in one month had resulted in 354,000 impressions and 1,127 clicks, which led to a weekly profile view increase of 311%.

Ms. Jordan stated that in July, HREDA hosted a Food & Beverage Press Tour with writers and editors from three industry publications, which also included a visit with Chesapeake Bay Packing, located in Newport News. She said that the Press Tour resulted in three articles written over five platforms for circulation to 175,000 Food and Beverage industry leaders and that the articles' earned media value was estimated to be \$58,000. She noted that they were preparing for a Distribution and Logistics Press Trip in mid-November.

Ms. Jordan informed the Board of an upcoming Business to Business Seminar Series hosted in partnership with Williams Mullen, and stated that the first series would be "Best Practices for an Efficient Investment and Sale Transaction", to be hosted on October 31st. She said that all seminars were free to existing Hampton Roads businesses, and that registration would be required. She stated that they were looking at opportunities to host similar workshops with other economic development partners on the Peninsula and throughout Hampton Roads.

Mr. Bell asked if there were any questions of Ms. Jordan. There were none. Mr. Bell thanked her for her report.

Quarterly Workforce Development Report

Mr. Bell asked for the Quarterly Workforce Development Report. Mr. Mann reported that during the latter part of September or early October, Greater Peninsula Workforce Board (GPWB) traditionally published its Annual Report for the prior program year. He stated that the 2018 program year ran from July 1, 2018 through June 30, 2019, and he distributed copies of the Report for the Board's review.

Mr. Mann updated the Board on upcoming activities that would extend Workforce Development services to the City's Southeast Community through the Brooks Crossing Innovation and Opportunity Center (BCIOC). He stated that at the BCIOC's Grand Opening on August 24th, Angela Harris, Workforce Innovation & Opportunity Act's (WIOA) Title I Program Manager and members of her Virginia Career Works-Hampton Center staff were on hand providing interested visitors and guests with information on the resources available at the BCIOC. He said that after the Grand Opening, he followed up with Ms. Harris and she advised that there was a lot of interest in the services for both youth and adults.

He stated that a WIOA One-Stop Career Planner was scheduled to be onsite at the BCIOC the 2nd and 4th Tuesday of each month from 10:00 a.m. to 1:00 p.m., and Virginia Career Works Orientations were scheduled for the 2nd Wednesday of each month from 10:00 a.m. – 11:00 a.m. and the 4th Wednesday from 2:00 p.m. – 3:00 p.m. He pointed out that the first of these orientations would be held on October 9th. Mr. Mann advised that Ms. Harris and her One-Stop Staff had participated in partner meetings, networking events, and the U.S. Department of Housing and Urban Development (HUD) training activities in support of the work being undertaken through the Choice Neighborhood Initiative.

Mr. Mann reported that he and staff would be filling two currently vacant Career Planner positions by the end of the month, and once filled, the positions would provide additional staff resources to respond to any increased demand for services at the BCIOC. He said that these efforts were underway, and that he would continue to work with partners at BCIOC to track the number of individuals that come in seeking workforce services. He pointed out that the data would help to meet the needs of the community, and that he would share updated statistics with the Board at a future meeting.

Mr. Bell asked if there were any questions of Mr. Mann. There were none. Mr. Bell thanked him for his report.

Secretary/Treasurer's Report

Mrs. Kingston welcomed Howard Hoege, noting that he was the CEO and President of the Mariners Museum and Park, and had an impressive background and experience base. She said that he would be the newest Board member beginning January 1st, and was present to observe and have the opportunity to meet current Board Members. She asked each Board member to introduce themselves to Mr. Hoege and asked Mr. Hoege to do the same. She stated that she looked forward to having Mr. Hoege on the Board in the new year.

