

# Umsbrook

LIVE. WORK. PLAY.



ANNUAL REPORT 2018

## A LETTER FROM THE BOARD OF DIRECTORS

Dear Innsbrook Property Owners,

Your Innsbrook Owners Association board has been working hard to ensure the evolution of Innsbrook from a world class office park to a cutting edge mixed use community. The following is the 2018 Manager's Report outlining the many ongoing initiatives of the Innsbrook Board of Directors benefiting the overall Innsbrook Community.

We are working with Henrico County to be thoughtful and intentional regarding roads, trails, water quality, sewer capacity, internet connectivity, and common areas for community activities all the while adhering to the high quality architectural and landscaping design standards that sets Innsbrook apart. Monthly meetings with the Innsbrook Board Directors and Henrico County administration were held to plan access and utility infrastructure for increased density to enable Innsbrook to achieve its maximum potential as a live, work and play community. We are trying to create a truly walkable community with a focus on environmental sustainability.

We expect that in the near term, the current parking lots and undeveloped land will be used to significantly increase the number of individuals actually living in Innsbrook proper. This will transform Innsbrook into a 24/7 community. Safety and security of our business employees, customers, residents and guests will remain a top priority.

We are working with the Innsbrook Foundation to think of creative ways that the park can be used as a venue for events that will bring people together and support charitable causes. Technology has provided tools to manage our environment and connect us as never before. The pace of change is accelerating and your leadership is committed to growing and adapting Innsbrook for the benefit of all.

Regards,

INNSBROOK OWNERS ASSOCIATION

Bruce Kay

President Elect 2019

Innsbrook Owners Association



## MANAGER'S REPORT - A YEAR IN REVIEW

Welcome to our 2018 Manager's Report outlining the many initiatives being evaluated by the Innsbrook Board of Directors benefiting the Innsbrook Community. The Board of Directors and Henrico County administration continue to work together as a collaborative task force to discuss road improvements, long term sanitary sewer development, and community programs beneficial to the Innsbrook Community and the surrounding area.

### ROAD IMPROVEMENT

Henrico County, in collaboration with VDOT, continue to work on the Dominion Road project to add another southbound lane from Dominion Boulevard at the Broad Street Intersection. The goal is to improve the flow of traffic turning right onto Broad Street heading west during the lunch and dinner time hours of the work day. The planned three lanes will accommodate traffic heading east (one lane) or west (two lanes) onto Broad Street. VDOT is evaluating extending the eastbound Broad Street left turning lane onto Dominion Boulevard to assist with the flow of traffic during the morning and lunch time travel times. This work is slated for a summertime 2019 completion.

Henrico is also evaluating adding a roundabout at the intersection of Innslake Drive and Dominion Boulevard. The Innsbrook Board of Directors has been supportive of these projects aimed about enhancing the traffic experience involving Dominion Road.

The second phase of the Nuckols Road improvement, connecting Interstate 295 and Cox Road, has been moving toward a completion date during the first quarter 2020. This additional lane, from Sadler Road to Cox Rd will provide commuters direct access from the I-295 exit ramp to Cox Road, the main avenue of the Innsbrook Office Park. The collaboration between the Henrico County Administrative staff and the Innsbrook Board of Directors has been a four-year process to evaluate ways to improve the infrastructure surrounding the Innsbrook community and the impact on the local residential communities using the Nuckols Road corridor.

### UTILITY INFRASTRUCTURE INITIATIVE

The evaluation of sanitary sewer line infrastructure supporting Innsbrook (now and in the future) continues to move forward through the design and layout phase of the project. Public Utilities presented a map of the proposed routes for the sewer lines to be reviewed by the Ownership task force. The plan has been revised and decisions on the final route are pending. The Ownership Task Force continues to work with the affected stakeholders on the easement documentations for construction, design and the legal issues involved with this project.

### STORM WATER MANAGEMENT

The Board Task Force working on the Storm Water Management regulations (as presented by the Department of Environmental Quality) continues to evaluate processes and protocols for meeting the current guidelines for water quality as well as the impact on future development of Innsbrook.

There are many components of this plan that can impact the outcome of the current VPDES general permit which expires on June 30, 2019 and the extension period that is slated to expire on June 30, 2024. The Task Force continues to communicate with the regulatory board to express their concerns and to clarify any changes that may impact storm water, erosion and sediment control and construction run-off from new development in Innsbrook.

