



# POWERING INNOVATION SECURING THE FUTURE

**HAMPTON ROADS ALLIANCE  
2024 ANNUAL REPORT**

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Douglas L. Smith  
Alliance President & CEO



Keith Vander Venet  
2024 Alliance Chair  
Senior Vice President - East Region  
Ferguson Enterprises

# WELCOME

We are living in an era of unprecedented global and national shifts, and **Hampton Roads is uniquely positioned to thrive**. In an economy being reshaped by global insecurities, post-pandemic realities, and exponential increases in the need for energy, Hampton Roads can build upon its foundational assets and enhance its economic position. There is no region better known for military prowess, no region more prepared for a maritime manufacturing surge, and no region better positioned to benefit from an enhanced portfolio of energy production than Hampton Roads. A hyper focus on and diversification within core industries including defense, energy, logistics, and knowledge work will produce long-lasting economic growth, and the results are already proving it. In the past 18 months alone, the Alliance and its partners **announced close to \$1 billion in investment related to energy and defense**.

The Alliance's focus on the energy supply chain began in earnest in 2020, when GO Virginia funded the creation of the Alliance's offshore wind supply chain development initiative. Since that time the Alliance and its partners led the charge to cement Hampton Roads' position as a hub for offshore wind manufacturing and logistics. That work resulted in a monumental achievement this year, as **LS GreenLink announced the single largest industrial investment in Hampton Roads' history**. With plans to build a submarine cable manufacturing facility in Chesapeake, LS GreenLink's \$681 million facility will employ more than 300 people and tower above the Commonwealth as the tallest building in Virginia. Concurrently, the Alliance also created a regional energy roadmap and steering committee to face the oncoming challenge of securing the region's energy future. This challenge is not only necessary to ensure new and existing businesses have the energy they will need moving forward, but also an opportunity to recruit companies in the energy supply chain. In September, as part of these efforts, the Alliance **partnered with the Virginia Chamber of Commerce to cohost a successful Energy Summit**, where leaders from across the Commonwealth discussed plans to overcome obstacles and prepare for the myriad opportunities that an increased demand for energy will create.

Congress first commissioned the construction of a Naval vessel in Hampton Roads in 1794, and the region's importance to national security has been unmatched ever since. Today, the

region is among the top recipients of federal funding and home to a workforce that is capable of delivering the most sophisticated vessels on the planet. Working with renowned Urban Economist and 2024 Annual Meeting speaker, Bruce Katz, **the Alliance is producing a regional investment playbook** to outline priorities, projects, and funding necessary to capitalize on the region's dominance in defense. Among these specific plans focused on growing the economy is working in tandem with Huntington Ingalls Industries to recruit Australian and British companies taking part in the AUKUS trilateral security pact. That focus is already paying dividends, as **more than 40 Australian companies visited the region this year** and Australian-based QMS NDT opened an office and announced plans to expand in the region. Mayor Oliver Coppard from South Yorkshire, England also signed an MOU with the Alliance to seek mutually beneficial economic development opportunities.

In order to truly seize on this moment, though, Hampton Roads must graduate from a region focused on the end assembly of sophisticated products to **a region that participates more extensively in technological innovation and upstream activities in the supply chain**. The Alliance is committed to ensuring that this economic ascension takes place and our regional investment playbook will be our guide.

**In 2024, the Alliance supported 13 announcements totaling nearly a billion dollars in announced capital investment** and capped off a banner year for the Alliance's work in business intelligence, real estate solutions, marketing, and business expansion. These wins are the results of a strategic plan that is working. Our success is a direct result of the tremendous work and partnership of our public and private sector allies.

We are pleased to share the Hampton Roads Alliance 2024 Annual Report, and thank you for your continued support.

Douglas L. Smith  
President & CEO

Keith Vander Venet  
2024 Alliance Chair

# ABOUT

The Hampton Roads Alliance (the Alliance) is the leading regional economic development organization for Hampton Roads, Virginia. Three years ago, the Alliance represented 11 localities. With the addition of New Kent County in 2024, following the addition of Williamsburg, James City County and York County in 2022, it now represents **15 jurisdictions** and **more than 100 private investors**. With the support of its community and business partners, the Alliance serves as a single point of contact to assist domestic and international companies who are considering Hampton Roads for expansion or investment.

## MISSION

The Hampton Roads Alliance works collaboratively to lead the Hampton Roads region in attracting, growing and retaining companies and talent to create a more resilient, inclusive and equitable region of choice.

## VISION

To be the catalytic partner that drives economic empowerment for the region, companies, organizations, and people who call Hampton Roads home.

