

A hand holding a smartphone in the foreground, with a cityscape at sunset in the background. The text 'BIG DATA, DEALS.' is overlaid on the image.

# BIG DATA, DEALS.

VIRGINIA BEACH DEVELOPMENT AUTHORITY ANNUAL REPORT 2015-2016



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# “ONE OF THE TOP 5 DIGITAL CITIES IN AMERICA.”

- CENTER FOR DIGITAL GOVERNMENT

**Dear Virginia Beach City Council, Citizens and Business Community:**

The Virginia Beach Development Authority exists to support the implementation of the City's strategic economic vision. I am happy to report that in FY2015-16 we were again successful in that mission. The Department of Economic Development recorded the creation of more than 1,500 new jobs and investment of more than \$372 million by 38 projects. The City of Virginia Beach finished the year with a 3.8% unemployment rate, one full percentage point lower than the end of the last fiscal year!

Significant growth occurred among each of our target business sectors, including six announcements by SWaM (Small, Women-and-Minority-Owned) certified businesses and five announcements by international businesses. The Authority finalized the sale of 3.5 acres of property for private development. Additionally, the \$1.86 million worth of local incentive grants leveraged nearly \$64 million in new private investment, a ratio of 34 to 1.

This was a big year for the City and Development Authority as several new initiatives really took off. Land for a new bio science business park was transferred to the Authority, and two new high-speed transoceanic data cable connections were announced. The City's cyber security program officially launched, small business programs expanded, and our global footprint broadened with the opening of a new office in the Philippines.

Your Development Authority appreciates the trust and responsibility granted it by City Council; every day, each volunteer member works tirelessly with a fantastic professional staff to ensure the residents of Virginia Beach live in one of the most economically successful cities in the world. It's truly an honor to serve this great City.

