



# Board of Directors & MIC Meeting

•••

*June 9, 2021*



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## Welcome

### Theodore L. Chandler, Jr.

*30,000 Foot Perspective:  
Our Progress and What's Ahead*



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## Your Executive Committee

All of our weekly meeting minutes are posted on our website.



### Executive Committee Members

Ted Chandler, Jr. – Co-chair (RVA)  
 Tom Frantz – Co-chair (757)  
 Cliff Fleet  
 Moses Foster  
 Wilson Flohr, Jr.  
 Bob Holsworth  
 Sarah Jane Kirkland  
 Peggy Layne  
 John Martin  
 John Reinhart  
 Jim Spore



Please acknowledge your ratification of:

1. **New Board Directors**



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## New RVA757 Connects' New Directors



Monique Adams, Executive Director, 757 Angels  
 Javaune Adams-Gaston, President, Norfolk State University  
 Robby Demeria, Chief of Staff, Phlow Corporation  
 Glenn DuBois, Chancellor, Virginia's Community Colleges (VCCS)  
 Stephen A. Edwards, CEO & Executive Director, The Port of Virginia  
 Taylor Franklin, Chief Operating Officer, The Franklin Johnston Group  
 Stuart Henderson, Director, Jefferson Lab  
 Lisa Howard, President/CEO, E3: Elevate Early Education  
 Harvey L. Johnson, Partner & CEO, PBMares  
 Jim Kibler, Founder, CEO and Managing Member, Next Paradigm Advisors LLC  
 Bruce Thompson, CEO, Gold Key / PHR



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Please acknowledge your ratification of:

1. New Board Directors
2. **Board Minutes**
3. **Work of RVA757 Connects' Executive Committee to continue to act on behalf of the full RVA757 Connects' Board on ongoing management matters.**



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## RVA757 Connects Governance Structure (Today)

### Board of Directors

Co-Chair RVA    Co-Chair 757

50+ Directors

- Executive Committee
- Nomination Committee
- Development Committee

Megaregion Institutional Council (MIC)