Stormwater and Lake Management services have been initiated to evaluate the water quality of our lakes for the benefit of our community and future water regulations that may be initiated by governmental policy. We collect water samplings on a quarterly basis evaluating the nitrogen and phosphorous loads that may impact our water quality. There are 9 sampling locations across our five lakes in order to monitor nutrients entering the lake system and at the discharge point at the Lake Rooty spillway on the north side of the Park. We are working with our landscaping services, geese population, evaluating the shorelines for erosion issues and opportunities for developing aquatic benches and better landscape barriers that will help to control sediment disposal into the lake system. There are many concepts and ideas to explore as we look for ways to address any water quality challenges. There are innovative methods of treating stormwater runoff and utilizing new technological advances for reducing nutrient loads, as well as other proactive steps that we can take over the course of the next five years to better position Innsbrook as a self-sustaining, self-contained project meeting the storm water management regulations.

# MANAGER'S REPORT - A YEAR IN REVIEW

## INNSBROOK NEXT

Innslake Place at 4235 Innslake Drive, the first Urban Mixed Use Development in Innsbrook, broke ground in November 2018. This project will contain residential units, an existing office building and parking decks to accommodate the residents and office users. For more information on this project please visit their website: [www.innslakeplace.com](http://www.innslakeplace.com). The Innsbrook Architectural Review Committee (ARC) was presented with two additional Urban Mixed Use Developments during 2018 for consideration. The three residential projects, when fully developed, will add approximately 1,400 residential units to the Innsbrook community.

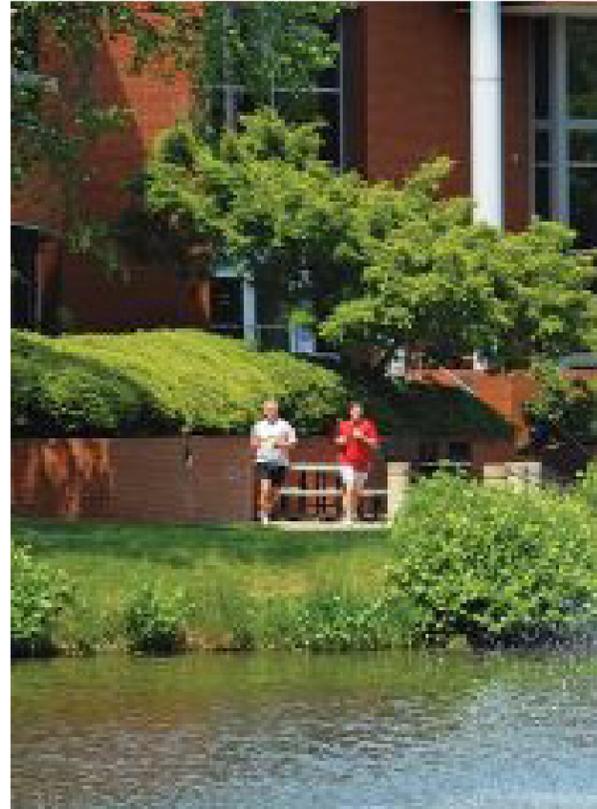
## INNSBROOK OPERATIONS

The trail system is considered a key aspect of Innsbrook that is vital to the environmental features offered to the residential and office community. As the Board looks for ways to improve this amenity, management has hired a third party vendor, (HG Design Studio), to work with a board task force to evaluate our current landscaping program in collaboration with our lake trail system. We are making plans for the future of Innsbrook to enhance our central park theme that includes 36 acres of water and 5 miles of walking/running trails, providing a park like setting for the local community. This project will be done in collaboration with our storm water management program.

Allied Universal Patrol at Innsbrook continues to provide safety, security and education to the Innsbrook Community via the monthly Safety Alliance Meetings, the quarterly lunch and learn programs with our local Henrico Safety Officer, individual team building sessions and face to face moments of customer service to the many businesses and guests of Innsbrook. You also know them by seeing their vehicles patrolling the park with their flashing lights. We appreciate their service to the community. Our operational partners include Brightview Landscaping and Clarke (Lake Management) who help to maintain the common areas of the park. This includes the roadway medians, lake shore- lines, fountains, lake water quality, tree/shrub/lawn service, and other environmental issues impacting our park.