Respectfully,



Dorothy L. Wood  
Chair

## CITY LEADERSHIP

**WILLIAM D. SESSOMS, JR.**  
Mayor

**LOUIS R. JONES**  
Vice Mayor, Liaison to the Virginia Beach Development Authority

**ROSEMARY C. WILSON**  
Liaison to the Virginia Beach Development Authority

**BENJAMIN DAVENPORT**  
**BOB DYER**  
**BARBARA M. HENLEY**

**SHANNON DS KANE**  
**JOHN MOSS**  
**AMELIA N. ROSS-HAMMOND**

**JOHN E. UHRIN**  
**JAMES L. WOOD**

## VIRGINIA BEACH DEVELOPMENT AUTHORITY

**DOROTHY L. WOOD**  
Chair  
JD&W, Inc.

**MICHAEL H. LEVINSON**  
Assistant Secretary  
Michael H. Levinson & Associates

**PETER K. MUELLER**  
Commissioner  
STIHL, Inc.

**DAVID L. BERND**  
Commissioner  
Sentara Independence

**STEPHEN J. MCNULTY**  
Commissioner  
TowneBank

**ROBERT L. NICHOLSON**  
(Until June 6, 2016)  
East Coast Appliance, Inc.

**LINWOOD O. BRANCH**  
Commissioner  
Days Inn at the Beach

**JERROLD L. MILLER**  
Commissioner (appointed  
June 6, 2016)  
The Miller Group

**CHARLES M. SALLE**  
Vice Chair  
ADS, Inc.

**BRYAN D. CUFFEE**  
Treasurer  
Gold Key | PHR, Inc.

**SHEWLING MOY**  
Secretary  
Keller Williams Realty  
Coastal Virginia

**JOSEPH E. STRANGE**  
Commissioner  
Tidewater Sew-Vac

## CITY STAFF

**DAVID L. HANSEN**  
City Manager

**MARK D. STILES**  
City Attorney

**ALEXANDER W. STILES**  
Senior City Attorney

**RUTH HODGES FRASER**  
City Clerk

**DOUGLAS L. SMITH**  
Deputy City Manager

## VIRGINIA BEACH ECONOMIC DEVELOPMENT

**WARREN D. HARRIS**  
Director

**SCOTT HALL**  
Business Development  
Coordinator

**JEFFREY SMITH**  
Business Development  
Manager (Small, Women- and  
Minority-Owned Business)

**LINDA ASSAID**  
Economic Development  
Technician/Clerk to the Virginia  
Beach Development Authority

**STEVE HARRISON**  
Business Development  
and Research Manager

**JERRY STEWART**  
Workforce Development  
Coordinator

**MICHELLE CHAPLEAU**  
Business Development Manager

**ROB HUDOME**  
Project Development Manager

**SVETLA TOMANOVA**  
Marketing Assistant

**BETTY CLARK**  
Executive Assistant to the Director

**LLOYD JACKSON**  
Business Development Manager

**MARK WAWNER**  
Project Development Coordinator

**CURTIS COBERT, JR.**  
Business Development  
Manager (APZ-1)

**SEAN MURPHY**  
Virginia Beach Development  
Authority Accountant

**RAY WHITE**  
Business Development Manager

**DAVID COUCH**  
Strategy Coordinator

**OLIVIA O'BRY**  
Office Manager

# DATA-DRIVEN

Economic Development is a results-driven business, and results are what were delivered again in FY2015-16. The numbers were great, without doubt, but so were the new programs that kicked off. It was a year of new: new deals, new technologies, new small business resources, and new international connections. And, perhaps most importantly, 1,500 new jobs created.

## EXPANSIONS

25 COMPANIES  
879 NEW JOBS  
\$19.98 MILLION INVESTMENT  
122,500 SQUARE FEET



## NEW LOCATIONS

13 COMPANIES  
709 NEW JOBS  
\$352.7 MILLION INVESTMENT  
737,400 SQUARE FEET

## = TOTAL ANNOUNCEMENTS

**1,588**  
NEW JOBS

**860K**  
SQUARE FEET

**\$372**  
MILLION  
in capital  
Investment

**38**  
COMPANIES

# BIG DEALS THAT MADE THIS A SWEET '16

Virginia Beach Development Authority (VBDA) is an 11-member organization, appointed by City Council, to facilitate the expansion of the Virginia Beach tax base and creation of new employment opportunities through increased business development and redevelopment. The Authority approves incentive grants, induces revenue bonds, owns and manages high-value assets, and helps finance complicated new development projects around the City.

**\$1.86 MILLION EDIP FUNDS**

LEVERAGING \$63.9 MILLION CAPITAL INVESTMENT

**\$85 MILLION OF INDUSTRIAL REVENUE BONDS**

TO WESTMINISTER CANTERBURY

**SINCE 1994 \$2 BILLION IN CAPITAL INVESTMENT**

**SINCE 1973 \$1.5 BILLION IN REVENUE BONDS**



# FLIPPING THE SWITCH.

## ECONOMIC DEVELOPMENT INVESTMENT PROGRAM

The Economic Development Investment Program is a locally funded and administered discretionary incentive fund available to assist qualifying companies achieve their growth needs in Virginia Beach. The VBDA has been administering the program on behalf of the City Council since 1994. During this time, the VBDA has made 198 grants awarding \$51,833,078 in EDIP funds designed to incentivize the creation and retention of 32,000 jobs and \$2 billion in capital investment. For this fiscal year, a total of \$1.86 million of EDIP funds were approved, which are intended to leverage \$63.9 million in capital investment.

During the fiscal year July 1, 2015 through June 30, 2016, EDIP assistance was approved for the following companies (listed chronologically):

### TRADITIONAL GRANTS

COMPANY	AMOUNT OF EDIP	AMOUNT OF INVESTMENT	NEW EMPLOYEES
REGULUS GLOBAL	\$75,000	\$3,450,000	25
MARATHON CONSULTING	\$85,000	\$202,000	34
HAULOTTE	\$150,000	\$380,000	70
KLETT CONSULTING GROUP	\$35,000	\$180,000	15
AUTOMARK SOLUTIONS	\$45,000	\$35,000	38
TOWN CENTER VIRGINIA BEACH - PHASE VI	\$1,000,000	\$41,310,175	N/A
STUDIO CENTER CORPORATION	\$150,000	\$3,000,000	20
FARMHOUSE BREWING	\$35,000	\$1,420,000	N/A
SANYAL BIOTECHNOLOGY	\$25,000	N/A	8