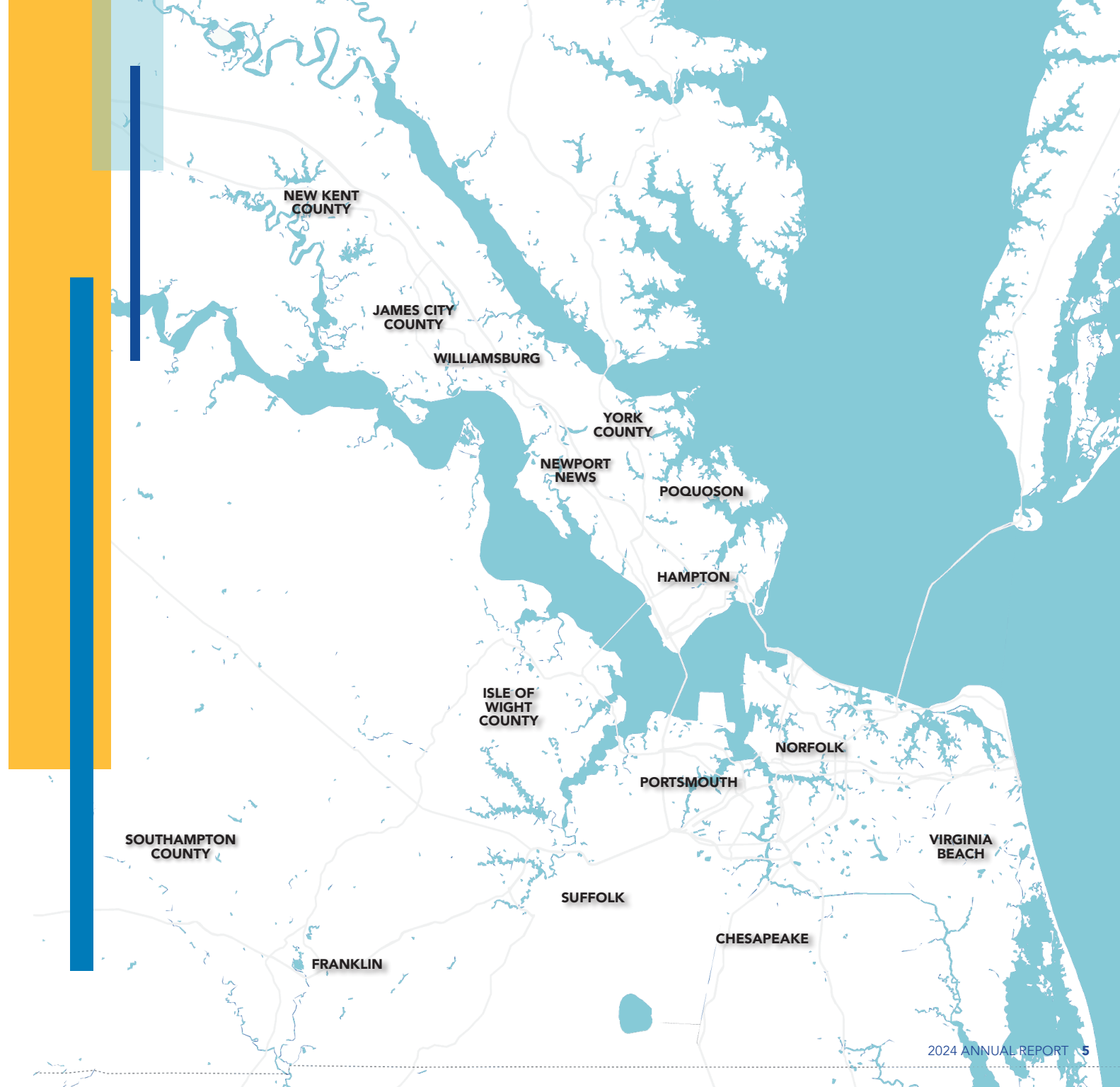
## VALUES

An **EMPOWERING** environment. Instilling confidence and encouragement.

A **COLLABORATIVE** nature. Fostering working together as a team and with our partners.

**DIVERSITY** in thinking. Supporting unique perspectives and thought processes.

**INTEGRITY** in all we do. Earning the trust of the business community to represent our region.





## LOCALITY HIGHLIGHT: NEW KENT COUNTY

Regional economic development got a boost thanks to **New Kent County officially joining the Hampton Roads Alliance as its newest locality member** in July 2024. The addition of New Kent County to the Alliance signals a strategic partnership designed to bolster the county's growth opportunities and leverage the region's resources to attract new business, enhance infrastructure and promote regional cooperation.

New Kent County, located between Richmond and Williamsburg, is a rapidly growing community that offers a unique blend of rural charm and economic opportunity. Home to 23,000+ residents, the county has experienced significant growth in recent years, making it one of the fastest-growing localities in Virginia. New Kent boasts a highly educated workforce, with nearly 30% of its residents holding a bachelor's degree or higher. The county's strategic location, coupled with its business-friendly environment, has attracted numerous businesses, contributing to a low unemployment rate and a robust local economy. Its proximity to major transportation corridors, including Interstate 64 and Route 60, offers attractive logistics advantages to businesses considering expansion into the area. **When the Hampton Roads Bridge Tunnel expansion is completed in 2027 and the 29 mile I-64 Gap is closed in 2028, New Kent County will be very well positioned to meet the manufacturing and logistics opportunities that will come.**

Starting in 2025, the Virginia Derby at Colonial Downs in New Kent will become a qualifying race for the Kentucky Derby. This development is a monumental win for the county and the entire Commonwealth of Virginia, positioning the Virginia Derby as a key event on the national horse racing circuit. Colonial Downs is a cornerstone of the region's tourism and entertainment industry, drawing national visitors and contributing significantly to the local economy. The Virginia Derby's status as a Kentucky Derby qualifier will undoubtedly elevate New Kent's profile and potential to be a major player in Virginia's economic landscape.

