

Boards & Commissions Application



I am interested in serving on the following boards/commissions. (Please indicate the order of preference).

- 1. Economic Development Advisory Committee
- 2. _____

As an applicant/member of a Council-appointed Board or Commission, your name, address, and phone number will be available to the press and public. Information will be kept on file for three years. Public discussion of information contained herein may occur in the meeting at which appointments are considered by the City Council.

Mr. Mrs. Ms. Miss. Dr. (Please type or print clearly)

Name: Burden Jared L Date: 1/18/2016
(Last) (First) (M.I)

Home Address: 460 Andergren Drive Zip Code: 22801

Phone Number: 703-258-2678 Alternate Phone: 703-258-2678

Occupation: Attorney Employer/Organization: Jarden Burden PLLC

E-mail: jburden@hardburdenlaw.com Harrisonburg resident for 14 years.

Were you referred by anyone: Yes No Name of Referring Party: _____

How did you hear about volunteering on a board or commission? Cable Website Council Meeting
 Other: I have served before, as Member
and Chair of the City Planning Commission

Why do you wish to serve on a board or commission?

I love Harrisonburg and would like to return to service that benefits the City. This is an exciting time in Harrisonburg. Small-business owners are choosing to open up shop here because of the City's world-class quality of life. People are taking risks and using available incentives to redevelop properties in inventive ways. A present challenge for this City, though, is creating an environment where businesses can scale and grow to become significant employers. Another is attracting companies and non-profits from elsewhere to make what seems to me to be a great choice -- coming to Harrisonburg. There are many, many reasons to expand here. We have a great workforce, an exploding arts culture, a leading university, youthful entrepreneurial spirit, natural beauty, and a government open to business growth, a robust. It's time to fully realize our potential, taking advantage of our momentum, responsibly and with due regard to the City's history and character. I would like to be part of this work.

What relevant experience or education do you have to this board or commission?

- *I served on the City's Planning Commission, 2004 to 2009.
- *I am a business and real estate attorney. I have advised start-ups, individual business owners, non-profits, and large employers who have made the choice to either come to or stay in this City. I have a very good understanding of what it means to do business in Harrisonburg and this region.
- *I am a member of the Shenandoah Valley Innovation Council.
- *As General Counsel to an area business, I was deeply involved in the formation and initial growth of SRI's first spinoff company.
- *I was Director of Real Estate for CVS' exclusive developer in the Washington, DC area, and gained a fundamental understanding of the process of attracting a desirable business to a City, and the challenges faced when locating in a particular jurisdiction.
- *As a commercial real estate broker, I was involved in the building lease transaction with SERCO when it was considering and eventually choosing Harrisonburg to locate its USPTO operations.
- *I have been involved in the Build Our Park initiative as an advisor on certain issues.
- *I was involved in early meetings of the Vision 2020 initiative.
- *I am a graduate of the University of Virginia School of Law and Duke University.

What other interests or concerns do you have regarding the community?

I have addressed some major issues and operations I see in my answer to the question "Why do you wish to serve on a board or commission." The key is fostering the continued wonderful organic employer growth we see downtown and elsewhere in the City, supporting the significant investment in returning great properties to productive use, and successfully telling our great story to those considering adding to the City's employment base by locating here. Also:

*The City needs the urban park that the Build Our Park initiative is working to create.

*We need to do what it takes to continue investment in the northeast part of our City, to repair the damage that was done in the ill-advised "urban renewal" effort 40 and 50 years ago.

*We need to re-invigorate the South Main Street corridor and turn it into an attractive southern gateway to the City.

*We need to increase the size of the City's loan revolving fund that assists entrepreneurs

*We need to create an effective business incubator/accelerator program that involves the City, JMU, and a mentorship network drawn from area businesses and others sources.

*I believe the arts can be a fundamental economic development engine. It is basic to the great things that are happening downtown, for example.

Please list any past or present community involvement e.g. City Council, Board and Commissions, Citizen Academy, etc. in Harrisonburg or elsewhere:

As noted above, I was a Member and Chair of the City's Planning Commission from 2004 to 2009. I have served on several non-profit boards.

-Please return completed application to the City Manager's Office-

Applicants are encouraged to attach a resume or other supporting information that may be helpful to Council in considering their application.

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