



# RVA757 Connects 2023 Goals and Action Plan

June 21, 2023



Goals	2023 Action Framework	Immediate Next Steps
<p><b>Priority Focus Areas:</b> Advance the board-approved priority focus area</p> <p><b>1a. I-64 Gap</b></p>	<ul style="list-style-type: none"> <li>• I-64 Gap:               <ul style="list-style-type: none"> <li>◦ Keep positive attention and buzz associated with the overall initiative</li> <li>◦ Update RVA757 Connects website</li> <li>◦ Support VDOT requests</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Check in with VDOT regarding the status of the contract award.</li> <li>• Make a big RVA757 Connects announcement with VDOT approval.</li> </ul>
<p><b>1b. Global Internet Hub (GIH)</b></p>	<ul style="list-style-type: none"> <li>• Global Internet Hub:               <ul style="list-style-type: none"> <li>◦ Complete the GO Virginia grant – turn in final plan</li> <li>◦ Package and share the plan with stakeholders</li> <li>◦ Stand up the GIH Council</li> <li>◦ Start plan implementation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Turn in the GO Virginia document.</li> <li>• Coordinate with the chambers and Administration to feature the plan at Convergence 2023.</li> <li>• Reconvene the investors and hold the first meeting of the GIH Council.</li> <li>• See more details under GIH Project sheet.</li> </ul>
<p><b>1c. Bike/walk trails</b></p>	<p>Bike/walk Trails: Follow RVA757 Connects' approved project plan</p>	<ul style="list-style-type: none"> <li>• Prepare a White Paper to address the Administration's concerns.</li> <li>• Get enabling legislation changed to include the BoAT and Fall Line Trail.</li> <li>• BoAT Trail: Prepare short advocacy deck</li> </ul>
<p><b>1d. Passenger rail</b></p>	<p>Passenger Rail: Follow RVA757 Connects' approved project plan</p>	<ul style="list-style-type: none"> <li>• Prepare for and run the July 10 meeting that RVA757 Connects has convened with the DRPT, VPRA, HRPDC, PlanRVA, and the Crater district.</li> </ul>
<p><b>1e. Advance Target Industry Clusters:</b> Life Sciences/Pharma, Logistics/Transportation, Cyber/National Security, and Data/Analytics</p>	<p>Advance Target Industry Clusters: Life Sciences/Pharma, Logistics/Transportation, Cyber/National Security, and Data/Analytics</p>	<ul style="list-style-type: none"> <li>• Continue to use RVA757 Connects' media channels and other educational opportunities to advance these clusters. (Example: Innovation Spotlight, Convergence 2023, earned media)</li> </ul>
<p><b>2. Legislative Agenda:</b> Advance our legislative agenda</p>	<ul style="list-style-type: none"> <li>• Follow RVA757 Connects' Government Relations' plan</li> <li>• Support RVA757 Connects' Government Relations Committee's work</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare and finalize the 2024 legislative agenda (See 5c).</li> </ul>



# RVA757 Connects 2023 Goals and Action Plan

June 21, 2023



Goals	2023 Action Framework	Immediate Next Steps
<b>3. Member Initiatives:</b> Support members' initiatives as requested	<ul style="list-style-type: none"> <li>• Dominion Offshore Wind</li> <li>• Phlow/Medicine 4-All</li> <li>• VNG</li> <li>• Jefferson Lab</li> </ul>	<ul style="list-style-type: none"> <li>• Meet with Dominion Energy's offshore wind team to see how RVA757 Connects can be even more helpful in support of their advocacy.</li> </ul>
<b>4. I-64 Innovation Corridor Brand:</b> Showcase innovation and collaboration in the I-64 Innovation Corridor	<ul style="list-style-type: none"> <li>• Continue to ramp up all communications</li> <li>• Grow contact database from 3,400 to 4,500</li> <li>• Hold 10 Innovation Spotlights webinars focused on priority focus areas</li> <li>• Increase earned media coverage</li> <li>• Ramp up social media</li> <li>• Mail GIH plan to all stakeholders – 3,500 list, including GA</li> <li>• Attend Chambers' intercity visits</li> <li>• Update major B2B groups and associations in both markets</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage the rollout of the GIH plan before, during, and after Convergence 2023 (we are packaging the GIH plan for mass distribution and are scheduling speaking engagements with local governments and business groups).</li> <li>• Meet with Virginia Business magazine</li> </ul>
<i>RVA757 Connects' Committees: Support the active work of RVA757 Connects' Committees</i> <b>5a. Governance and Nominations</b>	<ul style="list-style-type: none"> <li>• Support Committee meetings</li> <li>• Create matrix of Directors' board terms</li> <li>• Recruit the final few remaining seats</li> </ul>	<ul style="list-style-type: none"> <li>• Present a resolution at the board meeting at Convergence 2023 to create a GIH Council</li> <li>• Finalize recruitment of the 2023 target board members</li> </ul>
<b>5b. Development</b>	<ul style="list-style-type: none"> <li>• Support Committee meetings</li> <li>• Reconstitute/recharge the committee</li> <li>• Approach directors up for pledge renewals in 2023</li> <li>• Get all new directors' three-year pledge forms</li> <li>• Get all 2023 gift invoices out by June 2023</li> <li>• Get community foundations to extend three-year startup commitments</li> <li>• Tie into GIH for additional funding sources</li> <li>• Approach university foundations</li> </ul>	<ul style="list-style-type: none"> <li>• Get the three-year renewals of the 20-plus organizations from the class of 2019</li> </ul>
<b>5c. Government Relations</b>	<ul style="list-style-type: none"> <li>• Support Committee meetings and plan rollout</li> <li>• Hold joint caucus meeting</li> <li>• Prepare needed materials</li> <li>• Advance legislative agenda</li> <li>• Coordinate with RVA757 Connects members' GA work</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare the strategy and materials for our 2024 legislative agenda.</li> <li>• Work with the Administration on budgetary issues relating to GIH rollout and bike trails.</li> <li>• Coordinate with regional and state chambers and other partners on key items.</li> </ul>



