



MEMORANDUM

TO: Mayor Greenlaw and Members of City Council
FROM: Beverly R. Cameron, City Manager
DATE: January 2, 2013
SUBJECT: City Manager's Update

Highlights of major activities and other notable developments:

Fredericksburg First Night® - Once again the City and surrounding counties joined with sponsors to provide the region's residents a spectacular [New Year's Eve celebration](#) in downtown Fredericksburg. Presenting sponsor Pohanka Nissan Hyundai and many others staged an outstanding alcohol-free family-friendly event featuring a fireworks display at midnight in Riverfront Park and more than seventeen musical acts, five dance companies, carriage rides, trolley tours, and a whole host of activities for the kids including an "early countdown". The popular Chinese Dragon made another appearance this year as did "The Monkey Man". Thousands came out to celebrate the start of 2013 on the streets of downtown Fredericksburg! The fun began at 7 p.m. and continued until just after midnight. Admission buttons were \$10 in advance and \$15 at the event.

Fredericksburg Fire Productions - In an effort to promote public safety, especially during the holiday season and winter months, the Fredericksburg Fire Department has developed and produced several [video public service announcements](#). These videos help inform the public about fire safety and health hazards and precautions they can take to protect themselves and their families. The segments are produced in-house and feature department personnel in their real work roles. The videos can be accessed from the City website homepage and the Fire Department website homepage and have also been posted on the local government access TV channel.

In addition to videos promoting health precautions during cold/flu season and safety measures related to the use of Christmas trees and fireplaces, one production called "FFD – Something to be Proud Of" shows the daily life and routine of the Fredericksburg Fire Department and the personnel who provide life-saving service to the City's citizens and visitors.

Storage Area Network and Virtualization - The IT Department has implemented a new Storage Area Network (SAN) supplemented by Server Virtualization. The SAN is basically a large capacity, cost effective data storage platform. Virtual servers point to a location on the SAN to access the data stored on it. This new configuration allows the City to provide for its growing data storage needs by consolidating servers onto fewer

physical resources. The smaller footprint decreases the physical equipment that must be supported, as well as the cooling and electrical costs. Virtualization permits the City to create new servers on demand instead of waiting three weeks for a physical server to be built and delivered. Test servers can be created and then deleted when no longer needed. IT has reconfigured the backup process to take advantage of this new setup, reducing backup times by 30-50 percent and increasing network speeds during the business day for staff. The new system has been designed to support data replication at two City locations for faster system recovery. For the cost to replace nine servers that had reached end of life, IT was able to provide these same resources and more by implementing this new technology.

Tourism Team Hits the Road to Sell the City, Region - The group tourism sales team attended a diverse group of tradeshow in November and early December to promote the city and region as a travel destination. At the New Jersey Motorcoach show, Lura Hill exhibited to over 600 group leaders from eight tour companies. Victoria Matthews exhibited to 150 meeting planners at the Virginia Society of Association Executives and held 30 appointments at the Regional Leadership Summit with national associations and corporations. At Your Military Reunion Connection, Kim Herbert met with 20 reunion planners.

FRED Transit Receives Grants from Community Partners – FREDericksburg Regional Transit recently received notification from the Mary Washington Hospital Board of Trustees that the transportation system has been awarded a \$30,000 grant from the MWH Community Service Fund. The Stafford Hospital Board of Trustees has also awarded a \$25,000 grant to FRED from their Community Service Fund. Both of these hospitals have been valuable partners and consistent supporters of FRED Transit.

Toys for Tots - Since 2009, FRED Transit has participated in the Toys for Tots program, with containers placed on each FRED bus and in the Lawrence A. Davies Transit Center for collection of donated toys. From December 1 through December 7, a rider could travel free on FRED all day by donating a new unwrapped toy to the program. Two large containers of toys were contributed by generous FRED customers.



