

Economic Development

Maps and charts may be viewed in Clerk for Council office.



The City of Lynchburg, Virginia

MEMORANDUM

TO: City Council

FROM: L. Kimball Payne, III, City Manager

DATE: September 5, 2008

SUBJ: Future Work Session Topics

One of the last items for Council's retreat will be a discussion on future work session topics and their scheduling. Certain topics may arise naturally out of Council's identification of goals for the next two years. In addition to those topics, there are a number of issues that over time have been suggested as future work session topics. Some were considered when selecting topics for Council's retreat.

Attached is a list of potential work session topics that staff has compiled. Please note that some topics have already been assigned to the September and October work sessions.

Please let me know if there are any questions.

Attachment

Future Work Sessions

September 23, 2008: CDBG/HOME Programs

October 28, 2008: Curbside Recycling
 Dog Park Feasibility Study

Possible Topics

Big Box Ordinance—October 28, 2008 (or Oct. 14, 2008 public hearing followed by work session)

Briefing on Erosion & Sediment Control/Stormwater Program

Review Historic Districts Ordinance re Council Member Helgeson's concerns

Brief Council on Utilities Extension Policy, Water and Sewer Availability and Connection Fees and providing Service to Unsewered Areas (currently in PDC)

Brief Council on Planned Programming on the Government Channel

Curbside vendors

City Regulation of Taxi Cabs

Johnson Health Center, Dr Houck & Dr. Gately (Health Department Director)

Housing

Public Safety (needs definition)

Public Education (needs definition)

Sustainability

Community Dialogue on Race & Racism

SWOT

Preliminary Budget Priorities



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MAGAZINE

VIRGINIA TOWN & CITY

August 11, 2008

Mr. L. Kimball Payne III
City Manager
900 Church St.
Lynchburg, VA 24504

Dear Kim,

Congratulations. Lynchburg is one of the winners in the Virginia Municipal League's 2008 Achievement Awards competition.

The city's entry describing its Grow One Summer Camp was judged as the best project or program in the category for localities with populations of between 35,001 and 90,000.

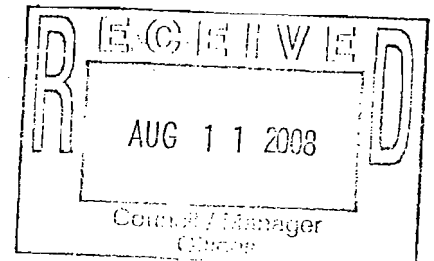
The award will be presented at a banquet on Tuesday evening, Oct. 21, during VML's annual conference in Norfolk. The winning entries are featured in the September issue of *Virginia Town & City* magazine.

Again, congratulations on this award that reflects so positively on the work that you and the City Council are doing on behalf of the citizens of Lynchburg.

Very truly yours,

David A. Parsons
Director of Communications

cc: Mayor Joan F. Foster



**2008 Virginia Municipal League
Achievement Awards
Cover Sheet**

Title: **Grow One™ Summer Camp**

Category of Entry: **Population Award, 35,001 to 90,000**

Jurisdiction: **City of Lynchburg**

City Manager: _____
L. Kimball Payne, III

Need For The Project

The Office of Economic Development for the City of Lynchburg has a long standing business visitation program designed to flush out issues and collaboratively approach problem-solving. The business community's frustrations around workforce were escalating. Ongoing conversations with economic development staff from our regional neighbors (The City of Lynchburg and Amherst, Appomattox, Bedford and Campbell counties are united as Region 2000.) revealed that they, too, were hearing like concerns.

Subsequently, Virginia Governor Kaine announced economic development goals for the Commonwealth which included establishing local programs that identify and meet the needs of existing businesses, and providing a workforce system that is responsive to employer and worker needs. He also emphasized regional cooperation.

Lynchburg's Office of Economic Development responded to local concerns and the Governor's goals through research, design and roll-out of workforce development programs for youth.

Region 2000, home to two universities, three colleges, and one community college, is actively engaged in facilitating higher education and business partnerships. Hence college-age and older workforce members are being educated to meet employers' immediate technical needs.

Our business visitation program, however, revealed that work ethic and soft skills needs were not being met. Because these areas are value-based, they are best addressed at a young age. Therefore, a long term approach to workforce issues is necessitated.