Mrs. Kingston also introduced Ralph "Bo" Clayton. She said that on July 1st, Mr. Clayton joined the City of Newport News as an Assistant City Manager. She stated that prior to joining the City, Mr. Clayton served in the United States Army, and retired earlier this year as a Colonel and Garrison Commander of Fort Eustis at Joint Base Langley-Eustis after 30 years of service. She said that in his two years as Garrison Commander of Fort Eustis, Mr. Clayton led over 1,300 personnel whose responsibilities included providing operations support, emergency management, law enforcement and facility management for the Base community. She pointed out that Mr. Clayton had extensive experience in strategic planning, leadership and management and a thorough understanding of government operations. She noted that he held a bachelor's degree in biology from Appalachian State University and a master's degree in public administration from Central Michigan University and that he was a member of the International City/County Management Association and the Virginia Local Government Management Association.

Mrs. Kingston reported that on September 19th, Tricia Wilson had the opportunity to present at the Section 3 Resident Community Workshop held at Downing Gross Cultural Art Center. She said that the presentation was a detailed follow-up of one she had done on August 14th, to a slightly different audience. She stated that both were informational workshops jointly sponsored by HUD, the City and the Housing Authority as a means for contractors and residents to learn more about upcoming job opportunities related to the Choice Neighborhood Initiative (CNI) redevelopment projects. She pointed out that Ms. Wilson was able to share with those in attendance, largely residents, what business assistance programs the Department, in conjunction with resource partners, had to offer persons interested in entrepreneurship.

Mrs. Kingston advised that the Peninsula Chamber of Commerce, with the assistance of staff, hosted a successful "Spotlight on the Peninsula" information and networking session on September 27th highlighting Brooks Crossing Innovation and Opportunity Center. She said that the event was well-attended, and that the audience enjoyed the speakers and were intrigued by the exhibits in the iLab. She noted that based on many conversations held with

guests, the event created a level of awareness and spawned some potential opportunities for those who may not normally have had a reason to visit the facility.

Mrs. Kingston informed the Board that the Monthly Financial Statements were in their packages, noting a few highlights and offering to answer questions.

Mrs. Kingston offered the City Manager an opportunity to comment. Ms. Rohlf reported that the Capital Improvement Plan (CIP) was in progress, and expressed its importance since the CIP would be used to begin the implementation of the Choice Neighborhood Initiative (CNI) and other strategic and important projects. She noted that at the last City Council meeting, City Council members were briefed on the many exciting, on-going activities being accomplished toward the CNI Implementation. She stated that the Planning Commission had adopted the Denbigh Warwick Area Plan (DWAP) at its last meeting and the next steps would be City Council consideration of the DWAP, identifying funding and moving forward to implement it.

Ms. Rohlf stated that she had become aware of the Healthier Hampton Roads Campaign being launched by Sentara Healthcare offering \$50M in matching funds for wellness, housing and other initiatives. She stated that any funding the City could pursue to add more human level benefits to what was already included in the CNI funding would help in transforming the community and that we could not depend on just one program to meet all the goals of the transformation.

Ms. Rohlf stated that she was in the process of planning a City Council Retreat in order to engage with City Council and do some strategic planning. She noted that she was excited about the upcoming Newport News State of the City, being held October 29th, to discuss all the positive things taking place in the City and encouraged Board members to attend. She pointed out that the Mayor had hosted Jennifer Boykin and Mike Petters on a tour of the Brooks Crossing Innovation and Opportunity Center, which took about two hours and allowed the group to speak with clients who were utilizing the services, and she anticipated the partnership with the Shipyard becoming even stronger.

Mr. Bell asked if there were any questions of Mrs. Kingston or Ms. Rohlf. There were none. Mr. Bell thanked them for their reports and comments.

Assistant Secretary's Report

Mr. Bell asked for the Assistant Secretary's Report. Ms. Croushore advised the Board that the Committee Meeting Schedule was in their package and noted relevant details. She

congratulated Mrs. Kingston for being the award recipient of the Virginia Economic Developers Association (VEDA) Cardinal Award, the most prestigious award bestowed by VEDA to deserving members, noting that the award recognizes leadership in the field of economic development, outstanding professional accomplishments, and exceptional service to the organization. Ms. Croushore also thanked the Board for their support of the economic development efforts we undertake, as Mrs. Kingston's award would not have been possible without their support.