The budget for 2019 was approved by the Board of Directors and the Innsbrook Owners with over a 75% approval. The operational budget stayed the same for 2019. The 3% budget increase supports the reserve fund which supports physical improvements to the park. The manager presented a 5 - 7 year plan to collect funds for trail and bridge renovations, storm water management, and lake dredging.

The Innsbrook.com website is being enhanced to meet the communication and marketing goals for Innsbrook. There is a new App for Innsbrook being developed by the Foundation, that can be found at the Apple Store. The Highwoods Team will continue to work with our service partners, property managers and owners to keep the Innsbrook "park- like" features fresh and bright as we maintain the common area and grounds that are enjoyed by all.



## INNSBROOK OWNERS ASSOCIATION BUDGET

JANUARY 1 – DECEMBER 31, 2019

### INCOME

Association Dues	\$743,160
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### OPERATING EXPENSE

Security Contract	\$240,000
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Innsbrook Foundation	\$190,000
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Landscaping and Irrigation Services [Maintenance and Repairs]	\$127,096
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Park Management Fees [Contract Services]	\$59,852
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Lake Management [Water, Shoreline, and Fountain Repairs]	\$45,000
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Common Area [Bridges, Trails, Decks and Signage]	\$36,103
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Other [License, Fees and Board Administration]	\$13,250
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Insurance	\$12,475
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Utilities [Electric and Water Service]	\$12,380
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Legal and Consultant Fees	\$7,000
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<b>Total Operating Expense</b>	<b>\$743,160</b>
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<b>Total Net Income</b>	<b>\$0.00</b>
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<b>Reserve Fund - Capital Improvements</b>	<b>\$174,084</b>
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# INNSBROOK BOARD OF DIRECTORS



## WALTON MAKEPEACE, PAST PRESIDENT 2018

Walton was with Highwoods Properties from 2014-2018 as vice president responsible for the Richmond division. He oversaw a portfolio of more than 2.3 million square feet which is approximately 6.7% of Highwoods' total annualized revenue plus a joint venture, and third party portfolio of another seven hundred feet. He is a graduate of the University of North Carolina at Chapel Hill and has over 30 years of real estate experience. Walton has been an integral part of the Richmond real estate community for the past 19 years.



## BRIAN F. WITTHOEFFT, VICE PRESIDENT 2018

As partner and Managing Director of Lingerfelt Commonwealth Partners, Brian Witthoefft oversees all aspects of the leasing and marketing of the Company's portfolio and sits on the Company's Investment Committee. Since 2003, Brian has gained expertise and knowledge through multiple sectors of the commercial real estate industry, including third-party investment sales and brokerage with CB Richard Ellis, institutional experience in the public REIT sector with Liberty Property Trust, and private sector experience in development and acquisitions with the Lingerfelt Commonwealth Partners. Brian's investment and leasing transactional experience includes over 750 transactions in excess of 7 million square feet. Brian is a graduate of James Madison University and is a licensed real estate broker in Virginia.



## A. PAUL HECKMAN, CPA, TREASURER

Paul has over eleven years of experience in public accounting providing tax consulting and compliance services for privately owned businesses and individuals. Paul's focus at Keiter emphasizes flow-through taxation, including partnerships, limited liability companies, and S corporations, most of which are heavily concentrated in the real estate industry. Paul received his Bachelor of Science in Accounting from Virginia Tech and has been on the Innsbrook Owners Association Board of Directors since 2011.



## C. BLAINE GARRETT, SECRETARY

Blaine joined Dominion in 1988 working in various real estate roles for Dominion Virginia and North Carolina Power Companies. Since 2004 he has led Dominion's corporate real estate team. Blaine earned a Bachelor of Science in Real Estate and Urban Land Development from Virginia Commonwealth University. He has been on the Innsbrook Owners Association Board of Directors since 2010.



## BRUCE A. KAY, PRESIDENT 2019

Since 1982, Bruce has been responsible for overseeing all of Markel's real estate investments. He received his Bachelors of Arts degree in Economics from Colgate University, and a Master of Commerce degree from the University of Richmond. Bruce has been on the Innsbrook Owners Association Board of Directors since 1993.