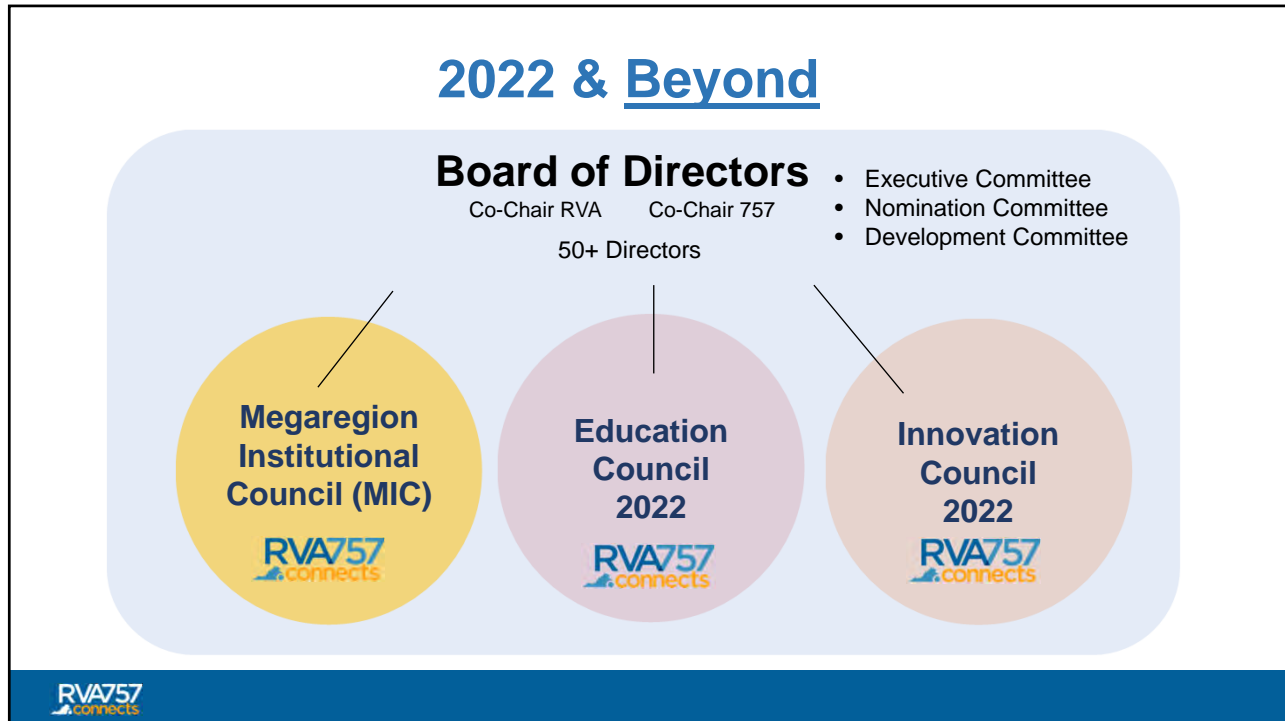


RVA MIC Members	757 MIC Members
Parva	HRPDC
Community Foundation for a greater Richmond	Hampton Roads Community Foundation
ChamberRVA	Chamber Hampton Roads
	Virginia Peninsula Chamber
	Greater Williamsburg Chamber Business Council
Greater Richmond Partnership	Hampton Roads Alliance
GOVirginia (Region 4)	GOVirginia (Region 5)
Capital Region Workforce Partnership	Hampton Roads Workforce Council
	CIVIC Leadership Institute
Grow Capital Jobs Foundation	Reinvent Hampton Roads
Management Round Table (MRT)	Hampton Roads Business Roundtable

*In addition, the Virginia Hispanic Chamber and Asian Chamber are on the MIC.*



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## RVA757 Connects

### Agenda and Priorities Update

**John W. Martin**

**30 Min.**





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## Agenda



Welcome – Theodore L. Chandler	5 Min.
RVA757 Connects Priorities Update – John W. Martin	30 Min.
Nominations Committee Report – Sarah Jane Kirkland & Moses Foster	5 Min.
Communications Update – Moses Foster	5 Min.
Development Committee Report – Mitch Haddon & Jim Kibler	5 Min.
GO Virginia I-64 Innovation Corridor Talent Study – Today & Tomorrow Wilson H. Flohr, Jr. and John W. Martin	20 Min.
Breakout Session	45 Min.
Regroup and Thank You – Thomas R. Frantz	5 Min.



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## Our Priority Focus Areas



1. Run our 501(c)(3)
2. Create and advance our megaregion's brand
3. Support our Directors and Members' innovation initiatives
4. Implement the GO Virginia Talent Pipeline Study
5. Accelerate the understanding of digital connections between RVA and 757
6. Increase R&D collaboration
7. Support the completion of the Virginia Capital Trail
8. Remove barriers to increase passenger rail service
9. Advocate for I-64 widening (29-mile gap from RIC to Williamsburg)
10. Remain open to opportunities as they emerge



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# 1

## Run our 501(c)(3)



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### O&D Insurance



The annual premium is \$1,628. The Retention (Deductible) for the D&O is \$2,500. The coverage limit is \$1,000,000.

### Conflict of Interest Executive Committee



Policy: The Conflict of Interest Policy is designed to help leaders, officers, and employees of RVA757 Connects identify situations that present potential conflicts of interest and provide RVA757 Connects with a procedure that allows a transaction to be handled as usual and nothing even though a leader, officer, or employee has or may have a conflict of interest with respect to the transaction. In the event there is an inconsistency between the requirements and procedures provided herein and those in effect at any time, the latter shall control.