Madison Government Affairs' Consultant Report

Mr. Bell advised the Board that the Madison Government Affairs Report was in written format and asked if there were any comments or questions. There were none.

At 8:33 a.m., Mr. Skinner moved for the Authority to go into a closed meeting pursuant to VA Code Section §2.2-3711.A: Real Estate (3), Prospective Business (5) and Legal Counsel (7) for the following purposes and subjects: (3) Discussion or consideration of the acquisition of real property for a public purpose or of the disposition of publicly held real property where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body, the subject of which is a proposed property acquisition and proposed property disposition in the central section of the City and proposed property acquisition in the southern section of the City; (5) Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business or industry's interest in locating or expanding its facilities in the community, the subject of which is an unannounced expansion of an existing business interested in locating in the northern section of the City and an unannounced expansion of an existing business located in the southern section of the City; and (7) Consultation with legal counsel and briefings by staff or consultants pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body; and consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel, the subject of which is litigation arising from an incident on EDA property in the central section of the City. Mr. Minter seconded the motion, which passed unanimously on a roll call vote.

At 9:49 a.m., the EDA/IDA Board returned to open session following a certification motion by Mr. Skinner, in accordance with VA Code Section §2.2-3712(D) that to the best of each member's knowledge: (D) (i) only public business matters lawfully exempted from open meeting requirements under this chapter; and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed

or considered in the meeting by the public body. Ms. Smith-Brown seconded the motion, which passed unanimously on a roll call vote.

Action Coming Out of Closed Session

Mr. Bell stated there was an action coming out of Closed Session.

Mrs. Kingston reported that the Continuous Electron Beam Accelerator Facility (CEBAF) at Jefferson Lab was approved as a new federal project in 1983 and that initial funding for the \$225M project was included in the Department of Energy's (DOE) budget request for fiscal year 1985. She said that Jefferson Lab occupied 169 acres of land, most of which was originally federal property known as the Oyster Point Ammunition Storage Annex. In 1998, Jefferson Lab completed construction of the Free Electron Laser (FEL) facility, and the \$25M project created the world's most powerful, tunable, infrared laser.

Mrs. Kingston stated that since there was a need for additional office, engineering and development space, Jefferson Lab used Federal Stimulus funding to begin construction of a new Technology & Engineering Development Facility (TED) in 2010. She said that the \$72M project provided office and work space for approximately 200 researchers and scientists and since 2000, Jefferson Lab had undertaken more than \$20M in general update and maintenance projects to modernize the facility. She stated that in 1998, the EDA constructed the Applied Research Center (ARC) on land owned by the Commonwealth of Virginia, and leased to the EDA, to take advantage of R&D from Jefferson Lab and local universities, and serve as an incubator/hub for the commercialization of research.

Mrs. Kingston pointed out that the ARC had provided many benefits, including providing wet/dry lab and office research space for universities adjacent to Jefferson Lab and noted that throughout the years, university presence in the ARC included the College of William & Mary, Christopher Newport University, Hampton University, Old Dominion University and Norfolk State University. She said that Jefferson Lab's most recently completed project was a \$338M 12 GeV upgrade project, which doubled the power of the existing electron beam and had helped secure research projects for the next 20 years. She stated that with the ongoing work at Jefferson Lab and an increase in the backlog of research projects associated with the 12 GeV upgrade, Jefferson Lab had identified a need for additional space. She advised that beyond office and lab space, Jefferson Lab had expressed a desire to establish a museum-quality Visitor Center and dedicated space for enhanced STEM outreach activities.

Mrs. Kingston reported that since 2003, more than 196,000 students and 25,000 teachers had benefitted from Jefferson Lab STEM programs, with nearly 1/3 of those coming from the City of Newport News, and through the "Becoming Enthusiastic About Math and Science", or "BEAMS" program, Jefferson Lab had been able to reach 73% of the 5th grade population for the 15 Title I elementary schools in Newport News. She said that the proposed dedicated STEM outreach space would allow Jefferson Lab to expand its existing STEM programs to reach additional students and teachers through these programs, increase BEAMS program impact to 100% of the Title I elementary schools in Newport News, strengthen the Lab's existing partnership with the Brooks Crossing Innovation Lab, and create new STEM mentoring opportunities.