Sesquicentennial Events Bring Media Coverage to the City - The Battle of Fredericksburg sesquicentennial events held December 7-15 gained significant media attention. A recent report from the regional tourism agency lists a total of 55 clips with a circulation of 167,352,786 and a media value of more than \$134,859.54. [summary attached]

Thousands of visitors participated in commemorative events marking the 150th anniversary of the 1862 battle. The events were coordinated between the National Park Service, the Battle of Fredericksburg Committee, Fredericksburg Regional Tourism Partnership, HFFI, George Washington Foundation, and regional museums. Local, regional, national, and even some international media representatives from all types of media including blogs, radio, television and Civil War trade publications to the Washington Post, The New York Times and Associated Press covered the Battle of Fredericksburg activities. This coverage can influence travelers to visit our region for future Civil War and sesquicentennial programming.

Battle of Fredericksburg 150th Anniversary

Media Report Analysis

Prepared: December 21, 2012

Date Range: October 1, 2012 through December 31, 2012

Battle of Fredericksburg 150th Anniversary

| Project | # of Articles | Print | Online | Soc. Media | B'cast | Newswires |
|--|---------------|-------|--------|------------|--------|-----------|
| Battle of Fredericksburg's 150th Anniversary | 55 | 5 | 44 | 2 | 2 | 2 |

Project: Battle of Fredericksburg's 150th Anniversary

| Type | Published Date | Headline Publication | Audience | Media Value |
|--------|-----------------------|--|------------|-------------|
| Print | 10/28/2012 | <u>Fredericksburg marks Civil War Battles</u> BRISTOL HERALD COURIER | 30,376 | 903 |
| Print | 11/1/2012 | <u>'Fire on The Rappahannock' marks battle anniversary</u> RECREATION NEWS | 90,745 | 5,410 |
| Blogs | 11/1/2012 | <u>Fredericksburg Anniversary Program is Now Available</u> Fredericksburg & Spotsylvania National Military Park Blog | 374 | n/a |
| Online | 11/11/2012 | <u>Union general's sword returns to Fredericksburg</u> Free Lance-Star (Fredericksburg, VA) | 151,365 | 693 |
| Online | 11/12/2012 | <u>Union general's sword returns to Fredericksburg</u> AP | 8,500 | 158 |
| Online | 11/17/2012 | <u>Recalling those winter days in 1862 that forever changed Fredericksburg</u> Free Lance-Star (Fredericksburg, VA) | 151,365 | 660 |
| Online | 11/23/2012 | <u>Civil War battle rises from old Fredericksburg</u> Washington (DC) Post | 14,466,000 | 1,027 |
| Print | 11/23/2012 | <u>Art exhibit marks battle's sesquicentennial</u> DAILY PRESS | 57,642 | 4,565 |
| Online | 11/26/2012 | <u>Author's talk covers first use of amphibious landing under fire during 150- year-old Battle of Fredericksburg</u> Charleston (WV) Gazette Online | 255,000 | 1,030 |
| Online | 11/28/2012 | <u>Visitor Guide to Fredericksburg Sesquicentennial</u> Fredericksburg Patch | 18,339 | n/a |
| Online | 11/30/2012 | <u>Chatham to Host Civil War Living History Encampment</u> Free Lance-Star (Fredericksburg, VA) | 151,365 | 264 |
| B'cast | 12/1/2012 12:00 AM | <u>Fredericksburg Seen as a Defining Moment in the Civil War</u> West Virginia Public Broadcasting | 1,000 | n/a |
| Online | 12/1/2012 | <u>Bloodbath at Fredericksburg</u> Albany (NY) Times Union | 894,000 | 8,083 |
| Print | 12/1/2012 | <u>10 for the Road</u> AAA WORLD | 2,127,793 | 31,339 |
| Print | 12/1/2012 | <u>Discover Fredericksburg's fire on the Rappahannock</u> RECREATION NEWS | 90,745 | 4,637 |
| Online | 12/2/2012 | <u>Old Salem Church honors 150th anniversary of the Battle of Fredericksburg</u> Examiner.com (Denver, CO) | 6,984,000 | 435 |
| Online | 12/3/2012 | <u>Battle of Fredericksburg Commemoration</u> Northern Virginia Magazine | 46,500 | 490 |
| Online | 12/4/2012 | <u>Virginia History Mobile Coming to Fredericksburg</u> Fredericksburg Patch | 18,339 | n/a |
| Online | 12/4/2012 | <u>Rare Sword Returns to Fredericksburg</u> | | |

