



## Jobs Commission Recommends Increased Funding to Promote Virginia

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*Invest more money promoting Virginia as a great place to live, work and do business!*

That was the clear message delivered recently at the final meeting of Gov. Bob McDonnell's Jobs Commission.

As a member of the Jobs Commission and co-chair of the Business Recruitment/Retention Subgroup, Williams Mullen's Steve Baril presented the subgroup's recommendation to increase marketing dollars.

Virginia closes better than 50 percent of its economic development opportunities. Once Virginia hits a prospect's radar screen, the Commonwealth tends to sell itself. But, "the challenge" is getting the word out both domestically and internationally. During the last General Assembly session, the McDonnell administration and the legislature responded with an infusion of \$50 million, including advertising dollars to market Virginia.

Lt. Gov. Bill Bolling and Senior Economic Advisor Bob Sledd, who presided over the meeting, heard the message. "We intend to study the Commission's recommendations," Bolling said, "and fight for more resources for job creation in the next General Assembly session." Bob Sledd encouraged members of the Commission to stay engaged and to be advocates for additional funding to create needed jobs.

The Jobs Commission is comprised of a panel of prominent business leaders from across the Commonwealth. The Commission was created by Executive Order No. 1 and was organized into eight subgroups: economically distressed areas, manufacturing, small business, technology, workforce development, tourism, energy, and business recruitment and development. Last week each subgroup rendered its specific recommendations to the McDonnell administration. Click [here](#) for the final reports of the subgroups' recommendations.

Williams Mullen will issue Updates over the coming weeks to inform clients and friends of the firm about various aspects of the Jobs Commission's recommendations.

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