She stated that while Jefferson Lab's biennial Open House events attract thousands of individuals to the site, visitors and tours outside of those events must be scheduled and escorted in order to meet DOE requirements. She said that in addition to improving Jefferson Lab's visibility to those in the community, a dedicated Visitor Center would significantly increase the number of people who could visit and learn about the lab, its mission and programs and the place it has in Newport News' high-tech future. She explained that the Visitor Center would be structured to include interactive, self-paced displays, established, regular hours for visitors, and staff on-hand to provide guidance and answer questions, and that in April 2019, DOE had sent a formal Notice of Intent to the EDA, asking for conveyance of the ARC to DOE to fulfill the Jefferson Lab need for additional space, which would include the dedicated STEM outreach space and Visitor Center.

Mrs. Kingston advised that once obtaining ownership of the ARC, Jefferson Lab would embark upon a major, multi-million dollar renovation project to update the building and provide modern enhancements. She said that in support of Jefferson Lab's existing investment in Newport News, ongoing scientific exploration and commitment to the community through the creation of a dedicated STEM outreach space and Visitor Center, she recommended that the Board approve the resolution presented to them to facilitate conveyance of the Applied Research Center to the Department of Energy for Jefferson Lab's use, at no cost to the Department of Energy.

Mr. Bell asked if there were any questions of Mrs. Kingston. There were none.

Mr. Bell asked for a motion to authorize Resolution 19-3, as presented. Mr. Minter so moved and Ms. Smith-Brown seconded the motion, which passed unanimously on a roll call vote.

Rouse Tower

Mr. Bell asked for the Rouse Tower item. Mrs. Kingston reported that the EDA owned the property located at 6060 Jefferson Avenue known as Rouse Tower and that the building consisted of 12 floors, with a total of 153,538 rentable square feet. She said that the City of Newport News Department of Human Services was leasing 118,058 square feet of Rouse Tower, and had asked to lease 3,762 square feet of additional space on the 9th and 11th floors. She stated that the portion of the 9th floor consisted of 1,686 square feet and the portion on the 11th floor consisted of 2,076 square feet, which would bring the total Human Services leased space to 121,820 square feet.

Mrs. Kingston said that the space would have to be reconfigured and renovated to accommodate Human Services and the cost estimate for the renovations, to include a small contingency, was \$66,843, and the renovations would be completed at the EDA's expense. She stated that the renovations would include demolition and new space configuration per approved architectural plans, as well as new doors, door jambs and lever sets, electrical upgrades including receptacles, lights and light switches, ceiling tiles, carpet and paint.

Mrs. Kingston stated that Thalhimer, the building manager for Rouse Tower, oversees the day-to-day operations and construction oversight and that per the Management Agreement, there was a 5% management fee for all construction jobs, which would be assessed on progress payments. She said that Human Services pays a rental rate of \$19.09 per square foot for its existing space, with a 2% rent escalation due to apply as of December 1st under the existing Lease. She stated that the rent for the additional new space would be consistent with the existing Lease, and coordinated with the timing and schedule for build-out and fit-out of the space. She advised that the existing Lease was through November of 2022, and the proposed amendment would allow for the vacation of this space only, with notice, should the need arise. She noted that this was necessary for Human Services to receive State reimbursement for the new space and that a Lease Amendment to approve adding the additional 9th and 11th floor space for Human Services would be placed on City Council's October 22, 2019 City Council Meeting Agenda.

Mrs. Kingston stated that she was requesting authorization for two actions, one to approve execution of a Lease Amendment adding the additional 3,762 square feet to the existing Lease, subject to review and approval by EDA Legal Counsel and subject to City Council approval, and one to authorize the funding and contracts for the necessary renovations.

Mr. Bell asked if there were any questions of Mrs. Kingston. There were none.

