



Document # 4

## Proposed RVA757 Connects 2024 Goals

The proposed 2024 RVA757 Connects goals are listed here. The percentage number by each goal is the approximate amount of total staff time that will be expended on accomplishing each goal. In 2024, staff will track time expended across each of these 7 areas.

**1. Operations (20%):** Run the organization in the most effective and efficient manner.

- a. Maintain all legal and tax filing
- b. Manage operational and special grant budgets
- c. Plan for and run EC and Board meetings
- d. Support committees:
  - i. Governance and Nominations
  - ii. Development
  - iii. Government Relations
  - iv. Communications
  - v. MIC
- e. Build RVA757 Connects' stakeholder relationships
- f. Write grants that 99% all but done

**2. Priority Focus Areas (60%):** Advance the board-approved priority focus areas

- a. Global Internet Hub (GIH)
- b. Bike/walk trails
- c. Passenger rail
- d. Advance 4 Target Industry Clusters: Life Sciences/Pharma, Logistics/Transportation, Cyber/National Security, and Data/Analytics. Focus on workforce development.

**3. Legislative Agenda (5%):** Advance our legislative agenda.

This includes writing letters when and where needed as requested by the RVA757 Connects' Government Relations Committee. This may also include a meeting with the legislative caucuses of both regions. This does **not** mean RVA757 Connects' staff will walk the halls of the state capital talking to officials to personally advance each topic on our legislative agenda.

Special attention will be accorded for workforce development initiatives.

**4. Support of Members' Initiatives and Unanticipated Support Letter Requests (5%):** Support members' request for support and unanticipated requests for support on key initiative.



Provide letters of support for unanticipated economic development initiatives and projects. This usually takes the form of a support letter that is approved in advance by the Executive Committee. If the request for help is more substantial, RVA757 Connects will request a budget to perform this work.

5. **I-64 Innovation Brand (5%):** Showcase innovation and collaboration in the I-64 Innovation Corridor
  - a. Establish a speaker's bureau.
  - b. Continue to build on the success of Innovation Spotlight.
  - c. Continue to incorporate the Eastern Shore - NASA's Wallops Flight Facility, Virginia Spaceport Authority's Mid-Atlantic Regional Spaceport (MARS) and other innovation assets, into the megaregion's brand.
  - d. Continue to build awareness and support for the job-generating industries (Life Sciences/Pharmaceutical Manufacturing; IT/Data Centers/Digital Network; Transportation/Logistics/Supply Chain; and National Security/Cybersecurity) that will fuel of growth over the next 20 years.
  
6. **Convergence 2024 (5%):** Hold another successful Convergence.
  
7. **RVA757 Connects' Development (TBD %):** Hire a philanthropy director and formulate and implement a development plan. Demonstrate a positive ROI in 6 months.

Through all of the above, lean into workforce development.