With its inclusion in the Alliance, New Kent County will now have greater exposure to industries that align with the region's strategic sectors, including advanced manufacturing, logistics, maritime, renewable energy, technology and defense. The Alliance's unified approach to economic development will provide New Kent with opportunities to collaborate on key initiatives that drive regional prosperity.



# 2024 RESULTS

The Hampton Roads Alliance and its partners had another record-breaking year in 2024, with nearly **\$1 billion in announced capital investment**.

# 13 ANNOUNCEMENTS

# \$936 MILLION INVESTED

# 1,000+ JOBS CREATED



# BUSINESS DEVELOPMENT

The Alliance was proud to work alongside its state, regional, and local partners to support 13 announcements in 2024. These projects highlight ongoing investment and job creation across various sectors including logistics, defense, energy, and advanced manufacturing.

**FreezPak Logistics:** Cold and dry storage provider investing \$77.5 million to build a 245,000-square-foot cold storage facility in Suffolk, supporting the Mid-Atlantic region through The Port of Virginia.

**Quality Maritime Surveyors:** Australian company opening operations in the Hampton Roads Alliance IDEA Lab, while seeking a permanent location in Newport News, focusing on maritime non-destructive testing education and training.

**AMP & RDS of Virginia:** A next generation, AI-powered sortation system debuted at RDS of Virginia's Portsmouth waste processing facility, showcasing AMP's cutting-edge advancements in recycling technology.

**PadenCold Storage:** Expanding once again in Norfolk and retraining over 20 employees to keep up with the latest evolutions in the industry.

**Total Quality Logistics:** Second-largest freight brokerage in the U.S. and one of the largest third-party logistics firms expanded with a new office in Norfolk, adding to its presence in Virginia, which began in Richmond in 2015.

**LS GreenLink USA:** Investing \$681 million to build a 750,000-square-foot submarine cable manufacturing facility in Chesapeake, creating 330+ jobs, and cementing the region's place as a hub for the offshore wind industry.

**Nose Corporation of America:** A Japanese manufacturing company relocating from Washington State to Virginia, initially operating in the Virginia Beach International Incubator, with plans to expand.

**Canon Virginia:** Expanding its Newport News facility to scale a new technology isolating natural silk protein and retraining 30 employees for the new line.

**Semper Melior (Code Name):** A company in the defense space investing more than \$14,000,000, creating 200 jobs.

**Kongsberg Defence & Aerospace:** Norwegian manufacturer of strategic missiles for the Department of Defense investing \$100 million to establish a 150,000-square-foot facility in James City County, creating 180+ jobs in defense and aerospace.

**Sirius Analysis:** A UK-based defense software consulting firm investing \$305,000 to open U.S. operations in Virginia Beach, creating 105 new jobs.

**Currie Medical:** Expanding in Norfolk with a \$1.2 million investment in a new 30,000-square-foot facility, creating 60 new jobs in medical device reprocessing and distribution.

**Born Primitive:** A veteran-owned business specializing in functional active-wear expanding into a new 58,000-square-foot facility in Virginia Beach.



## PROJECT HIGHLIGHT: LS GREENLINK

**\$681 million.**

That's how much LS GreenLink USA announced in 2024 that it would invest in building a 750,000-square-foot, high-voltage direct current submarine cable manufacturing facility in the City of Chesapeake.

The cables will serve the global offshore wind industry and the facility itself will create over 330 full time jobs.

It won't be hard to see what an impact this facility will make in the Commonwealth — literally.

Once construction is complete, **the facility's tower will be 660 feet tall — making it the tallest building in the Commonwealth of Virginia.**

As Governor Glenn Youngkin said, this project doesn't just showcase Virginia as a leader in offshore wind industry manufacturing; It shows that LS GreenLink recognized that Virginia and Hampton Roads has the skilled talent, world-class logistics location and business environment that will allow it to serve its growing global customers for submarine power cables.

WE LOOK FORWARD TO BEING AN ACTIVE MEMBER OF THE BUSINESS COMMUNITY IN VIRGINIA. WE WOULD LIKE TO EXTEND OUR SINCERE GRATITUDE TO OUR PARTNERS AT THE VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP, THE CHESAPEAKE ECONOMIC DEVELOPMENT AUTHORITY, AND THE HAMPTON ROADS ALLIANCE.

Patrick Y. Shim  
Managing Director, LS GreenLink

## EVENTS & ACTIVITIES REPORT

Bringing site consultants into the region remains pivotal to the Alliance's business development strategy. Notably, in June 2024, **Hampton Roads hosted the Area Development Spring Consultants Forum** at the Marriott Virginia Beach Oceanfront. This gathering united top site consultants and corporate real estate advisors to explore trends influencing corporate location decisions and economic development strategies. The Alliance's collaboration with the City of Virginia Beach, The Port of Virginia, and the Virginia Economic Development Partnership highlighted a joint commitment to position Hampton Roads as a premier destination for business growth and investment.