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|--------|------------------------|--|------------|-------|
| | | Fredericksburg Patch | 18,339 | n/a |
| Online | 12/5/2012 | <u>CIVIL WAR 150: The Battle of Fredericksburg remembered</u> Free Lance-Star (Fredericksburg,VA) | 151,365 | 990 |
| Online | 12/6/2012 | <u>National Guard observes Civil War battle with rededication</u> Saratogian (The) (Saratoga Springs, NY) | 35,900 | 474 |
| Online | 12/6/2012 | <u>Be prepared for road impact during Battle of Fredericksburg</u> Free Lance-Star (Fredericksburg,VA) | 151,365 | 165 |
| Online | 12/7/2012 | <u>This Week in the Civil War</u> Seattle (WA) Times | 1,776,000 | 5,067 |
| Online | 12/7/2012 | <u>Missing Details for Weekend's Fredericksburg 150th</u> Free Lance-Star (Fredericksburg,VA) | 151,365 | 1,155 |
| Online | 12/7/2012 | <u>Virginia Guard helps Union re-enactors cross river, this time around</u> Free Lance-Star (Fredericksburg,VA) | 151,365 | 627 |
| Online | 12/7/2012 | <u>Weekend Planner: The Battle of Fredericksburg, First Friday, Holiday Productions and More</u> Fredericksburg Patch | 18,339 | n/a |
| Online | 12/7/2012 | <u>Irish will have a role in 'battle' weekend</u> Free Lance-Star (Fredericksburg,VA) | 151,365 | 990 |
| Online | 12/8/2012 | <u>Civil War 150 HistoryMobile rolls into Fredericksburg area for commemoration of battle</u> Washington (DC) Post | 14,466,000 | 158 |
| Online | 12/8/2012 | <u>Battle bridge crossing gives crowds a big bang</u> Examiner.com (Denver,CO) | 6,984,000 | 277 |
| Online | 12/8/2012 | <u>Civil War 150 HistoryMobile making final Va. stop</u> AP | 8,500 | 198 |
| Online | 12/8/2012 | <u>Parking in short supply this weekend</u> Free Lance-Star (Fredericksburg,VA) | 151,365 | 528 |
| Online | 12/8/2012 | <u>Civil war returns to Fredericksburg for the 150th anniversary</u> Washington (DC) Post | 14,466,000 | 40 |
| Online | 12/8/2012 | <u>The Battle of Fredericksburg at 150</u> Washington (DC) Post | 14,466,000 | 316 |
| Online | 12/8/2012 | <u>Battle of Fredericksburg 150th Events</u> Fredericksburg Patch | 18,339 | n/a |
| Online | 12/8/2012 | <u>Civil War Trust rolls out apps for battle immersion</u> Free Lance-Star (Fredericksburg,VA) | 151,365 | 594 |
| Online | 12/8/2012 | <u>Civil War battle rages again in streets of Fredericksburg</u> Washington (DC) Post | 14,466,000 | 988 |
| Online | 12/9/2012 | <u>Dead bodies in the streets of Fredericksburg</u> Examiner.com (Denver,CO) | 6,984,000 | 395 |
| Online | 12/9/2012 | <u>This Week in the Civil War: Battle for Fredericksburg</u> Free Lance-Star (Fredericksburg,VA) | 151,365 | 264 |
| Online | 12/9/2012 | <u>This week in the Civil War: The Battle of Fredericksburg</u> Examiner.com (Denver,CO) | 6,984,000 | 672 |
| Online | 12/10/2012 | <u>Dec. 11-15: Fredericksburg 150th Calendar</u> Free Lance-Star (Fredericksburg,VA) | 151,365 | 627 |
| B'cast | 12/11/2012 12:00 AM | <u>Iron Brigade Gets Some Michigander Help at Battle of Fredericksburg</u> WUWV Milwaukee Public Radio | 95,000 | 160 |
| Online | 12/11/2012 | <u>Irish Brigade Honored at Battle of Fredericksburg Commemoration</u> Irish Central | 20,742 | n/a |
| Online | 12/11/2012 | <u>Lawnfield, Library Continue Civil War Series with Battle of Fredericksburg</u> Fredericksburg Patch | 18,339 | n/a |
| Wires | 12/11/2012 | <u>Battle of Fredericksburg, VA reenactment- American History TV</u> C-Span | 509,100 | n/a |
| Online | 12/12/2012 | <u>Battle of Fredericksburg</u> | | |