Mr. Bell asked for a motion to authorize execution of a lease amendment to the existing Lease between the EDA and the City, to adjust the rentable square feet by an additional 3,762 square feet for a total of 121,820 square feet to reflect usage by the Department of Human Services after occupancy of a portion of the 9th floor and 11th floor space in the Rouse Tower Building at 6060 Jefferson Avenue, subject to all necessary documentation being reviewed and approved by EDA Legal Counsel and approval of the lease amendment by City Council. Mr. Minter so moved and Ms. Greene seconded the motion, which passed unanimously on a roll call vote.

Mr. Bell asked for a motion to authorize renovation contracts, and funding, in an amount not to exceed \$66,843 for demolition, new space configuration per approved architectural plans, doors, door jambs, ceiling tiles, carpet, paint and electrical upgrades including receptacles, lights and light switches, which amount includes a small contingency, subject to all necessary documentation being reviewed and approved by EDA Legal Counsel. Ms. Greene so moved and Ms. Smith-Brown seconded the motion, which passed unanimously on a roll call vote.

Committee Reports

Mr. Bell called for the Committee Reports. Mr. Minter presented the Conference Center Marketing Report, which did not require Board ratification. Ms. Aldrich presented the Design Review Report, which passed unanimously on a roll call vote. Mr. Verhoef presented the Marketing Report, which did not require Board ratification. Mr. Minter presented the Revolving Loan Fund Committee Report, which passed unanimously on a roll call vote. Mr. Skinner presented the South Newport News Committee Report, which did not require Board ratification.

Approval of Minutes of the Regular Meeting of September 13, 2019

Mr. Bell asked for a motion that the Minutes of the Regular Meeting of September 13, 2019 be approved. Mr. Minter so moved and Ms. Greene seconded the motion, which passed unanimously on a roll call vote.

Unfinished Business

Mr. Bell asked for any unfinished business. Mrs. Kingston stated that as Board members were aware, Continental plans to close its plant in 2024. She pointed out that all of its incentives were performance-based and that she and staff were in the process of scheduling a meeting with Continental's Governmental Relations team and Legal Counsel in hopes of

obtaining a better understanding of the specifics of their plan, and that she would keep the Board informed as more information became available.

Mr. Bell asked if there were any questions of Mrs. Kingston. There were none.

New Business

Mr. Bell asked for any new business. There was none.

There being no further business to come before the Board, Mr. Bell adjourned the meeting at 10:16 a.m.



Florence G. Kingston
Secretary/Treasurer

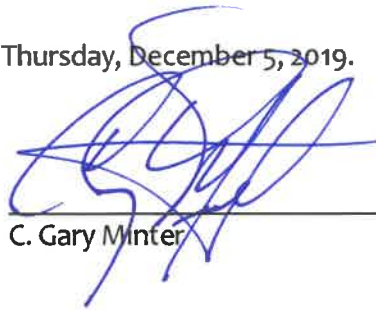


**ECONOMIC DEVELOPMENT AUTHORITY
INDUSTRIAL DEVELOPMENT AUTHORITY**

TO: Board of Directors
FROM: Chair, Conference Center Marketing Committee
SUBJECT: Chair's Report
DATE: October 4, 2019

The Conference Center Marketing Committee met on September 19th. Brandon Johnson, Marriott Director of Sales and Marketing and Mark Butcher, Marriott General Manager, provided an overview of completed marketing efforts for the 2nd quarter of 2019. The Committee reviewed group highlights, social catering, e-commerce and social media initiatives. Conference Center Sales Staff also conducted a SWOT analysis of the facility which was reviewed with the Committee.

The next Committee meeting is scheduled for Thursday, December 5, 2019.