**Definition of Interest and Definition of Conflict of Interest**

- Conflict of Interest Defined:**
  - For purposes of this policy, a Conflict of Interest is an Agreement or Transaction between RVA757 Connects and an entity in which a Responsible Person or Family Member has a Material Financial Interest or in which such person is director, officer, agent, partner, associate, trustee, general agent, representative, insurance agent, consultant, contractor, or other legal representative.
- Definition:**
  - A "Conflict of Interest" is any circumstance related to Conflict of Interest defined (a) above.
  - A "Responsible Person" is any person serving as an officer, employee, or member of the board of directors of RVA757 Connects.
  - A "Family Member" is a spouse, domestic partner, parent, child, or spouse of a child, brother, sister, or spouse of a brother or sister, and a dependent member.
  - A "Material Financial Interest" is an entity in the jurisdiction of any kind that, in view of all the circumstances, is substantial enough that it could, or reasonably could, affect a Responsible Person's or Family Member's judgment with respect to transactions to which the entity is party. This includes all forms of compensation.
  - An "Agreement or Transaction" is any agreement or understanding involving the sale or purchase of goods, services, or rights of any kind, the providing or receipt of a loan or grant, or the establishment of a business relationship involving RVA757 Connects. The making of a gift to RVA757 Connects is not an Agreement or Transaction within the meaning of this document.
- Procedures:**
  - Before having a committee, officer or Agreement or Transaction involving a Conflict of Interest, a Responsible Person or committee member having a Conflict of Interest shall file a disclosure of the existing and nature of such conflict to the Conflict of Interest Committee. Such disclosure shall be reflected in the minutes of the meeting.



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## Create and advance our megaregion's brand



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# 2021 Marketing Communications Plan

**RVA757 Connects'**  
**2021 Marketing Communications Plan**

This document outlines RVA757 Connects' 2021 marketing communications plan.

**Goals:**

- Generate awareness of and familiarity with RVA757 Connects as an organization and the I-64 Innovation Corridor as the name of and concept behind the Richmond-Hampton Roads megaregion.
- Provide communications support for RVA757 Connects' specific initiatives, such as supporting and advancing the I-64 Innovation Corridor Talent Pipeline Study.


**Key Audiences:**

- RVA757 Connects' board of trustees and Megaregion Institutional Council (MIC) members
- State- and regional-level economic development organizations and their leaders
- Business and higher education leaders in the RVA and 757 regions
- The Administration and state-level elected officials representing RVA and the 757 regions
- State and regional business media

**Positioning Strategy:**



- **Position RVA757 Connects as the organization that is advancing the I-64 Innovation Corridor:** We are an inclusive, mutually supportive network of leaders representing community, business and higher education. We identify, support and advance major opportunities, initiatives and projects that will meaningfully benefit our communities for generations to come. Our mission is to improve the quality of life and economy for both regions. We do so through specific priority focus areas.
- **Position the I-64 Innovation Corridor as the home to innovations across every sector:** Virginia's I-64 Innovation Corridor is an 8,000 square mile area that runs from Richmond to Hampton Roads along interstate I-64. More than just a technology corridor, the I-64 Innovation Corridor is a model of innovation across every sector. Here we continuously hyper-connect, collaborate, share, and create new ways to deliver business opportunities, scientific breakthroughs, world-class health and well-care, military advancements, artistic endeavors, equitable socioeconomic empowerment opportunities. And we do all of this in what is arguably the best place in America to live, work, play and learn.

— RVA757connects.com



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... RVA757connects.com

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# 3

## Support our directors' and members' initiatives



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## Coastal Virginia Offshore Wind Industry

Dominion Energy Coastal Virginia Offshore Wind

About CVOW News Learn Connect

Take a Closer Look, Virtually

Propelling Renewable Energy Forward

Sign Up to Learn More



RVA-757 Connects 20

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The image shows a screenshot of the RVA757 Connects newsletter and a video featuring Robert M. Blue, President and CEO of Dominion Energy. The newsletter content includes:

- Update on RVA757 Connects' Priorities:** One of RVA757 Connects' priorities is the I-64 Gap project, entering 28 miles of I-64 between Bottoms Bridge (just east of the Richmond airport) and Henric, Va. To help advance this cause, RVA757 Connects sent a letter (PDF) to Secretary of Transportation (Dorian Vassell), making our case for the I-64 Gap project funding. Our letter details who we are, why I-64 is so important to us, and points to several funding sources that should be considered.
- Member Spotlight:** Bob Blue, President and Chief Executive Officer of Dominion Energy. "What's Your Perspective on RVA757 Connects?" "I have the honor of writing you both the CEO of Dominion Energy and the President of RVA757 Connects. I am pleased to see that you are continuing on what the state is trying to do, the investment of public funds, and the investment of private funds, and the investment of public funds, and the investment of private funds, and the investment of public funds, and the investment of private funds."
- Innovations in the I-64 Innovation Corridor:** The "Medicine for Me" (MAMM) Institute at Virginia Commonwealth University in Richmond is creating new advanced manufacturing technologies to produce drugs for critical and orphan health conditions, thereby reducing U.S. dependency on overseas drug manufacturers.

The video features Robert M. Blue, President and CEO of Dominion Energy, discussing the I-64 Innovation Corridor. The video URL is <https://www.youtube.com/watch?v=8IAPr1QFPCY>.

Newsletter #1 Features Dominion's Offshore initiative

Video Features Dominion's Offshore initiative

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# Implement the GO Virginia Talent Pipeline Study

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## I-64 Innovation Corridor Industry & Talent Study: Today & Tomorrow



- Profile the I-64 Innovation Corridor's industries and talent pool today. (Report #1)
  - Total megaregion talent profile
  - Understand where talent comes from and goes to
  - Current gaps
  - Support areas that need greater attention
- Identify the I-64 Innovation Corridor's industries and talent opportunities of tomorrow. (Report #2)
  - COVID-19 lasting trends and related impacts
  - Impact of distributed workforce
  - Talent needs of the future
  - Support areas that need greater attention
- Identify the pathway forward to ensure the I-64 Innovation Corridor becomes even more competitive in the future. (Future GO Virginia grant)

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## Research Council



John Martin

Jeff Tanner

Bob Holsworth

Glenn Carrington

Renee Haltom

Doug Smith

Chris Chmura

Brian Davis

Jennifer Wakefield

Michael Rao

Rachel Burgess

Brian Anderson & Bryan Stephens

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## Process – Timeline



### 1ST Quarter 2021 (JAN – MARCH 2021)

Establish Project's Research Council  
 Finalize the Work Plan and Detailed Calendar  
 Identify Project's Key Stakeholders & Audiences for the Final Reports (e.g., Workforce Industry, Economic Development Partners, Educational Institutions, and RVA-757 Connects' Audiences)  
 Identify and Inventory Relevant Pre-existing Studies and Reports  
 Identify and Inventory Relevant Third-party Active Research Projects (For example: the Virginia Bio-tech Initiative)

### 2nd Quarter 2021 (April – June 2021)

Mine Pre-existing Studies, Reports and Active Third-party Research  
 Conduct Primary Research (If Research Council Feels This Is Needed)  
 Identify Major Insights and Implications

We are here in this overall process

### 3rd Quarter (July – Sept 2021)

Prepare Initial Drafts of Report 1: Current Talent Pipeline  
 Prepare Initial Drafts of Report 2: Future Talent Pipeline Trends and Needs  
 Share Draft Reports and Get Feedback From a Sample of Representatives from Project's Key Stakeholders & Audiences

### 4th Quarter (Oct – Dec 2021)

Finalize and Package Reports 1 and 2 with RVA-757 Connects' branding  
 Share Final Reports with all of the Project's Key Stakeholders & Audiences  
 Submit to GO Virginia RVA-757 Connects' Recommendations on the Future Strategy for the I-64 Innovation Corridor Talent Pipeline (not part of this grant request)  
 Finish all GO Virginia's Grant Obligations