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|--------|------------|---|------------|--------|
| | | Napa (CA) Valley Register | 148,362 | 838 |
| Online | 12/12/2012 | Construction Site Offers Fleeting Glimpse of the Civil War Past New York (NY) Times | 26,125,000 | 34,684 |
| Online | 12/12/2012 | Remembering the Battle of Fredericksburg, 150 Years Later History Channel | 289,634 | n/a |
| Wires | 12/13/2012 | Battle of Fredericksburg Reenactment-Sentry Box Historic Home C-Span | 1,509,853 | n/a |
| Blogs | 12/13/2012 | Fredericksburg 150th Anniversary Civil War Talk | 10,959 | n/a |
| Online | 12/14/2012 | Fredericksburg 150th programs continue through Sunday Free Lance-Star (Fredericksburg, VA) | 151,365 | 297 |
| Online | 12/14/2012 | This Week in the Civil War San Francisco (CA) Chronicle | 4,592,000 | 17,777 |
| Online | 12/14/2012 | Remembering the Battle of Fredericksburg and Its Bowdoin Connections Bowdoin Daily Sun (Brunswick, ME) | 3,000 | 316 |
| Online | 12/15/2012 | Fredericksburg, VA Worth a Day Trip Baltimore Post Examiner | 5,917 | n/a |
| Online | 12/16/2012 | History of Fredericksburg in 21 Objects New York (NY) Times | 26,125,000 | 5,980 |
| Online | 12/18/2012 | Parkway loan, Ferry Farm rezoning approved Fredericksburg.com Blogs (Fredericksburg, VA) | 151,365 | 593 |

| Articles List with PDF | |
|---|---|
|  | Fredericksburg, VA Worth a Day Trip |
|  | Battle of Fredericksburg Reenactment-Sentry Box Historic Home |
|  | Fredericksburg 150th Anniversary |
|  | Remembering the Battle of Fredericksburg, 150 Years Later |
|  | Iron Brigade Gets Some Michigander Help at Battle of Fredericksburg |
|  | Lawnfield, Library Continue Civil War Series with Battle of Fredericksburg |
|  | Battle of Fredericksburg, VA reenactment- American History TV |
|  | Battle of Fredericksburg 150th Events |
|  | Weekend Planner: The Battle of Fredericksburg, First Friday, Holiday Productions and More |
|  | Virginia History Mobile Coming to Fredericksburg |
|  | Rare Sword Returns to Fredericksburg |
|  | Battle of Fredericksburg Commemoration |
|  | Fredericksburg Seen as a Defining Moment in the Civil War |
|  | 10 for the Road |
|  | Discover Federicksburg's fire on the Rappahannock |
|  | Visitor Guide to Fredericksburg Sesquicentennial |
|  | Art exhibit marks battle's sesquicentennial |
|  | 'Fire on The Rappahannock' marks battle anniversary |
|  | Fredericksburg Anniversary Program is Now Available |
|  | Fredericksburg marks Civil War Battles |

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