### GROWING SECURITY AND SHIPBUILDING HUB

In March, the Alliance had the honor of hosting the Embassy of Finland, NATO's 31st allied nation, for a comprehensive tour of our region. The delegation explored local business opportunities, particularly in shipbuilding and port security, areas where Hampton Roads shines as a global leader. With our strategic location and robust infrastructure, the region serves as a pivotal hub for global security, making it an attractive destination for Finnish maritime companies.

### A GLOBAL VOICE FOR CRITICAL TECHNOLOGIES

The Alliance actively participated in the Submarine Industrial Base Council and Aircraft Carrier Industrial Base Council's annual action days, a vital platform for engaging with supply chain stakeholders and industry leaders. As the U.S. faces escalating global tensions, the modernization and transformation of its military has become an urgent concern and Hampton Roads is well positioned to capitalize on the "Defense Dividend". Similarly, the Alliance was part of a collaborative effort with regional and state partners to represent Virginia at AUVSI's XPONENTIAL 2024 — a yearly gathering of global leaders and end users in the uncrewed systems and robotics industry.

In November, **the Alliance's Doug Smith and Jared Chalk were joined by Steve Cook of the Hampton Roads Workforce Council on a mission to Australia.** While there, they visited with a number of companies exploring opportunities related to AUKUS and the HII Supplier uplift program, attended the MAST Conference alongside the U.S. State Department, and toured the famed Lot Fourteen Innovation District.

### INTRODUCING THE IDEA LAB

The Alliance unveiled the expanded Offshore Wind Landing, now known as **the IDEA Lab, representing Innovation, Defense, Energy, and Aerospace.** The IDEA Lab will host companies focused on these industries as it has since 2021 with our offshore wind partners. The first defense related company to join came from the Australian delegation: Quality Maritime Surveyors (QMS), a company that specializes in nondestructive testing and inspection of materials used in marine vessels. QMS plans to establish a submarine and shipbuilding training institution in Norfolk and will use the IDEA Lab as a temporary home as they cement those plans. They plan to seek a permanent home in Newport News once established.



## INITIATIVE HIGHLIGHT: AUKUS

In September 2021, Australia (AU), the United Kingdom (UK), and the United States (US) announced the creation of an enhanced trilateral security partnership called "AUKUS." With a goal to strengthen the ability of each government to support security and defense interests, the partnership aims to promote deeper information and technology sharing and foster deeper integration of security and defense-related science, technology, industrial bases and supply chains —to include producing nuclear-powered submarines for Australia.

In support of this critical initiative, the Alliance and its regional partners embraced several strategic opportunities this year to connect and engage with industry leaders and elected officials in both Australia and the U.K.

### WESTERN AUSTRALIA AND HAMPTON ROADS FORGE PARTNERSHIP TO TRAIN FUTURE SHIPBUILDERS

A technical college in Western Australia and the Hampton Roads Workforce Council, in partnership with the Alliance, announced this year a collaboration aimed at developing the next generation of global shipbuilders. This strategic relationship will leverage workforce development and training strengths of both regions to help equip future submarine builders with the skills and knowledge necessary to support the defense maritime sector. The **Hampton Roads Workforce Council made the partnership official by signing a memorandum of understanding (MOU) with South Metropolitan Technical and Further Education (TAFE)** during a ceremony at the Mariners' Museum in Newport News.

*"The MOU is fantastic because it is about formalizing dialogue, opening up discussions," said Darshi Ganeson-Oats, Managing Director for South Metropolitan TAFE, one of Western Australia's most diverse training providers. "It's about sharing knowledge around training, workforce development, skilling, curriculum and business development, and looking at opportunities. It's about us being able to lean into the knowledge and experience that you've got here in Virginia."*

### REGIONAL VISITS FROM AUSTRALIAN LEADERSHIP

One of the key components of AUKUS is the plan for Australia to acquire nuclear-powered submarines with the assistance of the U.S. and the United Kingdom. With the partnership continuing to strengthen, Australian defense suppliers visited Hampton Roads in April 2024. A notable event of the visit was



a reception hosted aboard the Battleship Wisconsin alongside the Hampton Roads Workforce Council and the Government of South Australia, bringing together key stakeholders and fostering invaluable connections and discussions.

Just one month later, **the Alliance was honored to host a reception for the Honorable Peter Malinauskas, the 47th Premier of South Australia.** This event brought together key business leaders and defense stakeholders, providing a unique opportunity to strengthen international ties and discuss shared interests. During his visit, Premier Malinauskas and his team were given an in-depth tour of HII's shipbuilding operations to gain a better understanding of the skills development and workforce training necessary for the nuclear submarine program. This visit highlighted the strategic importance of AUKUS, which is more than just a defense alliance; it's a transformative agreement that promises significant economic benefits for regions like Hampton Roads and South Australia.