# 5

**Accelerate the understanding  
 of digital connections  
 between RVA and 757**

## I-64 Innovation Corridor is becoming a Global Internet Hub



## Global Internet Hub



### Criteria for Success

- Access to international deep-sea cables
- Data centers
- Robust network of local fiber optic cables
- Inexpensive power and/or access to renewable sources of energy
- Inexpensive land
- Low risk of natural disaster
- Proximity to large populations
- Tech-savvy workforce
- Economic incentives

## I-64 Innovation Corridor is becoming a Global Internet Hub

Access to international deep-sea cables  
 Data centers  
 Robust network of local fiber optic cables  
 Inexpensive power and/or access to renewable sources of energy  
 Inexpensive land  
 Low risk of natural disaster  
 Proximity to large populations  
 Tech-savvy workforce  
 Economic incentives  
 Major tech players investing

Virginia Beach has two transoceanic fiber cables connecting North America to Brazil and Europe. Two new cables have been announced. One of the cables is the fastest of nearly 450 subsea cables in the world and is able to transmit every movie ever made from one side of the ocean to the other in just 42 seconds.

RVA: White Oak Technology Park (328-acre complex ) will eventually have 2.5 million square feet of datacenter space, one of 11 integration buildings in the world.

Dominion is supporting Henrico data center with 100% solar energy from Virginia-based projects.

Hampton Roads is investing in a regional fiber network ring that will connect to the transoceanic fiber cables.

Fiber optic cable runs from Hampton Roads to RVA.

I-64 Innovation Corridor serves the growing mid-Atlantic region.

Virginia and some counties offer incentives for data centers with size investment.

Facebook – opened the first phase of its \$1.75-billion data center in RVA.

Facebook, Microsoft, and Telxius joined to build one of the cables – that connects Spain and Virginia.



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**October 1<sup>st</sup> 11:30 am – 1:00 pm**

**Virtual Forum**

*How Collaboration Along I-64 Innovation Corridor is Making Us a Global Internet Hub and How This Will Impact Every Business*



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## 6

## Increase R&D collaboration

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### Help VCU Engineering School Advance Collaboration Among All Virginia Universities and Colleges on academic computing programs, both scope and scale.

## C4

Enterprise Computing & Data Center

***Building a World-Class Learning and Development Capability  
Creating the "Tech Sandbox"***

- Bring the latest cloud & mainframe computing/AI platforms to RVA - Integrate with Data Centers and Networks.
- Partner with the local business community – support existing Enterprise Computing owners/users.
- Create collaboration on many levels – open lines of communication, provide forum for sharing technology initiatives, expand workforce pipeline, engage employers in the classroom, host conferences.
- Strengthen academic computing programs, both scope and scale.
- Provide a platform for the extensive Global Open-Source Community; bring global technology providers/developers to VA.
- Community resource for local workforce pipelines and pathways activities: CodeVA, RVATech, K-12 STEM outreach, county-based technical centers, community colleges, industry groups.
- Platform for relevant applications research – Personalized medicine, smart cities, data lakes, cyber-range, healthcare.

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# 7

## Support the completion of the Virginia Capital Trail



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### Capital Trail *Richmond to Williamsburg*



This took  
20 years  
to build!



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## Williamsburg to Fort Monroe

### *Additional Updates*

- HRPDC/HRTPO to submit application through Federal RAISE Program.
- Application Due July 12th – Can Request up to \$25 Million – Requires 20% Local Match.
- HRPDC/HRTPO working with Peninsula CAOs to determine Eligible Trail Segments.
- Must demonstrate benefit to Poverty Communities.
- Request Megaregion Letter of Support.



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## Williamsburg to Fort Monroe

### *Additional Updates*

- HRPDC/HRTPO has secured On-Call Consultant from VDOT, with \$200,000 of resources to support On-Call Consultant Work.
- VDOT has appointed Project Manager.
- Goal is to advance project segments as candidates for grant applications.
- Refinement of route locations.
- Prepare for Federal Infrastructure Package and next Smart Scale Application Round.