### APZ-1 GRANTS

COMPANY	AMOUNT OF EDIP	AMOUNT OF INVESTMENT
VERSABILITY RESOURCES	\$30,000	\$600,000
TRIDENT SECURITY & HOLDINGS	\$30,000	\$725,727
BACK BAY BREWING	\$80,000	\$1,965,000
STOCK DESIGN & MACHINE	\$20,000	\$895,000
FORTIS SOLUTIONS GROUP	\$100,000	\$9,741,000



## TOWN CENTER SPECIAL SERVICE DISTRICT (SSD)

The SSD is the Town Center core area and is considered the City's central business district. Property owners in the SSD pay an additional tax to cover the costs associated with maintenance of the garages and enhanced services in the core area, and to build a long-term maintenance reserve. The City approved a \$2.54 million SSD budget for Fiscal Year 2016 with a tax rate of 45 cents per hundred dollars of assessed value.



## VIRGINIA BEACH NATIONAL GOLF COURSE

The Virginia Beach National Golf Course, which is owned by the VBDA, continues to be operated by Virginia Beach Golf Club, LLC. The VBDA received more than \$169,000 of rental income for FY2015-16 from the facility in addition to the taxes generated, which were paid to the City to support basic City services. In addition, the VBDA is utilizing a portion of the rent revenues received to fund capital repairs and maintenance to the facility.



## AEDO ACCREDITATION

The International Economic Development Council (IEDC) announces that the Virginia Beach Department of Economic Development has once again been recognized as one of 50 economic development organizations accredited by IEDC as an Accredited Economic Development Organization (AEDO). Originally accredited in January of 2005, the organization was reaccredited by IEDC following three successful years of activity as an AEDO member. IEDC is the worlds largest membership association serving economic and community development professionals.



## VETERANS UNITED HOME LOANS AMPHITHEATER

The Amphitheater celebrated its 20th season in 2015 by holding 26 events with attendance of nearly 300,000 patrons. In the first 20 years of operation, the amphitheater has provided performances for more than 5.5 million music lovers and generated more than \$24.9 million in direct revenue for the City.





# PLUGGED IN AND READY TO GO.

## TRANSOCEANIC FIBER CABLES TO CONNECT NORTH AMERICA TO BRAZIL AND EUROPE FROM VIRGINIA BEACH.

The first transoceanic fiber cable connections in the Mid-Atlantic are coming to Virginia Beach. In March 2016, Spanish telecom giant Telefónica announced plans to connect Rio de Janeiro and Fortaleza, Brazil to Virginia Beach with the BRUSA ultrafast submarine cable. This connection will increase the availability of ultrahigh-speed broadband services between the US and South America.

In May 2016, Microsoft and Facebook announced plans to build “MAREA”—a new, state of the art subsea cable connecting Bilbao, Spain to Virginia Beach. This will be the highest-capacity subsea cable to cross the Atlantic with an estimated design capacity of 160 terrabits per second.

The VBDA approved sale of a 3.5-acre site in Corporate Landing to Telefónica International Wholesale Services USA, Inc. for \$735,000 for construction of a 24,000-square-foot data center that will support both projects.

The City’s Information Technology Department began an infrastructure improvement program in 2015. This proactive modernization effort made us ready and attractive as a transoceanic cable landing site.

- **AUTOMARK SOLUTIONS RELOCATED THEIR CORPORATE HEADQUARTERS TO VIRGINIA BEACH, CREATING 35 NEW JOBS IN THE LYNNHAVEN OFFICE CORRIDOR.**
- **BN MEDIA SOLUTIONS INVESTED \$2.3 MILLION TO RELOCATE THEIR HEADQUARTERS AND ONLINE MEDIA SERVICES OPERATIONS TO VIRGINIA BEACH, CREATING 55 NEW JOBS.**

## CYBER SECURITY

One of the fastest-growing fields in technology is getting plenty of interest in Virginia Beach. Last year, Economic Development partnered with local private business leaders to launch Cyber Protection Resources Coastal Virginia, a non-profit organization that will assess and promote cyber security awareness, education, workforce training and advocacy services for the entire Virginia Beach region. The City also held two Cyber Security roundtables attracting security/IT professionals, professors, businesses, government officials and military experts.