C. Gary Minter

CGM:cum

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Date, Time and Location: September 19, 2019, at 8:00 a.m., Executive Board Room, Newport News Marriott at 740 Town Center Drive Newport News, VA 23606

Members Present: Gary Minter, Cindy Brouillard, Mark Butcher, Elizabeth Parker

Members Absent: Eva Wiggins



**ECONOMIC DEVELOPMENT AUTHORITY
INDUSTRIAL DEVELOPMENT AUTHORITY**

TO: Board of Directors
FROM: Chair, Design Review Committee
SUBJECT: Chair's Report
DATE: October 4, 2019

The Design Review Committee met on September 19th. The Committee considered a request by Taylor Made Diagnostics, on behalf of Taylor Made Holdings NN, LLC for approval of a digital rendering of a building-mounted sign at 803 Diligence Drive in Oyster Point of Newport News. Upon review, the Committee voted unanimously to recommend approval of the request, subject to all applicable City codes and regulations.

This Report requires Board ratification.


Mary C. Aldrich

MCA:kpw

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Date, Time and Location: September 19, 2019, at 8:00 a.m. at 11820 Fountain Way, Suite 301, Newport News, VA

Members Present: Mary C. Aldrich, Alonzo R. Bell, Jr., Jonathan P. Skinner, Thomas Herbert, Robert Mann, Teresa Nettles, Bryan Trainum, Elizabeth Willis

Members Absent: Carl Breiner, Sylvia Weinstein



**ECONOMIC DEVELOPMENT AUTHORITY
INDUSTRIAL DEVELOPMENT AUTHORITY**


TO: Board of Directors
FROM: Chair, Marketing Committee
SUBJECT: Chair's Report
DATE: October 4, 2019

The Marketing Committee met on September 19th. Staff informed the Committee of upcoming events around the City, including the "Third Thursday Live!" final concert at City Center and the Peninsula Chamber's "Spotlight on the Peninsula" networking event featuring the Brooks Crossing Innovation and Opportunity Center.

Howell Creative Group highlighted website and social media performance. As of July, the website experienced a 37% increase in overall site visits (since 2018), and a 687% increase in website traffic originating from social media. A more detailed report of site performance accompanies this Report.

Staff also kept the group apprised of the Executive Leadership Team's plan to review branding and marketing as one of the City's strategic initiatives.

This Report does not require Board ratification.



Jeffrey C. Verhoef

JCV:rmb

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Date, Time and Location: September 19, 2019 at 10:30 a.m., 11820 Fountain Way, Suite 301, Newport News, VA 23606

Members Present: Jeff Verhoef, Cassandra Greene, Jennifer Smith-Brown, Don Blankenship, Faye Gargiulo, Gary Hunter

Members Absent: Dan Powell



date: 7/17/2019
 client: Newport News EDA
 subject: Website Statistics
 job number: 189839

WEBSITE STATISTICS

Comparisons from July 16 – Sep 18 timeframe (each year)

	2019	2018	2017
Visitors	3,844	2,817	1,778
Page Views	8,098	5,632	4,140
Organic Search	2,713	1,657	1,326
Social Traffic	189	24	6
Most Visited Page	Opportunity Zones 794	Top Regional Employers 681	Top Regional Employers 684
2nd Most Visited Page	Top Regional Employers 591	Launch & Grow Roadmap 364	Staff Directory 195

July 16 – Sep 18, 2019 Highlights

- 37% increase in traffic
- 687% increase in traffic from social
- 64% increase in traffic from organic search
- 41 downloads of the **Starting a Small Business PDF**
- **Opportunity Zones** still most visited page (794 visits)
- 60 downloads of both the **OppZone Map** and **FAQ flyer PDFs**
- 1 Business Now news items posted
- 2 Home promos posted (Brooks Crossing 414 visits)
- 86.5% (3,672) New Visitors*
- **Audience Overview**
 - 50/50 Male vs. Female
 - 48% Ages 25-44
 - 35% accessed via mobile
 - Interests**: Business Professionals, Employment, Arts & Entertainment

howellcreativegroup.com
 4350 New Town Avenue
 Suite 201
 Williamsburg, VA 23188
 P 757.253.1542
 F 757.229.7015

* Google sets a 2-year expiration date on New Visitors
 ** Top interests in Affinity Categories, In-Market Segments, and Other Categories



date: 9/19/19
client: Newport News EDA/IDA
subject: September Marketing Committee Update
job number: 189839

September Marketing Committee Update

Social Media (7/16/19 – 9/18/19)