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## Remove barriers to increase passenger rail service

### Virginia Rail Authority & Virginia's \$3.7 billion deal with CSX

- DRPT has established the schedules for all six Hampton Roads trains in the recently signed CSX agreement.

This is one priority area that is moving...

Still, we need to fully engage.

## Ultimate Schedules (“Phase 2”) Based on CSX Agreement

### **Norfolk Service**

- The two existing trains will remain basically unchanged (morning departures, evening arrivals).
- The 3<sup>rd</sup> train will arrive 11:33am and depart 1:30pm (i.e. both midday).
  - Implemented in the “Acquisition Phase”.

### **Peninsula Service**

- The two existing trains will remain basically unchanged (midday and evening arrivals, early morning and 5pm departures).
- The 3<sup>rd</sup> train will arrive 11:23pm (i.e. midnight) and depart 8:52am (i.e. mid-morning).
  - Implemented after “Phase 1” infrastructure improvements made by DRPT/VPRA.

Source: <https://transformingrailva.com/wp-content/uploads/2021/05/11.1.1.27-Exhibit-D-CRA.pdf>



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## Passenger Rail Train Schedules Pro & Con

### **Pro**

- The 3<sup>rd</sup> Norfolk train and 3<sup>rd</sup> Peninsula train will provide needed variety in timing with both schedules (i.e. the 3<sup>rd</sup> train schedule is very different from those of the 1<sup>st</sup> and 2<sup>nd</sup> trains).

### **Con**

- There will be overlap in arrival times, so instead of HR residents & visitors having the choice of 6 different arrival times and 6 different departure times, they have the choice of 3 different arrival times and 4 different departure times.
- This lack of cross-harbor variety also limits the connections in Richmond and Petersburg to southern trains.



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## Amtrak's Thru-way Bus Service

Virginia Beach, Norfolk, and  
Newport News will also have  
more frequent buses under the  
CSX agreement.



## 9

**Advocate for I-64 widening  
(29-mile gap from RIC to  
Williamsburg)**

## Advocating for the Widening of the 29-mile Gap on I-64

1. I-81 trucking fees are creating a war chest for I-81 improvements.
2. 11% of these funds go to I-64 improvements from the West Va. Line to Virginia Beach.
3. \$32M already banked. \$140M+ more by 2027.



4. I-64 Corridor Improvement Study is underway.
5. If this study concludes that the I-64 Gap Project is a priority, it will get funding.
6. Starting design-build process puts us in the best position for Federal dollars.



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## RVA757 Connects' Whitepaper Letter to Secretary Valentine Advocating for the I-64 Gap Project

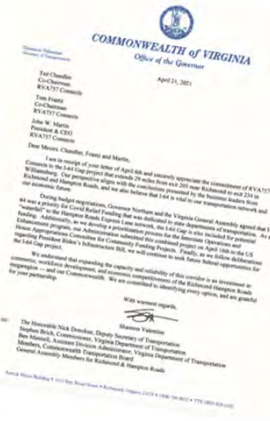


- Explained the I-64 Innovation Corridor – what, why, who, and how.
- Made a business case for the I-64 Gap project.
- Showed how the project is an investment in commerce, workforce development, and economic competitiveness of the Richmond-Hampton Roads megaregion and our Commonwealth.
- Identified sources of funding – including some existing pockets of money.
- Pointed to RVA757 Connects' directors who are behind this request.
- Copied all CTB members and all state-level elected officials from RVA and 757.