## PAUL W. KRECKMAN, PRESIDENT ARCHITECTURAL COMMITTEE

Paul is part of Innsbrook's original development team offering research and real estate analysis. He has over 35 years of experience in the Richmond real estate market, first as a consultant and then as a developer. He holds a Bachelor of Arts degree in Economics from Syracuse University, and a Master of Arts degree in Economics from the University of Virginia. Paul has been on the Innsbrook Owners Association Board of Directors since 1985 and is a founding member.



## SIDNEY GUNST, JR, FOUNDER

Sidney is one of the original developers of Innsbrook, which began construction in 1979. He currently splits his time between managing his real estate and political interests. He is a graduate of High Point University with a degree in business. Sidney has been on the Innsbrook Owners Association Board of Directors since 1985 and is a founding member.



## MICHAEL BLEVINS, MEMBER

Michael is a real estate portfolio manager responsible for the financial performance and daily operations of the administrative buildings in Central, Western and Eastern Virginia. He holds a Bachelors degree in Business with a concentration in Real Estate and Land Development from VCU. Michael joined the Innsbrook Owners Association Board of Directors in 2012.



## WILLIAM BAKER, MEMBER

William G. Baker, Jr. (Billy) has been with Capital One since 1995 and part of Workplace Solutions for the last 10 years. He is Central Virginia Regional Lead and has oversight for Capital One's office space footprint from Richmond to Chesapeake. He is also accountable for the Mid-West and West regions and has responsibility for Portfolio Strategy and Transactions. Billy is a graduate of the University of the South.



## JANE DUFRANE, NEW MEMBER 2019

Jane is Vice President – Market Lead for the Highwoods Properties Richmond Division overseeing a portfolio that includes nearly 3 million square feet of office space, and inventory of land for development with a team of 29. She is responsible for all aspects of the division which include Marketing and Leasing, wholly owned and third-party Property Management, and obtaining new developments on existing or 3rd party owned sites. She graduated from Old Dominion University with a BSBA in 1994 where her studies were concentrated within the Real Estate Finance Department of the Business School.



## CHRISTINA SMITH, NEW MEMBER 2019

Christina Smith is Director, Workplace Solutions at Capital One. She is an accomplished real estate professional leading Capital One's Central VA regional team, accountable for the corporate real portfolio from Richmond, VA south through Florida. She has a degree from Virginia Tech and over 15 years of experience guiding and managing programs including retail operation transitions, facility service integrations, service process re-engineering and supplier management at Fortune 500 companies.



## ALEX MARTIN, NEW MEMBER 2019

Alex Martin spent six years at a private investment bank, Stephens Inc., before joining Markel in 2006. With Markel he spent several years in a variety of functions which lead into heading the Cost Transformation division in 2017. This division became part of the Finance team reporting to Markel's CFO. Alex graduated from Wake Forest University majoring in Analytical Finance with a minor in Japanese.

### COMMUNITY PROGRAMS



Lake Clean Up



Lake Clean Up



Innsbrook Golf Classic - Supporting St. Joseph's Villa



Innsbrook Golf Classic - Supporting St. Joseph's Villa



St. Paddy's Palooza



St. Paddy's Palooza

### SPECIAL EVENTS



TOVA



Great Pumpkin Palooza



Innsbrook After Hours

### RECREATION



Triathlon



The Corporate Miler



Richmond Corporate Games

# FROM THE DESK OF THE EXECUTIVE DIRECTOR



## BRAND DEVELOPMENT

- 1) Q1 – Innsbrook Foundation (“IF”) and Innsbrook Owners Association (“IOA”) RFP for Marketing and Communications committee (Bruce Kay, Brian Witthoefft, Blaine Garrett, Walton Makepeace, Yvonne Mastromano) decided to partner with The King Agency (“TKA”) for the marketing of Innsbrook – decision was made based on 3 primary factors: account management plan; website redevelopment plan; ideas for growing the brand and the IF.
- 2) Q1, Q2 - TKA began work to redesign monthly newsletter
- 3) Q1 – Met with App designers to plan launch of iOS version of App – selected an App committee
- 4) Q2, Q3 – Meetings with TKA to plan and develop design for new website
- 5) Q3, Q4 – iOS App demo ready; iOS version of App launched – admin module in production
- 6) Q4– TKA makes presentation to IOA to showcase demo of layout and home page
- 7) Q4 – Work begins on Android version of App

