

RIVERE Ecological Center

Shared Regional Infrastructure for the Future of the Rappahannock

What is RIVERE?

The RIVERE Ecological Center is a 501(c)(3) nonprofit working to create a purpose-built hub designed to bring together researchers, educators, nonprofits, ecopreneurs, public agencies, Tribal partners, and community members working to advance watershed health and river stewardship. Rather than duplicating existing programs, RIVERE will provide the space, digital tools, and connective tissue that allow existing organizations to collaborate more deeply, reach more people, and create lasting economic, environmental, and educational impact.

What the Center Includes

- Coworking, collaboration, and meeting spaces
- Wet and dry laboratories
- Indoor and outdoor education space
- Conference and event space
- Rappahannock SmartRiver Initiative and a real-time river data wall
- Immersive augmented and virtual reality learning experiences
- Virtual Center connecting partners and resources beyond the building

Projected Economic Impact



\$37.8 million average annual economic impact



25,000+ annual visitors



208 jobs supported annually



Thousands of K-12 students engaged each year

Independent analysis conducted by CHMURA for GO VA Region 6

Regional Collaboration

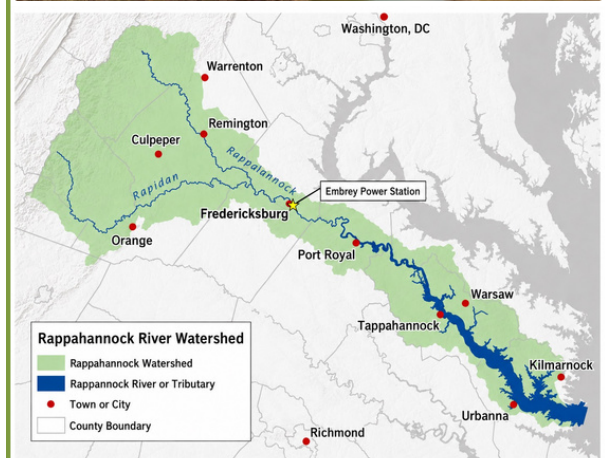
- Virginia Tech / Virginia Cooperative Extension
- City of Fredericksburg Department of Economic Development and Tourism
- Stafford County Department of Economic Development and Tourism
- Rivers Region Entrepreneurial Ecosystem
- GO Virginia Region 6 Planning Grant
- Virginia Brownfields Assistance Fund

Join Us in Building Shared Infrastructure for Regional Impact

Help create a lasting regional hub that strengthens watershed health, education, innovation, and community vitality across the Rappahannock River region for generations to come.

Invest. Partner. Champion. Connect.

Preliminary conceptual design for the RIVERE Ecological Center at the proposed project site - the historic Embrey Power Station in Fredericksburg, VA.



Adapted from a map provided by Friends of the Rappahannock



Economic Impact of the RIVERSM Center

in GO Virginia Region 6, 2035-2045



The RIVERSM Center is being developed in Fredericksburg, Virginia, as a world-class hub for ecological research, conservation, education, and ecopreneurship. Its mission is to advance river health and sustainability through cutting-edge science, immersive learning, and collaboration across academia, nonprofits, government, and industry.

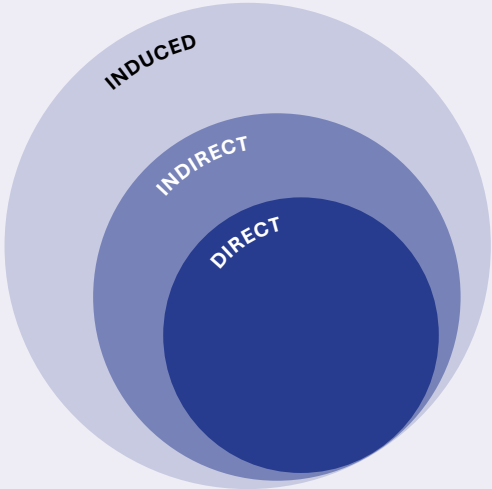
\$36.0M
Average Annual
Economic Impact

197
Jobs Supported
in Region 6

Thousands
K-12 Students
Engaged Each Year

Map of Impact Region

GO Virginia Region 6



Cumulative Impact
2035 to 2045:

\$396M
total spending
2,165
jobs

These impacts
position the
Center as both an
economic engine
and a **catalyst for
environmental
stewardship.**

DIRECT IMPACT
\$318.2M
1,518 jobs

INDIRECT IMPACT
\$25.0M
157 jobs

INDUCED IMPACT
\$52.9M
490 jobs



Visitors and Community Engagement

Students, tourists, and international guests will generate additional impact. Revitalizing a derelict building, the Center will positively contribute to property values.



Education & Workforce Development

Hands-on K-12 programs engage thousands annually. Internships and training build a STEM pipeline.



Collaboration & Innovation

Coworking hub for ecopreneurs and cross-sector conferences and workshops bring together researchers, policymakers, and community leaders.



Research and Global Impact

Watershed-side network of wireless sensors with AI-driven modeling of water quality. Potential for patents, publications, and startups.