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## Response From Secretary Valentine



*“We understand that expanding the capacity and reliability of the corridor is an investment in commerce, workforce development, and economic competitiveness of the Richmond-Hampton Roads megaregion and our Commonwealth. We are committed to identifying every option and are grateful for your partnership.”*

Secretary Sharron Valentine



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**Remain open to opportunities  
as they emerge**







**Stuart Henderson**  
Director, Jefferson Lab

- Jefferson Lab is working with Department of Energy to establish a world-leading computational facility located at Jefferson Lab.
- FY22 Department of Energy Budget Request to Congress states:

“In FY 2022, ASCR will design a state-of-the-art Scientific High Performance Data Facility focused on the unique challenges and opportunities for data-intensive applications workflows and near real-time computing needed to support the explosion of scientific computation (SC) / scientific data that will serve as the anchor for the Integrated Computational and Data Infrastructure Initiative ...

...to provide geographic diversity and operational resiliency, this facility will be located on the East Coast.”



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## Nominations Committee Report –

**Sarah Jane Kirkland  
& Moses Foster**

**5 Min.**



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## New RVA757 Connects' Directors

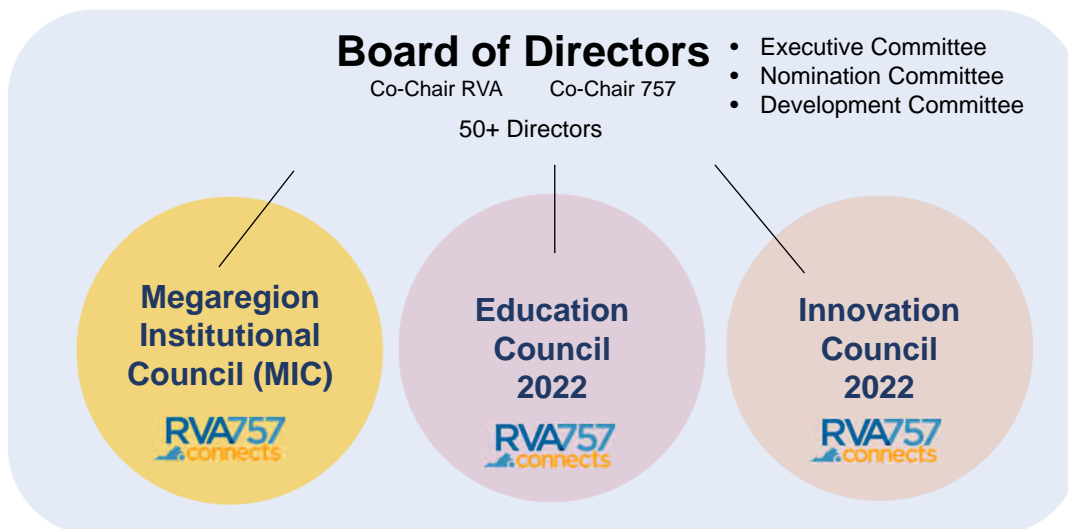


- Our By-laws call for up to 75 directors.
- In 2020, when we became a 501(c)(3), we started with 10 directors.
- 32 directors added in January 2021.
- Today, the Executive Committee approved 11 new directors.
- Director criteria:
  - Recognized business or higher education leader
  - Plugged into what's happening
  - Passionate about driving our regions forward



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## Our Diversity Will Grow With Our Structure



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## New RVA757 Connects' Directors



**Monique Adams, Executive Director, 757 Angels**



**Glenn DuBois, Chancellor, Virginia's Community Colleges (VCCS)**



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**Lisa Howard, President/CEO, E3: Elevate Early Education**



**Stuart Henderson, Director, Jefferson Lab**



**Harvey L. Johnson, Partner & CEO, PBMares**



**Bruce Thompson, CEO, Gold Key / PHR**



**Jim Kibler, Founder, CEO and Managing Member, Next Paradigm Advisors LLC**



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## New RVA757 Directors' Orientation



- July 1, 7:45 am – 8:45 am
- We also have a recorded briefing video.
- All directors and MIC members invited.



