



Governor's Palace, Williamsburg

TRANSFORMING VIRGINIA INTO A NATIONAL GROWTH LEADER

September 28, 2023

VEDP | Virginia
Economic
Development
Partnership
VEDP.org

TRANSFORMATIONAL GOALS FOR THE COMMONWEALTH

1

Robust State Growth

Position Virginia to achieve a growth rate among that of the top 5-10 states in the U.S.

2

Every Region Wins

Ensure that every region participates in the growth of the Commonwealth

3

Best State for Business

Restore Virginia to its previous leadership position near the top of the national business climate rankings

4

Top State EDO

Reestablish VEDP as one of America's most effective state economic development organizations

5

Super Collaborator


Exhibit collaboration and coordination as hallmarks of VEDP (i.e., place a central focus on the "P" in VEDP)


PROGRESS HAS BEEN MADE ON ALL FIVE TRANSFORMATIONAL GOALS, BUT OPPORTUNITIES EXIST TO ACHIEVE SUCCESS

Transformational goal	Progress to-date	Outlook
1. Robust state job growth	<ul style="list-style-type: none"> ▪ Improved 10-year job forecast growth rank from No. 28 in 2017 to No. 16 today¹ (peaked in 2020 at No. 14) ▪ Forecast to rank No. 21 in 10-year job growth relative to pre-pandemic levels; bold action required to reach growth goals² 	
2. Every region wins	<ul style="list-style-type: none"> ▪ Marketing regions projected to grow jobs increased from 4 in 2017 to 16 today (18 total regions)¹ ▪ Expected to grow jobs in 12 regions relative to pre-pandemic levels by 2026² 	
3. Best state for business	<ul style="list-style-type: none"> ▪ Secured No. 5.4 average rank across five bus. climate rankings (CNBC, <i>Site Selection</i>, <i>Chief Exec.</i>, <i>Biz. Facilities</i>, <i>Area Dev.</i>) 	
4. Top state EDO	<ul style="list-style-type: none"> ▪ Developed Virginia Talent Accelerator Program, International Trade Plan, Virginia Office of Education Economics (VOEE), <i>Virginia Economic Review</i>, best-in-class site intelligence and development, and incentives administration ▪ VEDP recognized as a Top 5 State EDO by Development Counsellors International (DCI) in 2023 	
5. Super collaborator	<ul style="list-style-type: none"> ▪ Improved communication through Quarterly Partner Reports, prospect protocols, and post-project surveys 	

 On track to achieve long-term goals with no major concerns

 Will make progress against long-term goals but concerns

 Will likely not meet goal (typically due to lack of funding)

 Not started

¹2017 forecast reflects then-current 2017-2026 job growth predictions, present 10 year-job forecasts reflect 2023-2032 job growth

²December 2019 used as baseline to account for impacts of the pandemic

IN THE PAST FIVE YEARS WE HAVE MADE MARKED IMPROVEMENTS, YIELDING STRONG RESULTS

Better capabilities

- Established new capabilities / teams (Talent Accelerator, VOEE, Real Estate Solutions)
- Enhanced lead generation and FDI attraction offices
- Improved project management in Research
- Developed strong Value Proposition research and materials for target industries
- Implementation of Virginia's first-ever comprehensive Intl. Trade Strategic Plan
- Accelerated the Regional Talent Solutions and Business Outreach team



Better collaboration

- Provided regular VEDP updates to partners ('VEDP updates', activity reports, etc.)
- Partnered with Virginia Chamber Foundation to launch Team Virginia
- Engaged site selection consultants (e.g., marquee events, outreach)
- Strengthened External Affairs team
- Accelerated the Virginia Business Ready Sites Program w/ stronger funding
- Launched the \$2B Tech Talent Investment Program



Better results

- Secured transformational project wins (e.g., HQ2, LEGO, DroneUp, Morgan Olson, Micron, AWS)
- Achieved notable rankings: CNBC No. 1 State for Business
- Improved economic outlook in a material way
- Navigated the economic challenges of a global pandemic
- Launched distinctive marketing campaigns: strong marketing brand reinforced by distinctive collateral (e.g., *Virginia Economic Review*)

PRIORITY SECTORS ARE CRITICAL TO EMPLOYMENT GROWTH, YET VIRGINIA IS FORECASTED TO HAVE AVERAGE PERFORMANCE

Cluster	Virginia			U.S.			VA projected 2022-30 growth ranking
	Employment, thousands (2022)	Employment growth, CAGR (2022-30)	Share of tradable sector growth	Employment growth, CAGR (2022-30)	Share of tradable sector growth		
Knowledge work	719.6	1.0%	51.4%	1.3%	46.0%	31	
Manufacturing	108.0	1.3%	9.7%	0.7%	8.0%	13	
Logistics	85.2	0.5%	3.1%	1.4%	10.4%	37	
Total priority sectors	912.8	-	64.2%	-	64.4%	24	

AN INNOVATIVE FRAMEWORK FOR ECONOMIC GROWTH

Our Goal:

Deliver nation-leading economic performance by building an economic development enterprise that positions Virginia as an unparalleled business location

Sector Depth

Developing deeper sector-based focus, expertise, and alignment

Robust Ecosystems

Putting greater, coordinated focus on strengthening ecosystems that will generate greater project-based and organic employment growth

Commonwealth Collaboration

Building a new “whole-of-government” approach aligned with local / regional partners to deliver impact in more direct, holistic ways

Success looks like:

- Virginia is a leading state for employment growth in target sectors, generating nation-leading economic performance
- More people are moving to Virginia than moving away
- Overall project wins have increased, including an increase in transformational project wins