## BUILDING IMPACT THROUGH MARKETING AND COMMUNICATIONS

- 1) TKA completed design for electronic newsletter – the rebranded, bi-monthly newsletter was rebranded as “INN the MIX” by the IF team with a tip of the hat to our mixed-use development - new look and design was done by The King Agency and was well-received.
- 2) TKA conducted a brand discovery project on the Innsbrook brand – several takeaways were noted...
  - a) Innsbrook is widely known but IF is not widely known as an entity in terms of our mission
  - b) More exposure and explanation are needed on the charity part of our mission
  - c) Innsbrook After Hours is popular but some folks would like a smaller concert series – some speculation that majority of attendees do not work in Innsbrook

## EVENTS IN INNSBROOK:

- 1) Innsbrook’s Biggest Loser –8-week weight loss competition – 110 participants – benefited Shady Grove YMCA diabetes ed program - \$1,000 donation.
- 2) St. Paddy’s Palooza, 3/17 – Estimated 9K-10K attendees; 48 degrees and sleet; debuted the hot air balloon “cave”. Raised \$32K for St. Baldrick’s Foundation to help find cures for childhood cancers. Live music, food, KidsZone, head shavings, Irish beverages. Pavilion
- 3) Innsbrook After Hours – 2018 season opened on Sat, 5/12/18 with Chase Rice. Season stats: 27 concerts, 108K attendees, 1600 volunteer positions filled. IF partnered with 15 charities and raised \$7100 through donation jars placed on the venue at concerts. Pavilion.
- 4) Taste of Virginia Presented by Capital Ale House – Sat, 6/2. Food competition plus live music and grand finale of fireworks, 3rd annual – It rained, and rained, and rained – 10 inches in 40 minutes shut down Cox Road at Innslake (first time, ever), Springfield Road closed – small, but resilient, crowd. Pavilion.
- 5) Richmond Corporate Games – 9/22/18, 34th annual, benefiting Special Olympics Virginia, 10 teams, raised \$21K (\$17K of which was raised by Markel employees), plus a donation from IF directly to SOVA for a total \$24.5K. First year with Unified play with SOVA athletes. Markel/Highwoods volleyball courts, Waterfront Lake, Dominion soccer fields.
- 6) Pumpkin Palooza – 10/27/18, 8th annual, benefiting Cameron K. Gallagher (“CKG”) Foundation, included Battle of the Bands (high school bands) and punkin dunkin contest with local high schools plus the Highwoods Properties’ slingshot hybrid, live music, food, KidsZone. IF made donation of \$1700 to CKG. Highwoods’ North Shore Commons.

## COMMUNITY PARTNERSHIPS

- 1) IF created new partnerships with charities and businesses from Innsbrook and the RVA region through our events and other initiatives including a record number of Innsbrook employees who participated in the lake clean-up as part of Innsbrook Saves the Earth in April, 2018
- 2) IF team trained 300 volunteers through our annual group trainings and special trainings with partnering charities.
- 3) Approximately 25 local charitable organizations held their fundraising events in Innsbrook in 2018. \$2.8M was raised throughout the year for local charities.
- 4) Met with Henrico Attorney and Police, Fire, EMS, inspectors to discuss events for the year for the approval of the annual Festival Permit and inspection of Innsbrook Pavilion.

## TEAM BUILDING

- 1) IF added a member to our team – John Everett, Events Director. John used to work in Innsbrook and brings knowledge and experience of event management and community engagement.
- 2) The IF team was joined by several board members as we spent a day volunteering at the Henrico Christmas Mother warehouse in December.
- 3) 2018 events attracted some 220,000 attendees, \$2.8M raised, and provided more than 2500 employees, students and neighbors the opportunity to volunteer, give back and be a part of building community with the IF team.

Respectfully submitted, Yvonne Mastromano

Executive Director



### EXECUTIVE BOARD

Carter Marchant, President

Bruce Kay, Past President

Toby Leslie, Vice President

Hank Robertson, Treasurer

Dave Cummings, Secretary

Brian Menditto, Officer At-Large, IOA Representative

Kelly Bundy, Officer At-Large

Tom O’Grady, Officer At-Large

### DIRECTORS

Ashleigh Hudgins, Director

Robert Maxwell, Director

Patricia Hogan, Director

David Howard, Director

Pam Cline, Director

Jill Dunlap, Director



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