# RVA757 Connects 2023 Goals and Action Plan

June 21, 2023



Goals	2023 Action Framework	Immediate Next Steps
<p><b>6. MIC Development:</b> Reinvalidate the Megaregion Institutional Council</p>	<ul style="list-style-type: none"> <li>Formulate an action plan with the co-chairs to reinvalidate the MIC</li> <li>By year-end, have a reinvalidated or redesigned MIC</li> </ul>	<ul style="list-style-type: none"> <li>Get a final recommended plan from Brian Anderson and Bryan Stephens</li> </ul>
<p><b>7. Stakeholder Relationships:</b> Build RVA757 Connects' stakeholder relationships</p> <ol style="list-style-type: none"> <li>Local governments</li> <li>Economic development partners</li> <li>General Assembly</li> <li>Governor and Administration</li> </ol>	<ul style="list-style-type: none"> <li>Economic development partners VEDP, Alliance, and GRP</li> <li>Presidents of institutions of higher education</li> <li>Local government leaders in both RVA and 757</li> <li>Governor and the Administration</li> </ul>	<ul style="list-style-type: none"> <li>Hold EC retreat in Williamsburg on June 29 in Williamsburg</li> <li>Get time with the College Presidents' Council to brief them on RVA757 Connects and GIH</li> <li>Meet with the Administration on the GIH plan</li> </ul>
<p><b>8. Operations:</b> Run the organization in the most effective and efficient manner</p>	<ul style="list-style-type: none"> <li>Finalize 2023 meeting dates</li> <li>Finalize 2022 EC-approved budget recap</li> <li>Create and obtain 2023 EC-approved budget</li> <li>Create board member and MIC handbook (includes profiles)</li> <li>Create board onboarding book</li> <li>Ensure all pledges are invoiced by June 2023</li> <li>File 990s with PBMares' assistance</li> <li>Purchase Directors' insurance</li> <li>Get supplier contracts in place for 2023</li> <li>Manage GO Virginia grant</li> <li>Provide financial flash report quarterly updates</li> <li>Support three board meetings and the MIC</li> <li>Support monthly EC meetings</li> <li>Support Convergence 2023</li> <li>Conduct and report year-end member satisfaction survey</li> <li>Design and launch new website</li> <li>Maintain and keep current the board portal resource center</li> </ul>	<ul style="list-style-type: none"> <li>Keep all of these action steps moving forward</li> <li>The remaining priorities: Convergence 2023; financial update from PBMares, and year-end survey</li> </ul>



# RVA757 Connects 2023 Goals and Action Plan

June 21, 2023



Goals	2023 Action Framework	Immediate Next Steps
<p><b>9. Organizational Structure:</b> Establish and run RVA757 Connects totally separate from SIR</p>	<ul style="list-style-type: none"> <li>• Continue separating RVA757 Connects from SIR</li> <li>• Set up benefits and payroll process</li> <li>• Set up SIR 2023 contract in place</li> <li>• Create RVA757 Connects employee handbook (work with Governance and Nominations Committee)</li> <li>• Create RVA757 Connects operating policy handbook (work with Governance and Nominations Committee)</li> <li>• Implement the outcome of MIC planning</li> </ul>	<ul style="list-style-type: none"> <li>• Create the employee handbook, the operating policy handbook, and the employee retirement plan.</li> </ul>
<p><b>10. What's Next:</b> Focus the strategic conversation on the big picture of how to make the megaregion more competitive</p>	<ul style="list-style-type: none"> <li>• Get Colliers to create a demographic overview of the megaregion for Convergence 2023</li> <li>• Create a thought paper on key issue(s) – i.e., expanding the megaregion               <ul style="list-style-type: none"> <li>o pros/cons overview</li> </ul> </li> <li>• Make connections with one other megaregion to share best practices</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to work with Colliers to finalize the report at Convergence 2023</li> </ul>