- Facebook Insights:
 - Best performing posts (highest reach):
 - 8/13, The Hampton Roads SBDC's "Customer Service Reimagined" Seminar
 - 840 impressions
 - Screen shot below
 - 8/18, Brooks Crossing Innovation & Opportunity Center Ceremony Announcement
 - 589 impressions
 - Screenshot below
 - 222 post engagements (likes, comments, shares) in the last 30 days
 - 23% increase compared to previous 30 days
 - Followers 66% female, 33% male
 - Primarily viewed on mobile
- LinkedIn Insights:
 - Best performing post (highest reach):
 - 8/12, 3rd Thursday's Live: Slapnation
 - 25 impressions
 - Screen shot below
 - 45 followers total
 - 4 new followers since 7/17
 - 5% engagement rate
 - Ref: 0.054% is considered an average engagement rate for LinkedIn
 - Primarily viewed on desktop



ECONOMIC DEVELOPMENT AUTHORITY
INDUSTRIAL DEVELOPMENT AUTHORITY

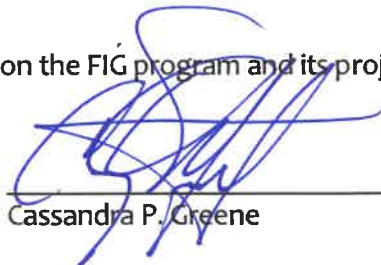
TO: Board of Directors
FROM: Chair, Revolving Loan Fund Committee
SUBJECT: Chair's Report
DATE: October 4, 2019

The Revolving Loan Fund Committee met on September 25th. Staff presented a Façade Improvement Grant (FIG) Program request:

- FIG request for \$1,732 from Bodega, LLC for exterior painting, including prep and paving at 9912 Warwick Boulevard.

This FIG request was unanimously approved.

Staff provided the Committee with an update on the FIG program and its projects. This Report requires Board ratification.



Cassandra P. Greene

CPG:tfw

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Date, Time and Location: September 25, 2019, at 12:30 p.m. at 11820 Fountain Way, Suite 301, Newport News, VA

Members Present: C. Gary Minter, Jonathan Skinner, George B. Knight, John Lunsford and Sharon Owens

Members Absent: Cassandra Greene and Susan Harris



ECONOMIC DEVELOPMENT AUTHORITY
INDUSTRIAL DEVELOPMENT AUTHORITY

TO: Board of Directors
FROM: Chair, South Newport News Committee
SUBJECT: Chair's Report
DATE: October 4, 2019

The South Newport News Committee met on October 1st. The Committee was provided an informative presentation on the new Brooks Crossing Innovation and Opportunity Center (BCIOC). Lisa Wornom-Zahralddin, Project Manager, City Manager's Office, and Interim Manager of the Opportunity Center, presented the workforce development side of the BCIOC, and Mia Joe, Director for the Brooks Crossing Innovation Lab, presented the STEM education side of the BCIOC. The Committee was advised of the broad, strategic workforce development partners and programs currently available and planned for the Opportunity Center, and informed on the advanced, hands-on activities anticipated in the Innovation Lab. Following the presentation, the Committee was provided an insightful tour of both the Innovation Lab and Opportunity Center spaces. Committee members were fascinated by the advanced equipment available in the STEM space, as well as inspired by the workforce development training opportunities available for adult patrons of the Opportunity Center. The Committee agreed the BCIOC is an immense resource for citizens of all ages within the community and throughout the region.

The Committee also received staff updates on ongoing Southeast Community Newport News Redevelopment and Housing Authority and Choice Neighborhood Initiative projects.

This Report does not require Board ratification.



Jonathan Skinner, Chair

JS:mar

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Date, Time and Location: October 1, 2019, 4:00 p.m. at the Brooks Crossing Innovation and Opportunity Center, 550 30th Street, Newport News, VA

Members Present: Mary Aldrich, Cassandra Greene, Jonathan Skinner, Carl Burt and Troy Smith, Jr.

Members Absent: Richard Coleman