### STRENGTHENING BONDS BETWEEN THE U.S. AND U.K.

In June, the Alliance **executed a memorandum of understanding with Oliver Coppard, the metro Mayor for South Yorkshire in the UK, to promote mutual economic development** and knowledge exchange between the two regions. Through this partnership, the Alliance and South Yorkshire aim to enhance the industrial base of each region; increase investment opportunities in both regions, thereby generating high paying jobs and elevating regional incomes; and collaborate on projects and initiatives that leverage the distinctive strengths and assets of each region.



## INDUSTRY HIGHLIGHT: DEFENSE & ENERGY

The Hampton Roads Alliance has strategically shifted its approach from traditional tactics like proverbially casting a wide net to a data-driven, industry research-based attraction and retention approach. The Alliance anticipated momentum in the key sectors of energy and defense and, working alongside our partners, engaged industry experts to do a deep dive into these sectors. In 2023, the Alliance finalized a regional energy roadmap and created an energy steering committee which outlined the anticipated demand for energy and ways to recruit additional investment and components of energy supply chain. As those discussions unfolded, the increasing demands on the region's core industry, defense, also emerged. This year, **the Alliance worked with renowned Drexel University researcher and Urban Economist, Bruce Katz, to create a Regional Investment Playbook**, which identifies key opportunities within the defense, energy, and critical technologies spaces.

The focus on these areas is already yielding results. LS GreenLink announced the single biggest manufacturing investment in Hampton Roads history with its plans to create a \$681 million submarine cable manufacturing facility to support the offshore wind industry. Meanwhile Kongsberg, a major Norwegian manufacturer, announced plans to build a \$100 million facility in James City County to produce missiles for the Department of Defense. While these are two of the more well-known examples, **in the past two years (2023 and 2024), the Alliance has supported 11 announcements in the energy and defense industries. Combined, these projects represent 1,695 jobs and \$959 million in new capital investment.** A list of those companies can be found below:

COMPANY	LOCATION	JOBS	INVESTMENT
Bauer Compressors	Norfolk	47	\$7,400,000
Automatic Coating	Suffolk	71	\$22,800,000
Fugro	Norfolk	15	\$100,000
Dominion Energy	Norfolk	200	\$40,000,000
Fairlead/Hill	Norfolk	500	\$100,000,000
Lyon Shipyard	Norfolk	134	\$8,000,000
Quality Maritime Surveyors	Norfolk	1	TBD
LS GreenLink USA	Chesapeake	338	\$681,100,000
Nose Corporation of America	Virginia Beach	2	TBD
Semper Melior (Code Name)	Portsmouth	200	\$14,000,000
Kongsberg	James City	187	\$100,000,000

## BUSINESS RETENTION & EXPANSION

The heart of any economy is existing business. The vast majority of jobs created are in existing businesses, and the Alliance is committed to working alongside its localities and the state to ensure that Hampton Roads companies have the tools they need to succeed.

In March, the Alliance held a successful collaboration event with VEDP in our pursuit of economic development excellence. Focused on Virginia's strategic realignment towards Knowledge Work sectors, including software, cybersecurity, financial services, and aerospace and defense innovation, the workshop underscored the immense growth potential of our state over the next decade. Participants, representing various industries, engaged in insightful discussions, providing valuable feedback to shape pioneering economic development strategies that will propel our region to new heights.

In celebration of Business Appreciation Month in May, the Alliance **partnered with The Port of Virginia to execute a series of industry-focused business visits** throughout the region. Joined by Laura Swankler and Lauren Foley, Toi Hunter met with the following companies and localities:

- Suffolk Cold Storage, with Suffolk Economic Development
- Southeastern Freight, with Portsmouth Economic Development
- Maersk Line Limited, with Norfolk Economic Development
- Yupo Corporation, with Chesapeake Economic Development

Meeting with companies with similar experiences and operational needs allowed the team to learn more about current industry concerns across the region, and with the partnership of the Port, we could address the issues in real time with the region's industry experts.

The key takeaway from this effort is that the logistics industry is still realizing its new-normal since the global pandemic impacted the industry greatly. In addition, new technologies at the Port have allowed existing customers to increase their competitiveness in the industry.

**The Business Retention and Expansion Roundtable continues to bring together professionals from each locality** throughout the year. Building on past accomplishments like protocols, these professionals ensure that localities work together when a business is seeking to expand.

In addition, the Alliance presented to a variety of investors, stakeholders, and trade associations to discuss the services available to existing businesses at the state, regional, and local levels. The Alliance's Business Intelligence division provides some of these services, including research on federal contracts and grants, demographic and workforce information, site data, and cost comparisons. The Alliance is committed to BRE and the results prove it.



# BUSINESS INTELLIGENCE

The Alliance's Business Intelligence Division has become an indispensable resource for understanding the region's dynamic business environment and workforce. By delivering actionable insights and market intelligence, the division empowers stakeholders, including investors, prospects, and public-sector partners, to achieve their strategic goals.

