



Document # 5

RVA757 Connects 2024 Priorities

This document outlines RVA757 Connects priority development process, 2024 priorities, and overall implementation approach.

Priority Development Process:

RVA757 Connects' annual priorities are set following an established iterative process.

- This starts in the Fall with the Executive Committee identifying potential priorities for the upcoming year.
- The year-end annual Board/MIC survey gathers input on priorities.
- A portion of the year-end Board/MIC meeting is dedicated to discussing existing and potential future priorities. This includes reviewing findings of the annual Board/MIC survey.
- The Executive Committee reviews all input and finalizes the priorities.
- Priorities are shared with the full Board/MIC at the first meeting of the new year.

2024 Priorities:

RVA757 Connects' **top 5 priorities** for 2024:

1. **Global Internet Hub:**

Accelerate the development of the I-64 Innovation Corridor's digital infrastructure. Implement the Global Internet Hub Strategic Plan. This is the Board/MIC's top ranked priority in RVA757 Connects' year-end 2023 Board/MIC survey.

2. **Key Targeted Industry Clusters:**

Continue to build awareness and support the development of the four target industry clusters identified in the RVA757 Connects' Opportunity Study (our strategic plan):

- a. Life Sciences/Pharmaceutical Manufacturing
- b. IT/Data Centers/Digital Network
- c. Transportation/Logistics/Supply Chain
- d. National Security/Cybersecurity

These four industry clusters are the major jobs-generating industries that will fuel the economic growth of the I-64 Innovation Corridor over the next 20 years. These industry target clusters are shared by the Richmond region and Hampton Roads economic development efforts.

3. **Workforce Development:**

Through all of RVA757 Connects' work prioritize workforce development. During the generative session of the last 2023 Board/MIC meeting, a strong consensus was reached that we must integrate workforce development into everything we do.

4. Passenger Rail:

Continue to work with the Virginia Department of Rail and Public Transportation, the Virginia Passenger Rail Authority, Virginians for High Speed Rail, and others to increase passenger rail service between the Richmond region and Hampton Roads, as well as increase service to and from our two markets and other U.S. cities. This includes high-speed rail to Raleigh.

5. Multi-Use Trails:

Continue to advance the buildout of multi-use trails in the I-64 Innovation Corridor. This includes the Fall Line Trail, Virginia Capital Trail extension from Williamsburg to Virginia Beach (currently called the Birthplace of America Trail or BoAT), and the Eastern Shore Trail.

Approach Overview:

We will advance our priorities using the following action framework:

- Continue to follow approved action plans (Global Internet Hub, passenger rail, and multi-use trail plans).
- Continue to grow our communications prowess and reach:
 - Continue to build on the success of our Innovation Spotlight.
 - Continue to build the I-64 Innovation Corridor's brand. This includes incorporating the Eastern Shore - NASA's Wallops Flight Facility, Virginia Spaceport Authority's Mid-Atlantic Regional Spaceport (MARS) and other innovation assets.
 - Establish a speaker's bureau.
- Continue to cultivate stakeholder relationships and collaboration.
- Advance our legislative agenda as informed by the MIC.
- Hold a successful Convergence 2024, in partnership with ChamberRVA and the Hampton Roads Chamber
- Continue to run the organization following association best practices.
 - Maintain all legal, insurance, and tax filings.
 - Manage operations and grant budgets.
 - Manage directors' pledges and financial support.
 - Orchestrate the EC meetings and Board meetings.
 - Support all committee work: Governance and Nominations, Development, Government Relations, Communications, MIC, Global Internet Hub Council, Rail Committee, and future Audit and Communication committees.
 - Conduct annual performance assessment and priority-setting.
 - Include minutes and all documents on the documents portal of the website for 100% transparency.