VEDP'S STRATEGY IS BUILT AROUND EIGHT CORE INDUSTRIES, WITH 12 OTHER INDUSTRIES ALSO ACTIVELY TARGETED

Core industries

Knowledge Work

A&D Innovation	Financial services
Business services	Software & cybersecurity

Manufacturing

Advanced materials	Food & beverage manufacturing
Biopharmaceuticals	

Logistics

Transportation & logistics

Other target industries

A&D Manufacturing

AgTech

Batteries

Data centers

EV

Maintenance, Repair, & Overhaul

Nuclear energy

Offshore wind

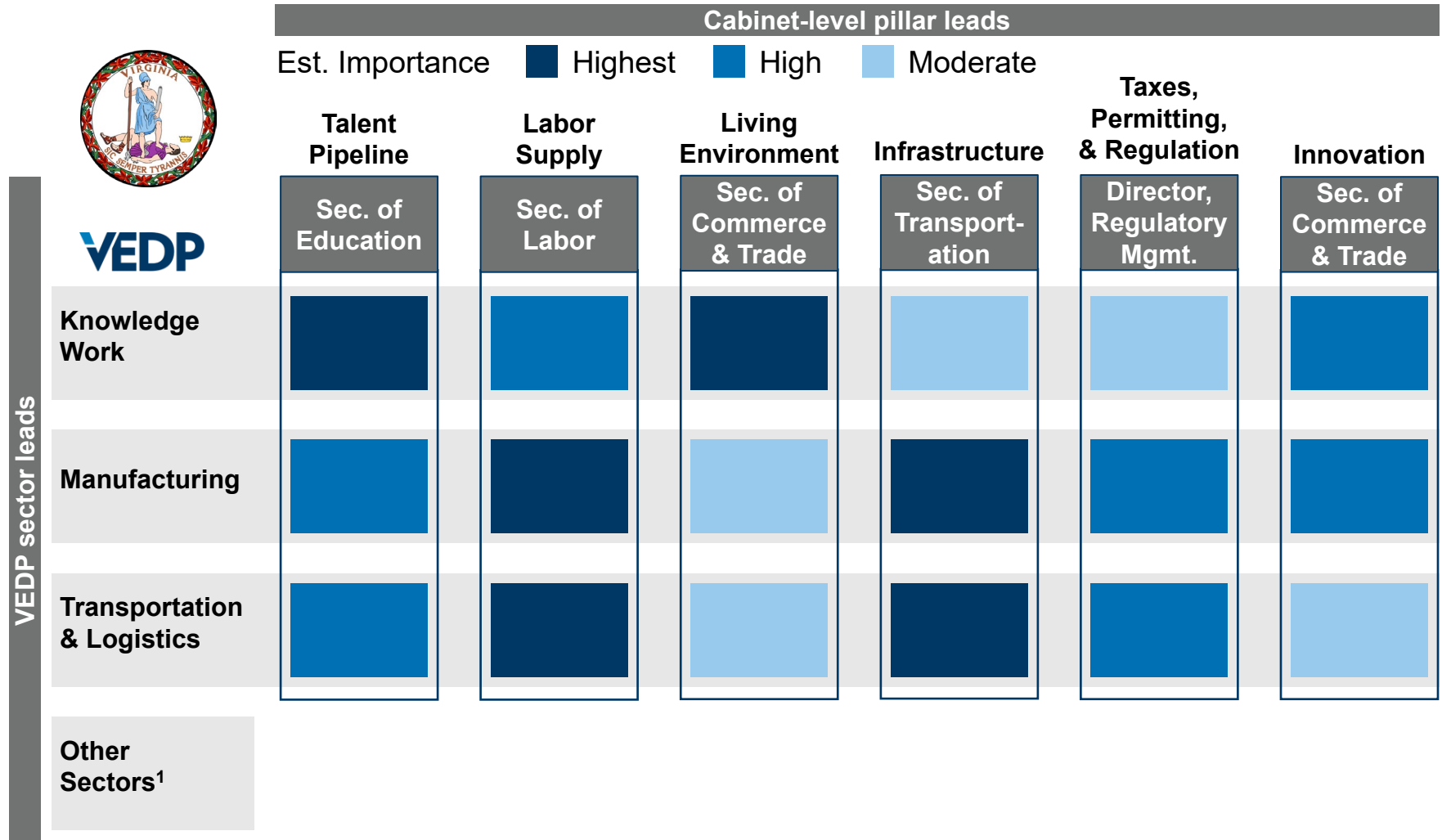
Quantum computing

Semiconductors

Traditional automotive

Wood products

VEDP AND PARTNERS WILL COLLABORATE TO BUILD ECOSYSTEMS IN CORE SECTORS THROUGH PILLAR-SPECIFIC INITIATIVES



¹Includes EV and Batteries, Data Centers, Semiconductors, Traditional Automotive, Headquarters, Maintenance/Repair/Operations (MRO), Ag Tech, Nuclear Energy, Offshore Wind, Aerospace and Defense Space and Ground Equipment, Quantum Computing, Wood Products, other long-tail tradables

HOW YOU CAN ENGAGE / NEXT STEPS

General Feedback

Provide your input and feedback as we translate our vision into reality

Sector Depth

Think about how your communities' activities align with sector-team focus areas, and consider ideas and tactics

Robust Ecosystems

Begin considering things you can do in your community / region to build a more robust ecosystem for these sectors

Commonwealth Collaboration

Consider ways to deepen collaboration between VEDP and partners in this Framework



THANK YOU



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