In 2024, the Business Intelligence Division achieved transformative results, reinforcing its role as a trusted partner across the region:

- Completed **640+ BUSINESS INTELLIGENCE ASSISTS** in response to research and real estate solutions requests, a remarkable **402.3% year-over-year increase**, showcasing the growing reliance on the division's expertise for data-driven decision-making.
- Generated over **\$100,000 IN SAVINGS** for investors through tailored research and consulting services, providing tangible value to businesses and communities.
- Hosted the Alliance's annual Economic Forecast event in partnership with the Federal Reserve Bank of Richmond, setting a new standard for regional economic dialogue and equipping local leaders with insights for fiscal planning.
- Onboarded two new partners to the Alliance's regional Salesforce platform and enhanced property data storage, streamlining site selection, improving response efficiency, and delivering comprehensive market intelligence to stakeholders.

With deep expertise in economic impacts, market potential, and strategic planning, the Business Intelligence Division aims to equip stakeholders with the tools needed to make confident, data-driven decisions. Tailored insights uncover emerging trends, pinpoint opportunities, and address challenges across key sectors, ensuring stakeholders stay ahead in a competitive environment.

**From economic and demographic overviews to workforce research and industry analysis, the division delivers a comprehensive understanding of the region's business landscape**, labor market, and population dynamics. By providing strategic and forward-thinking planning support, the team shapes transformative economic development strategies, attracts high-value businesses, and maximizes the potential of key development sites.

The Business Intelligence Division is more than a service provider, we are a trusted strategic partner, dedicated to driving economic competitiveness and delivering lasting value to the region. Building on the successes of 2024, the division is ready to tackle the opportunities and challenges of 2025, equipping stakeholders with innovative insights and strategic support to foster growth, attract investment, and shape a prosperous future for Hampton Roads.



# REAL ESTATE

In the past few years the importance of available sites and buildings has emerged as arguably the most important factor that determines the outcome of major economic development projects. Since 2018, VEDP estimates that a lack of business-ready sites has cost the Commonwealth more than 34,000 direct jobs, \$64 billion in capital investment, and up to \$759 million in estimated annual raw state revenue. As a result, understanding the region's site inventory and determining ways to advance more sites is a critical component of the Alliance's work and is being accomplished by adding two verticals: a new Real Estate Solutions Division and the Eastern Virginia Regional Industrial Facility Authority (EVRIFA).

This year, **Real Estate Solutions became the newest division of the Alliance**. As part of the Business Intelligence team, the division's initial focus is to gain an understanding of sites and buildings by compiling a comprehensive set of data points that are typically requested by prospects and stakeholders. In August, **Josh Sterling was hired as the Alliance's first Real Estate Analyst**. He spent the latter half of 2024 studying sites and working alongside his Real Estate Solutions counterparts at VEDP to tour major sites and buildings around the region.



The Alliance also **continued its role as the managing entity for the EVRIFA**. The EVRIFA's first project, Kings Creek Commerce Center, attracted multiple prospects and is poised to provide a substantial return on investment to its member communities. The EVRIFA also welcomed the cities of Virginia Beach and Portsmouth to its ranks, marking a major step toward uniting the region in an effort to advance critically needed sites for development and sharing in its successes.

EVRIFA Director Jim Noel concluded his tenure and officially retired at the end of 2024. The Alliance thanks Jim for a job well done and congratulates him on a remarkable career of serving York County and the entire Hampton Roads community.

# MARKETING

Hampton Roads has the assets to thrive as a region in the changing economic order. But that's not enough. A region needs to recognize, embrace and communicate them. The Hampton Roads Alliance is not only a business development organization; it is the lead regional marketing agency for the business community to domestic and international audiences. The Alliance doubled down in 2024 to enhance and amplify its messaging to showcase Hampton Roads as a thriving location for business.

## A NEW ALLIANCE HUB, A NEW WEBSITE

In collaboration with technology consulting partner Port & Starboard, the Alliance **launched a brand-new website in May 2024**. The new website provides a comprehensive overview of the services offered by the Alliance in a dynamic and visually appealing way. The site also has an innovative Investor Portal where Alliance stakeholders can access documents, photos, videos, and exclusive content with individual logins. The revamp is paying off, as the site saw a **23% increase in active users** in 2024.

## CUTTING THROUGH THE NOISE

In today's busy and loud communications landscape, a new website is only part of what's needed to effectively share the story of the Hampton Roads region.

In 2024, **the Alliance invested in a public relations and communications consultant, Consociate Media, to enhance our efforts to tell the region's story** through original content on the new website, photography and videography assets shared digitally, and news media outreach. These strategic, proactive initiatives and messaging resulted in media pick-ups and broader brand awareness of the Alliance.

In total, the **potential news reach of stories about the Alliance increased 6% year over year, for a total of 943 MILLION** — 98% of which had a positive sentiment. The Alliance was mentioned in the news 745 times throughout the year.



# INVESTOR RELATIONS

The Alliance continues to be one of the premier networking organizations for the region by providing impactful investor events. In February, the Alliance held a highly successful annual meeting with several hundred of its stakeholders at Hampton University to hear from renowned author and scholar Bruce Katz. During this meeting, the Alliance **awarded its Ally of the Year award to Chelsea Jenkins Olivieri, Deputy Secretary of Commerce and Trade** under Secretary Caren Merrick and Governor Glenn Youngkin.