# THE ARC OF A DEAL

Securing a mega-deal or enticing an international company to move to Virginia Beach can take years and thousands of man-hours to bring to fruition. This graphic illustrates some of what was involved in bringing the US headquarters of SANJO Corte Fino to Virginia Beach from Barcelona.

As you might imagine, plenty can go right—or wrong—during a multi-year, international courtship. And, sometimes, a deal isn't even finalized without the approval of someone's mother. More on that.

What started three years ago as an introduction by STIHL, Inc. has turned into one of the largest development wins of the year. SANJO Corte Fino, based in Barcelona, Spain, is an advanced manufacturer that supplies specialty fineblanking metal components to STIHL, as well as to tier-one automotive suppliers across North America. The conversation to bring a SANJO US headquarters here began three years ago; the company will begin construction in late 2016 and will plan to open in 3Q or 4Q 2017. In the interim, teams from both shores made multiple trips to meet and negotiate.

It was well worth it. SANJO will invest \$17.5 million in the effort, including a 24,000 sq ft building near Oceana Naval Air Station, and create up to 85 new jobs over three years. Virginia Beach beat out three other US cities for the headquarters. SANJO officials cited many benefits of moving here, including access to ports, incentives and quality of life. CEO Santiago Cruz even said that Virginia Beach reminded his team of Barcelona. But it wasn't until the SANJO contingent—including the CEO's mother—arrived here during the 2015 Neptune Festival for a close-up look that we had an answer. With her enthusiastic approval, the deal was done.

1

**MARCH 2013:**  
STIHL introduces  
SANJO to VBDED

2

**JUNE 2014:**  
VBDED visits Barcelona  
with STIHL and the  
Hampton Roads Economic  
Development Alliance

3

**JUNE 2015:**  
VBDED Team returns  
to Barcelona

4

**SEPTEMBER  
2015:**  
SANJO team makes  
first visit to Virginia  
Beach, during  
Neptune Festival

5

**FEBRUARY  
2016:**  
Mayor Sessoms &  
Director Harris return  
to Barcelona

6

**JULY 2016:**  
Governor McAuliffe announces SANJO  
to establish US headquarters  
in Virginia Beach

# A TRULY INTERNATIONAL ECONOMIC DEVELOPMENT PROGRAM.

Global trade is big business in Virginia Beach and the success we've enjoyed over the years doesn't happen without a huge commitment. Today there are more than 20 international firms with a US or North American headquarters in Virginia Beach. And this past year we stepped up our commitment by opening two new, fully dedicated international offices: an Asian location in Olongapo, Philippines, and a European location in Düsseldorf, Germany. Among the advantages of local offices is that while most local and state development departments rely on consultants who also work with other clients, our Asian and European employees work only our behalf. These staffers offer a consistent presence to prospective customers while also attending meetings that save our department significant travel costs.



## EUROPE

In Europe, Michael Vossel, based out of our office in Düsseldorf, Germany, was a true road warrior. During FY2015-16, he attended meetings, trade shows, visited highly interested prospects and truly represented our City's interests in: Frankfurt, Stuttgart, Munich, Nuremberg, Düsseldorf and Essen, while meeting with companies from Germany, Austria, Switzerland, Turkey and more. On our behalf, Michael participated in 13 trade shows, 24 business networking events and generated more than 175 leads.



## PHILIPPINES

More than just Sister Cities, Virginia Beach and Olongapo, Philippines are now brothers-in-arms when it comes to generating business opportunities between the two coastal cities half a world apart. With the FY2015-16 opening of the Virginia Beach Olongapo Business Development Office, headed by office manager Venus Belino, the economic opportunities for each city should expand considerably.

Facilitating the partnership and anticipated economic activity will be an agreement between the Port of Virginia and the Subic Bay Metropolitan Authority (SBMA), which will promote all water routes between the two ports in support of trade and investment.