Addressing the needs when students are ready to enter the workforce is too late. The new workforce development programs are designed to engage businesses early on in training tomorrow's employees, reaching them as young as sixth graders.

Grow One™ Summer Camp is designed for rising seventh graders. It is an innovative offering of entrepreneurial and leadership skills curriculum.

Project Origination

... [we] must prepare more of our young citizens to be better able to advance technical insights such that innovative products and services continue to flow into our economy.¹

In October 2006, Mary Jane Russell, Director of The City of Lynchburg Office of Economic Development approved a proposal for Grow One, an entrepreneurship and leadership education experience designed by blue KIWI™. The program was to include fifteen students from each of the three City's middle schools. Students would be nominated by their school principals and guidance staff. The project goals were:

- Develop and experience 'real world' in the context of entrepreneurship
- Acquire economic, social, political and ethical concepts and skills
- Discover the importance of cooperation

¹ Innovation Measurement: Tracking the State of Innovation in the American Economy. A Report to the Secretary of Commerce by The Advisory Committee on Measuring Innovation in the 21st Century Economy, January 2008

- Marshal creative and analytical resources
- Practice setting and achieving goals
- Enhance a sense of empowerment and self-sufficiency
- Experience international trade and exchange rates
- Learn and practice leadership skills
- Have fun while learning

Project Execution

At the suggestion of the Center for Economic Education at Lynchburg College, a joint project grant was submitted to the National Council on Economic Education in October 2006. Notification of a \$10,000 grant award made possible by the National Council on Economic Education through funding from the United States Department of Education Office of Innovation and Improvement was received in December 2006.

Encouraged, the Lynchburg City Office of Economic Development decided to expand the original proposal and offer the camp as a regional program. Staff began talks with its sister economic development organizations. The number of eligible student participants grew to include one eligible student from each of the counties' schools housing sixth grade.

Grow One™ gained regional acceptance in February 2007 with an \$8,000 grant from the Region 2000 Economic Development Council and another \$8,000 grant from the Workforce Investment Board. During the ensuing months, additional funding was raised from economic development entities, the business community and foundations.

A comprehensive Operations Manual was written and insurance was secured. Marketing materials were developed and prepared for distribution.

School principals and guidance counselors nominated students based on interest in entrepreneurship and perceived value to the student. Letters of invitation were distributed to students through their schools.

The Center for Economic Education at Lynchburg College trained facilitators to deliver the entrepreneurial curriculum, Mini-Society® which was developed by Dr. Marilyn Kourilsky. The School of Education and Human Development at Lynchburg College identified facilitator assistants. Principals nominated school staff to serve as residence advisors. Chief Executive Officers and Presidents of regional businesses volunteered their experiences and learned expertise as guest speakers.

On July 15, 2007 at 6:00 pm, the inaugural Grow One™ Summer School Camp opened with registration at Lynchburg College. A welcoming pizza party and orientation were held in Westover Room, Burton Student Center. During the week, students were housed in Shackelford Hall; boys on the third floor, girls on the first and second floors. Three meals a day were served in the Dining Hall, Burton Student Center. Entrepreneurial classes were held in Hopwood Hall and Brewer, Warren, and Houston townhouses. Guest lectures were presented in Elliot & Rosel Schewel Hall. Evening leadership activities included bus trips to Lynchburg City Stadium and Putt-Putt Fun Center.

The camp's closing ceremony for families and invited guests began at 1:00 pm with an International Market Day in Memorial Ballroom, Hall Campus Center. Following the graduation or launch, complete with flying saucers, of the new entrepreneurial leaders, everyone enjoyed an ice cream social. Camp closed at 3:00 pm to resounding roars of success from campers and parents, and an exhilarated albeit exhausted staff.

Project Impact and Benefit

The importance of Grow One™ Summer Camp is multi-faceted. First, the Office of Economic Development has moved beyond traditional bricks and mortar into workforce development. Second, workforce development has been initiated at a young age, far younger than that a traditional workforce development model would draw upon. And, third, the new initiative is supported by the business community as demonstrated by objective measures.