The Alliance's investor relations efforts continued throughout the year and included events such as its Mid-Year Summer Soiree at Norfolk Botanical Gardens, and its regionally-renowned Holiday Party at the Chrysler Museum of Art, as well as partnering with the Virginia Chamber to host the Virginia Forum on Infrastructure and its Impact on Economic Development.



## EVENT HIGHLIGHT: VIRGINIA GOVERNORS' PANEL

The Alliance started 2024 with a remarkable investor event in January, **a bipartisan panel discussion featuring three former Virginia governors: George Allen, Bob McDonnell, and Ralph Northam**. The event was one of the largest investor events in recent years and offered valuable insights into Virginia's business landscape.

The Governors engaged in thoughtful conversations about their respective tenures, shedding light on the significant economic development events and initiatives that shaped the Commonwealth. **Attendees gained a deeper understanding of Virginia's economic journey**, with a focus on job creation and overall economic growth. The panel included a series of thought-provoking questions that delved into the past, present, and future of the state economy including discussion on some of the most significant projects during their terms and how these initiatives have influenced the state's current economic landscape. The Governors, drawing from their rich experience, closed with valuable advice for our regional leaders. **All three governors decided to call Hampton Roads home** after they left office, a testament to the quality of life in our region.



### DIAMOND (\$100,000+)



### PLATINUM (\$50,000+)



### GOLD (\$25,000+)



### SILVER (\$10,000+)

The Breeden Company  
Chesapeake Regional Healthcare  
Children's Hospital of the King's Daughters  
Clancy & Theys Construction  
Colonna's Shipyard  
Damuth Trane  
Dewberry  
Dollar Bank  
Eastern Virginia Medical School

ECPI University  
Franklin Group  
Fugro  
garrett Realty Partners  
Kaufman & Canoles  
Langley Federal Credit Union  
The Lee Group  
MEB  
Metronet

S. L. Nusbaum Realty Co.  
Siemens Gamesa Renewable Energy  
Tidewater Community College  
Virginia Tech Corporate Research Center  
Wells Fargo  
Willcox Savage  
Woods Rogers

### BRONZE (\$5,000+)

ARCO Design/Build  
Atlantic Dominion Distributors  
Automatic Coating Limited  
Bank of America  
Berkshire Hathaway Energy GT&S  
Birdsong Peanuts  
The Branch Group  
Burgess & Niple  
C.A. Barrs Contractor, Inc.  
Canon Virginia, Inc.  
Centura College

Colliers  
Dominion Gas of Virginia  
Crenshaw, Ware & Martin, PLC  
CV International  
Divaris Real Estate  
Doug Ellis  
Drucker + Falk  
Elevance Health  
Forvis Mazars  
Fulton Bank  
Hanbury

Harbor Group International  
Harry Lester  
HBA Architecture & Interior Design  
Hourigan  
Hunton  
IRONCLAD  
ITA International  
Keith Vander Venet  
KPMG  
Landmark Hotel Group  
Marine Safety Consultants

McGuire Woods  
McLeskey  
Norfolk Airport Authority  
Norfolk Waterside Marriott  
Paul D. Camp Community College  
Pembroke Enterprises  
PNC Bank  
ProWood  
Ripley Heatwole Company  
Rivers Casino Portsmouth  
RWE Clean Energy

Southern Bank  
Sumitomo Drive Technologies  
Taylor's Do it Center  
U.S. Waterways Transportation  
VHB  
VIA design  
Virginia Wesleyan University  
The Whiting-Turner Contracting Company  
William & Mary  
Williams Mullen  
Work Program Architects

# LEADERSHIP

The Alliance Board of Directors is comprised of mayors/county chairs, private CEOs/executives, and ex-officio directors who help provide strategic direction and guidance to the organization. Similarly, the Alliance's Regional Economic Development (RED) Team includes one representative from each member locality, regional partners and utilities, who work collaboratively with the Alliance to propel regional growth. **Thank you to the following individuals for their service to the Alliance and the region at-large in 2024!**