**IT IS THE FIRST AND ONLY SUCH AGREEMENT BETWEEN SBMA AND ANY US PORT.**



# OUR BIO SPHERE KEEPS GROWING.

Launched in FY2014-15, VABeachBio is a program designed to maximize the bioscience resources existing in the Virginia Beach market in order to grow a viable and tangible bio and life science business sector in the City. So far, so great. During this past year, the VABeachBio brand was established, including an industry-specific website, VABeachBio.com. The branding program's goal is to drive new companies and start-ups to our region, especially to the Princess Anne Commons Biomedical cluster in the City's southern section. Virginia Beach Economic Development partnered with local institutions including EVMS, ODU, LifeNet, Sentara and Operation Smile for their expertise and industry connections.

## HERE ARE SOME SIGNIFICANT ACCOMPLISHMENTS DURING FY2015-16:

The VBDA approved a partnership with Tidewater Community College to open the 1,500-sq-ft VABeachBio Accelerator in the TCC Regional Health Professions Center in the Princess Anne Commons Corridor.

In June, Sanyal Biotechnology announced plans to move its corporate headquarters and research facility from Richmond to Virginia Beach, and will occupy the new Bio Accelerator. The move by Sanyal, which develops methods to test a specific liver disease, was partly a result of VBDED's partnership with TCC and EVMS.

Virginia Beach City Council transferred 155 acres for the proposed new VABeachBio Park to the VBDA in May 2016. This park, to be located in the Princess Anne Corridor, will eventually support more than 1 million square feet of next generation bio science research, development, office and manufacturing space.

## OUR BUSINESS DEVELOPMENT TEAM ATTENDED SOME IMPORTANT EVENTS:

- JP Morgan Healthcare Investors Conference & Biotech Showcase; focused on securing biotech investments
- San Diego Marketing Mission; met with Johnson&Johnson; met with several biomedical companies interested in an East Coast move
- Bio International Conference; staff had more than 50 meetings

# SMALL BUSINESS DEVELOPMENT PAYS BIG DIVIDENDS.

More than 90% of all business establishments in Virginia Beach employ fewer than 50 people. That means small business support—from enabling entrepreneurial startups to attending to the needs of existing companies—is a critical job for the City. VBDA, along with many partners, provides a wide range of support activities, grants and programs for small businesses, including certified Small, Women- and Minority-Owned (SWaM) businesses.

## HIGHLIGHTS:

- 62.5% of the region's representation on the INC 5000 List are from Virginia Beach
- Virginia Beach accounts for one-third of the region's startup activity. And business expansions represent 65% of all growth.
- 84% of all local incentive grants awarded to existing Virginia Beach companies
- Hosted regional SWaM business workshop
- Hosted eight additional local small business workshops for more than 1,100 small business leaders



**2011-2015**



**43 SWaM  
ANNOUNCEMENTS**



**243 PROJECT  
ANNOUNCEMENTS:**

**EXPANSIONS: 157**

**NEW LOCATIONS: 86**



**6,993 NEW JOB  
ANNOUNCEMENTS:**

**AVERAGE NEW JOBS: 29**

**10 OR FEWER NEW JOBS: 133**

**100 OR MORE NEW JOBS: 25**

# “ONE OF AMERICA’S BEST LARGE CITIES TO START A BUSINESS.”

- WALLETHUB

## ENTREPRENEUR

- Completed first full year of 1 Million Cups Virginia Beach networking series for entrepreneurs; **MORE THAN 1,300 ATTENDEES AND MORE THAN 45 PRESENTERS**
- Attracted 1701, the City’s first official co-working facility, to the ViBe District, providing entrepreneurs, innovators and creative business people a collaborative and tech-intensive work environment