Qualitative Project Results

- 14 engaged businesses
 - 10 providing \$10,450 in financial support
 - 6 providing speakers
 - James A. Mercadante, General Manager, Cintas
 - Calvin Falwell, Chief Executive Officer, Falwell Corporation
 - Billy McBratney, Crafter of Strategy and Creative, McBratney Marketing
 - Kelvin L. Moore, President Moore + Goldman Architects, and Member, Commonwealth of Virginia Board of Education
 - Dale Moore, Chief Executive Officer, Moore's Electrical & Mechanical Construction, Inc.
 - Joe Aboid, Owner, Putt-Putt Fun Center
- 10 engaged government entities providing \$35,000 in financial support
- 18 engaged schools
 - Altavista Middle School
 - Amelon Elementary School
 - Amherst Middle School

- Appomattox Middle School
- Big Island Elementary School
- Brookville Middle School
- Cave Spring Middle School
- Dearington Elementary School
- Dunbar Middle School
- Forest Middle School
- Linkhorne Middle School
- Monelison Middle School
- Mt. Airy Elementary School
- Rustburg Middle School
- Sandusky Middle School
- Staunton River Middle School
- Thaxton Elementary School
- William Campbell Middle School
- 44 participating students
 - Amherst County (2)
 - Appomattox County (1)
 - Bedford County (4)
 - Campbell County (4)
 - City of Lynchburg (33)
- 1,980 instructional hours
 - 25 hours of Mini-Society® entrepreneurial curriculum
 - 3 hours of international trade curriculum
 - 12 hours of leadership curriculum
 - 5 hours of entrepreneurial business exposure
- A 20.8% improvement in entrepreneurship test scores
 - Pre-test Average Score: 58.0
 - Post-test Average Score: 78.8
- 14 teachers receiving one week of compensation for participation as facilitators and residence advisors
- 4 college students receiving compensation for participation as instructional assistants

Subjective Project Results

Collaborative working relationships strengthen community.

Grow One™ built relationships between businesses and students, opening communication channels with regard to realistic career opportunities and expectations, and corresponding educational requirements.

The program demonstrated further benefit through identification of business volunteers who provided career instructional hours, exposing both children and their parents to the diversity of our business community. The instructional hours were beyond normal school hours, extending educational opportunities. Program surveys show that in the future, participating students would feel comfortable reaching out to the business leaders they've met thus improving chances that tomorrow's workforce is in our own backyard.

The program forged a solid working relationship between the Center for Economic Education at Lynchburg College and the Office of Economic Development. The Center is committed to encouraging teachers' creativity and commitment to the instruction of economics, essential to the vitality of our community. The Center made Grow One™ possible by training the entrepreneurship facilitators for the program.

Summary

The City of Lynchburg Office of Economic Development has moved beyond the traditional economic development model of bricks and mortar, designing and facilitating a creative workforce development program for young people. The collaborative program is designed to positively impact the availability and skill levels of tomorrow's workforce. As demonstrated by qualitative results and implied by subjective results, the innovative Grow One™ Summer School Camp will enhance the economic vitality of our community and the region.



The City of Lynchburg, Virginia

City
Manager's
Office

MEMORANDUM

TO: City Council

FROM: L. Kimball Payne, City Manager
Bonnie Svrcek, Deputy City Manager

SUBJECT: Council Retreat 2008: Goal Setting

DATE: August 29, 2008

In preparation for your Goal Setting agenda item at the Retreat, we wanted to remind Council of the "Five Big Things to Make Lynchburg Great" that were identified during the 2007 Council Retreat last September. The "Five Big Things" that Council identified were:

- ◇ Economic Development
- ◇ Fiscal Accountability
- ◇ Education
- ◇ Infrastructure
- ◇ Public Safety

Following is some background on our facilitator for the Goal Setting agenda item:

Kathy Baske Young is an Executive and Organizational Coach. She has coached Fortune 500 executives and teams in a number of fields, including pharmaceutical, high-tech, telecommunications, real estate investment and professional sports. She has worked with local governments in leadership development and strategic planning.

Prior to becoming a professional coach, Kathy worked in sales and sales management in television for the past 25 years, most recently as VP of Sales for WRC-TV, the NBC Owned and Operated station in Washington DC.

Kathy is the incoming Chair of the Roanoke Regional Chamber of Commerce, and received the 2007 Roanoke Valley Women of Achievement Award in Business from the YWCA. She lives in Roanoke with her husband Mark who is an artist, and their two black Labrador girls - Emma who is 7, and Jackson who just turned 1.

Thank you.