## BOARD OF DIRECTORS

### PRIVATE SECTOR

Ferguson Enterprises  
**Mr. Keith D. Vander Vennet, Chair**

Virginia Natural Gas  
**Mr. Robert Duvall, Vice Chair**

TowneBank, Virginia Beach  
**Ms. Buffy Barefoot, Treasurer**

Cox Communications  
**Ms. Nneka Chiazor**

Dominion Energy  
**Ms. Katharine Bond**

Hampton University  
**Mr. Darrell Williams**

Fairlead / The Miller Group  
**Mr. Jerry Miller**

HII-Newport News Shipbuilding  
**Mr. Cullen Glass**

Sentara Health  
**Mr. Aubrey Layne**

W. M. Jordan  
**Mr. John Lawson**

### PUBLIC SECTOR

City of Chesapeake  
**Honorable Richard W. West**

City of Hampton  
**Honorable Donnie R. Tuck**

City of Newport News  
**Honorable Phillip D. Jones**

City of Norfolk  
**Honorable Kenneth C. Alexander, Ph.D.**

City of Virginia Beach  
**Honorable Robert M. "Bobby" Dyer**

City of Portsmouth, At Large Representative  
**Honorable Shannon Glover**

City of Williamsburg, At Large Representative  
**Honorable Douglas G. Pons**

### EX OFFICIO

City of Hampton  
**Ms. Mary Bunting, CAO Chair**

City of Norfolk  
**Mr. Sean Washington, RED Team Chair**

Hampton Roads Alliance  
**Mr. Douglas L. Smith, Secretary**

Hampton Roads Executive Roundtable  
**Ms. Nancy Grden**

Hampton Roads Workforce Council  
**Mr. Shawn Avery**

HII-Newport News Shipbuilding (Retired)  
**Mr. Bill Ermatinger, Past Chair**

Willcox Savage  
**Mr. Jimmy Wood, General Counsel**

## RED TEAM

### LOCALITIES

Chesapeake Economic Development  
**Mr. Steven Wright**

Franklin Southampton Economic Development, Inc.  
**Mr. Karl Heck**

Hampton Economic Development  
**Mr. Leonard Sledge**

Isle of Wight County Economic Development  
**Ms. Kristi Sutphin**

James City County Economic Development  
**Mr. Chris Johnson**

New Kent County Economic Development  
**Ms. Lindsay Hurt**

Newport News Department of Development  
**Ms. Florence Kingston**

Norfolk Economic Development  
**Mr. Sean Washington**

Poquoson Economic Development  
**Ms. Tonya O'Connell**

Portsmouth Economic Development  
**Mr. Brian Donahue**

Suffolk Economic Development  
**Mr. Kevin Hughes**

Virginia Beach Economic Development  
**Ms. Amanda Jarratt**

Williamsburg Economic Development  
**Ms. Yuri Matsumoto**

York County Economic Development  
**Ms. Kristi Olsen-Hayes**

### UTILITIES & REGIONAL PARTNERS

Dominion Energy  
**Mr. Bryan Smith**

Hampton Roads Planning District Commission  
**Mr. Bob Crum**

Hampton Roads Executive Roundtable  
**Ms. Nancy Grden**

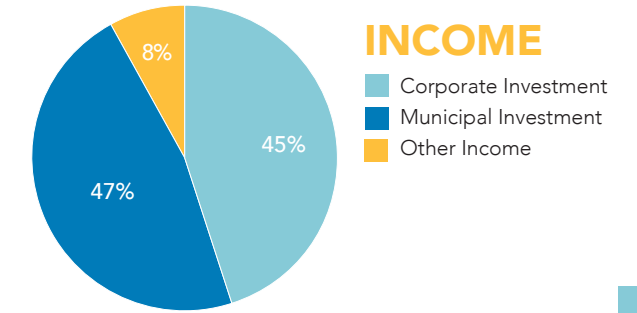
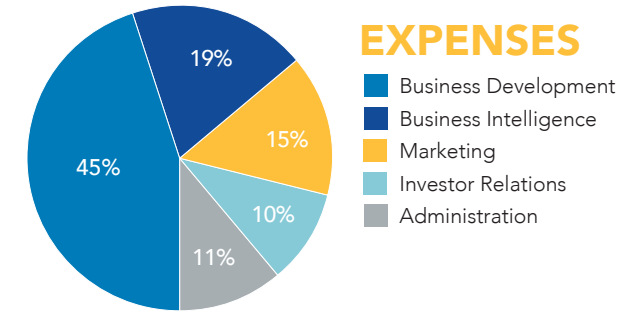
Hampton Roads Workforce Council  
**Mr. Shawn Avery**

Port of Virginia  
**Ms. Laura Swankler**

Virginia Natural Gas  
**Ms. Shannon Pierce**

# FINANCIALS

A detailed budget for 2024, as well as the approved budget for 2025, can be found at [www.HamptonRoadsAlliance.com/budget](http://www.HamptonRoadsAlliance.com/budget)



# STAFF

### Pictured left to right:

Matt Smith — Director, Energy & Water Technology  
 Adelaide Gilmore — Senior Administrative Specialist  
 Toi Hunter — Vice President, Business Retention & Expansion  
 Olivia O'Bry — Director, Operations  
 Amy Parkhurst — Sr. Vice President, Business Development  
 Steve Harrison — Chief Operating Officer  
 Josh Sterling — Real Estate Analyst, Business Intelligence  
 Michael Evans — Director, Business Intelligence  
 Alisa Hegrenes — Director, Investor & Public Relations  
 Jillian Goodwin — Director, Marketing & Communications  
 Jared Chalk — Chief Business Development Officer  
 Doug Smith — President & CEO

### Not pictured:

Carmon Schietzelt — Marketing Specialist  
 Jim Noel — Director, EVRIFA/Real Estate Solutions





HAMPTON ROADS  
**ALLIANCE**

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[www.HamptonRoadsAlliance.com](http://www.HamptonRoadsAlliance.com) 