## WORKFORCE

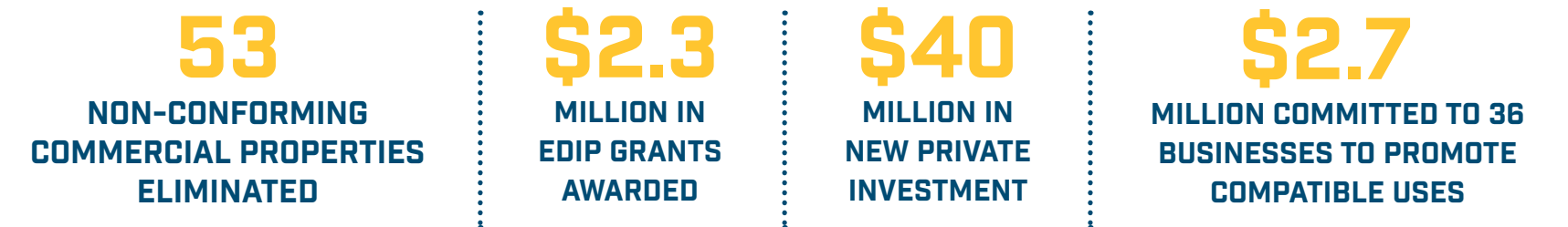
The Virginia Beach Workforce Development Program is recognized as one of the most successful local programs in the country. Staff members are very hands-on, working directly with local businesses, prospects and educators on a variety of Workforce Development issues from preschool services to apprenticeship training and post-graduate project management education.

- **Leased space to tidewater community college workforce services division to locate adjacent to vbdd**
- **2500 Virginia Beach employees trained by the Virginia Jobs Investment Program.**
- **More than 200 employees enrolled in Tidewater Community College training programs.**

## YESOCEANA

YesOceana, Virginia Beach’s award-winning Oceana Land Use Conformity Program, was created to help reduce the incompatible land uses surrounding Naval Air Station Oceana, the Navy’s East Coast Master Jet Base. NAS Oceana generates 16,000 jobs with a total payroll of more than \$1.18 billion and is one of the most important components of the Virginia Beach economy.

### PROGRESS TO DATE:



### HIGHLIGHTS FOR FY2015-16 INCLUDE:

- **\$260,000 total EDIP awards to six businesses; leveraged creation of \$9.7 million new investment**
- **Received the 2016 Virginia Economic Development Association’s Community Economic Development Award**

## GROWSMART

When, as a city, you recognize that the development of a skilled, educated future workforce begins at birth, amazing things can happen. The Virginia Beach GrowSmart program, with a vision that “all children will be born healthy, enter kindergarten ready to learn, and read proficiently by third grade, establishing a strong foundation for success in school and in life,” is a key element in the Department’s long-term workforce strategy.

The Virginia Beach Reads tutoring program is a collaborative effort by GrowSmart, Virginia Beach City Public Schools, and the City of Virginia Beach Office of Volunteer Resources. Students meet with trained volunteers two mornings per week from October through May to receive intensive tutoring designed to build reading skills and student self-confidence.



## PROFESSIONAL SERVICES

GEICO announced more than **400 new jobs** for their Virginia Beach facility.

Atlantic Bay Mortgage added **100 new jobs**, and leased **7,000 additional square feet of space**.

Studio Center added **20 new jobs**, and invested **\$3 million**.

HDR Engineering brought **31 jobs** to their new Town Center offices.

Q.E.D Systems moved into **33,000 square feet** of office space.



## MANUFACTURING

SANJO FineBlanking announced the investment of **\$17.5 million** and creation of up to **85 new jobs** for their new North American headquarters and manufacturing center.

Back Bay Brewing, Farmhouse Brewing and Commonwealth Brewing invested a combined **\$3.8 million** on their craft brewing facilities.

Fortis Solutions invested **\$2.3 million** and created **15 new jobs** for their label and flexible packaging manufacturing headquarters.

TAG America established their North American headquarters for production and distribution of non-toxic specialty chemicals, leasing **6,400 square feet** of space and hiring **six new employees**.



## MARITIME & LOGISTICS

Quality Stone Concepts leased **9,300 square feet** of space in Airport Industrial Park.

FR8 Solutions leased **20,000 square feet** of space in Airport Industrial Park.

EIMSKIP Shipping, headquartered in Virginia Beach, **launched ShopUSA**, an online shipping portal designed to simplify overseas shipping for US retailers.



## DEFENSE

215 Gear invested **\$750,000** and created **five new jobs** to support their headquarters operations.

Klett Consulting added **65 new jobs** to its IT and Systems Engineering Services offices.

Hill Investment Group hired **30 new employees** and invested **\$1.43 million** through expansion of their Virginia Beach headquarters facilities.

SAIC leased **12,000 square feet** of office space at Southport Centre.

PointOne leased **8,400 square feet** of space, invested **\$1 million** and hired **six new employees** to expand their training services operations.



