



Document #8
RVA757 Connects'
2023 Goals & Action Plan
Draft #2: 01-04-2023

This document outlines the major goals and related action plan for RVA757 Connects' staff's 2023 scope of work.

10 Major 2023 Goals:

- 1. Priority Focus Areas:** Advance the board-approved priority focus areas
 - a. I-64 Gap
 - b. Global Internet Hub (GIH)
 - c. Bike/walk trails
 - d. Passenger rail
 - e. Advance 4 Target Industry Clusters: Life Sciences/Pharma, Logistics/Transportation, Cyber/National Security, and Data/Analytics.
- 2. Legislative Agenda:** Advance our legislative agenda
- 3. Member Initiatives:** Support members' initiatives as requested
- 4. I-64 Innovation Brand:** Showcase innovation and collaboration in the I-64 Innovation Corridor
- 5. RVA757 Connects' Committees:** Support the active work of RVA757 Connects' Committees
 - a. Governance and Nominations
 - b. Development
 - c. Government Relations
- 6. MIC Development:** Reinvigorate the Megaregion Institutional Council
- 7. Stakeholder Relationships:** Build RVA757 Connects' stakeholder relationships
 - a. Local governments
 - b. Economic development partners
 - c. General Assembly
 - d. Governor and Administration
- 8. Operations:** Run the organization in the most effective and efficient manner
- 9. Organizational Structure:** Establish RVA757 Connects totally separate from SIR
- 10. What's Next:** Focus the strategic conversation on the big picture of how to make the megaregion more competitive



1. **Priority Focus Areas:** Advance the board-approved priority focus areas.

- I-64 Gap: Help secure remaining funds. Keep positive attention and buzz associated with the overall initiative. Note, several Op Eds now attacking the I-64 Gap.
- Global Internet Hub: Create the GIH strategic plan.
 - Complete the GO Virginia grant
 - Tie into Administration and Virginia's 2024 state budget
 - Promote the plan
- Bike/walk Trails: Follow RVA757 Connects' plan. Advance a Smart Scale-like approach – create a whitepaper. Support HRPDC and the HR Trail Alliance (Tom Cosgrove as champion). Secure funds from VDOT.
- Passenger Rail: Follow RVA757 Connects' plan.
- Advance 4 Target Industry Clusters: Life Sciences/Pharma, Logistics/Transportation, Cyber/National Security, and Data/Analytics.

2. **Legislative Agenda:** Advance RVA757 Connects' legislative agenda.

- Follow RVA757 Connects' Government Relations' plan.
- Support RVA757 Connects' Government Relations Committee's work.
- Hold legislative joint caucus.

3. **Member Initiatives:** Support members' Initiatives as requested.

- Offshore wind
- Phlow/Medicine 4-All
- VNG
- Jefferson Lab

4. **I-64 Innovation Brand:** Showcase innovation and collaboration in the I-64 Innovation Corridor.

- Continue to ramp-up all communications
- Grow database from 3,500 to 5,000
- Hold 10 Innovation Spotlights webinars focused on priority focus areas
- Increase earned media coverage
- Ramp up social media
- Mail GIH plan to all stakeholders – 3,500 list, including GA
- Attend Chambers' intercity visits
- Update major B2B groups and associations in both markets

5. RVA757 Connects' Committees: Support the active work of RVA757 Connects' Committees.

- Governance and Nominations
 - Support Committee meetings
 - Recruit 8 to 10 new RVA members by March 31

- Development
 - Support Committee meetings
 - Reconstitute/recharge the committee
 - Approach directors up for pledge renewals in 2023
 - Get all new directors' 3-year pledge forms
 - Get all 2023 gift invoices out by March 2023
 - Get community foundations to extend 3-year startup commitment
 - Tie into GIH for additional funding sources
 - Approach university foundations for funding opportunities

- Government Relations
 - Support Committee meetings and plan rollout
 - Hold joint caucus meeting
 - Prepare needed materials
 - Advance legislative agenda
 - Coordinate with RVA757 Connects members' GA work

6. MIC Development: Reinvigorate the Megaregion Institutional Council.

- By March 31, work with co-chairs (Bryan Stephens and Brian Anderson) to understand the sentiment of MIC members
- Formulate an action plan
- By year-end, have a reinvigorated or redesigned MIC

7. Stakeholder Relationships: Build deeper relationships with RVA757 Connects' stakeholders>

- Economic development partners VEDP, Alliance, and GRP
 - Set up meeting the VEDP, Alliance, and GRP executives and have them jointly make a presentation at the February board meeting
- Presidents of institutions of higher education
- Local government leaders in both RVA and 757
- Governor and the Administration

8. Operations: Run the organization in the most effective and efficient manner.

- Finalize this document – 2023 scope
- Finalize 2023 meeting dates
- Finalize 2022 EC approved budget recap
- Create and obtain 2023 EC-approved budget
- Create board member and MIC handbook (includes profiles)
- Create board onboarding book
- Ensure all pledges are invoiced by March 2023
- File 1099s with PBMares’ assistance
- Purchase Directors’ insurance
- Get supplier contracts in place for 2023
- Manage GO Virginia grant
- Provide financial flash report updates
- Support 3 board meetings and the MIC
- Support monthly EC meetings
- Support Convergence 2023
- Conduct and report year-end member satisfaction survey
- Update and maintain website
- Maintain and keep current the board portal resource center

9. Organizational Structure: Spinout RVA757 Connects organization from SIR.

To date, SIR has donated several hundreds of thousands of dollars in in-kind professional services, free office space, and use of support services (computers, phones, and copy machines). This support is well-documented. RVA757 Connects’ employees and related benefits have been paid by SIR and reimbursed with no markup. In 2023, RVA757 Connects will be more clearly separated from SIR.

- Rollout RVA757 Connects from SIR
- Set up benefits and payroll process
- Set up SIR 2023 contract in place
- Create RVA757 Connects employee handbook (work with Governance and Nomination Committee)
- Create RVA757 Connects operating policy handbook (work with Governance and Nomination Committee)
- Implement outcome of MIC planning

10. What's Next: Identify and promote the big picture on how to make the I-64 Innovation Corridor – both RVA and the 757 regions – more competitive over time.

- Establish Strategic Task Force
- Hold two meetings in 2023
- Issue white papers from Task Force
- Have Task Force tied into Convergence 2023

Board Meetings / Generative Discussion / Featured Speakers

- February 22: Topic: I-64 Innovation Corridor Economic Development (with speakers from VEDP, HR Alliance, and GRP)
- April 26: Topic: Global Internet Hub plan (invite the Governor and Secretaries to attend)
- September 27: Topic: Convergence 2023
- November 15: Topic: Year-end and possibly with speakers from Cascadia and/or Texas Triangle megaregions; and from Greater Washington Partnership