## RETAIL

Pembroke Mall, the region's first indoor mall, celebrated its **50th Anniversary** with the opening of REI, Nordstrom Rack and Fresh Market.

LL Bean announced plans to open their **first store in the region** at Lynnhaven Mall.

The Virginia Beach Development Authority approved the development plans for Town Center Phase VI, a **\$41.3 million** mixed-use development that will feature **33,000 square feet** of new retail space.

Diamonds Direct, headquartered in Israel, opened their first Hampton Roads **6,000-square-foot** diamond showroom in the Pembroke CBD.

TASTE relocated their corporate headquarters and regional restaurant support facility into a **\$4.1 million** facility in Airport Industrial Park.



## ADDITIONAL ITEMS OF INTEREST

Development agreement for Town Center Phase VI was approved, and will feature **33,000 square feet** of new retail space, a **17,000-square-foot** live performance theater, a **5,000-square-foot** restaurant and **120 new apartment units**.

City Council approved the transfer of **5.8 acres** of land to the Development Authority for the construction of a privately owned **\$275 million/18,000-seat** sports and entertainment arena located across from the Virginia Beach Convention Center.





# RIGHT MESSAGE, RIGHT PERSON, RIGHT TIME.

When you have a great story to tell (we do!) and you identify the right people to see your message, you're going to have success (we have!). The City continued this past year to employ the latest technology, big ideas and unexpected methods to reach prospects across the country and around the world. After a successful first run last fiscal year, we again "wrapped" Fortune magazine for six different issues, each featuring four pages of our strongest reasons to choose Virginia Beach. We targeted 500 CEOs and other corporate honchos. And that's just one example of our aggressive marketing outreach.

## HERE ARE SOME MARKETING HIGHLIGHTS:

### RESEARCH INITIATIVES

During FY2015-16, we expanded our database of information about the business climate in Virginia Beach and made those resources available to the business community. And, rather than just waiting for requests, we actually push information out to stakeholders as we collect it.

### SOCIAL MEDIA

- Maintain active profiles on Facebook, LinkedIn, Twitter, and YouTube
- Combined, our profiles have more than 2,500 followers
- One of the most "followed" Economic Development agencies in the state
- Posts have been re-tweeted by national publications, site selection consultants, and local, state and national partners

### WEBSITE

- Website continues to serve as the main portal for the business community in Virginia Beach
- New redesign showcases the City through iconic photography and is optimized for use on a tablet or iPad
- The website was visited more than 141,000 times during the FY2015-16 year by more than 115,000 users. 81% were new visitors to the site
- More than 224,000 individual pages were viewed

### ENEWS

- Launched eNews microsite
- Updated on a monthly basis with relevant stories and news

LAST YEAR, OUR PUBLIC RELATIONS GARNERED **189 STORIES** REACHING AN AUDIENCE OF **154,973,089** PEOPLE AND EQUATED TO A VALUE OF **\$352,240**—WHICH IN EFFECT MORE THAN DOUBLED THE MARKETING BUDGET THROUGH PR

#### IPAD APP

- The “Yes Virginia Beach” iPad app provides a virtual tour of both the city and the region and allows you to explore its business districts, demographics and many assets
- Won a Silver Award in the New Media category at IEDC

#### CONFERENCE TARGETING

- Used GeoFencing to target national conferences and companies
- Overall digital campaign yielded 22 million impressions, 125,000 clicks, 525,00 video views and a click-through-rate of .56%

#### IEDC AWARDS

The Department continues to win international awards and recognition as a model for other economic development offices, especially for our use of technology.

- VBDED received a total of four IEDC awards in 2015
- General Purpose Brochure: Virginia Beach Community Profile (Silver)
- Annual Report: Virginia Beach 2014 Annual Report (Gold)
- Paid Advertisement Campaign: Launch Virginia Beach Campaign (Silver)
- New Media: Yes Virginia Beach App (Silver)

“ONE OF THE  
TOP TEN  
MOST MOBILE-  
FRIENDLY CITIES  
IN AMERICA.”

-NERDWALLET



**CITY OF VIRGINIA BEACH DEPARTMENT OF ECONOMIC DEVELOPMENT**

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