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## Communications Update

Moses Foster

5 Min.



I-64  
INNOVATION  
CORRIDOR

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# [www.RVA757Connects.com](http://www.RVA757Connects.com)



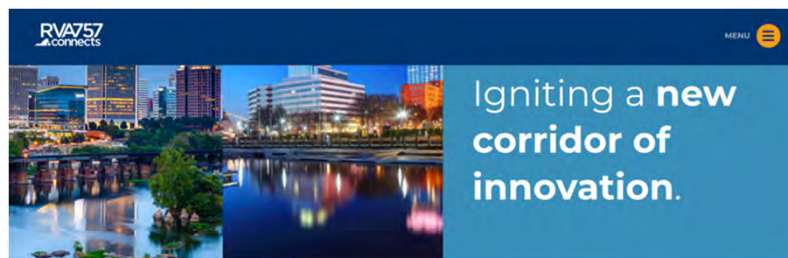
**At this very moment, there is an incredible opportunity to drive the future success of Hampton Roads (757) and Greater Richmond (RVA).**

With the creation of RVA757 Connects, RVA and 757 are joining forces to spark the I-64 Innovation Corridor — an 8,000 square mile region that runs from Richmond to Hampton Roads along interstate I-64. Through the I-64 Innovation Corridor we connect, collaborate, and create new ways to deliver business opportunities, scientific breakthroughs, world-class healthcare, military advancements, artistic endeavors, and equitable social and economic opportunities.

[Learn More](#)

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## Click on map to learn about our innovation stories



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[Learn More](#)

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## The overall website experience shares our complete story. . .

### What



### Why



### Who

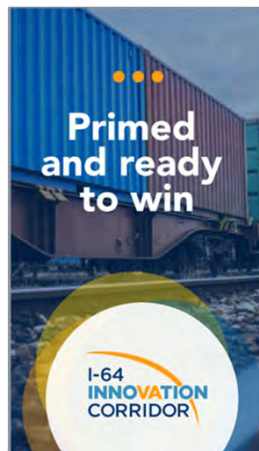
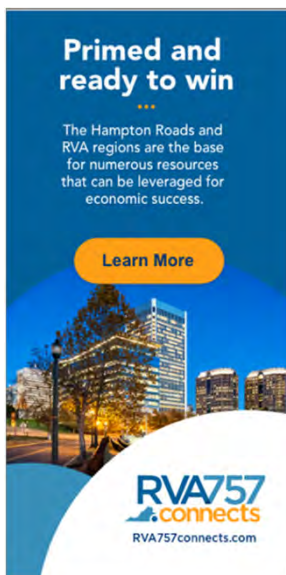


### How



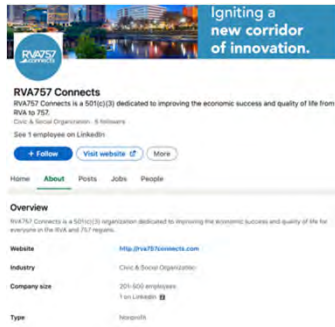
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## . . . Well-placed banners capture attention and ask people to engage



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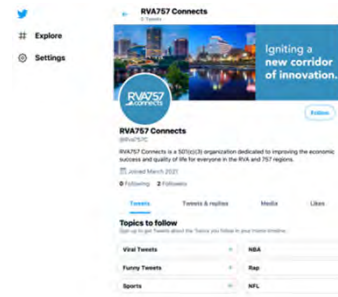
## ... Link to and “Like” Our Social Media Pages.



LinkedIn



Facebook



Twitter



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These channels drive people to sign up for our ongoing newsletter and video series.



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## ... Videos share stories and build familiarity

Michael Rao: <https://www.youtube.com/watch?v=3EgOYXjb970>

Howard Kern: <https://vimeo.com/551970549>

Bob Blue: <https://youtu.be/8IAPr1QFPCY>

Bryan Stephens: <https://vimeo.com/558219465>

Brian Anderson: <https://vimeo.com/558224521>

John Reinhart: <https://vimeo.com/545980934>



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## We Need Your Help – Your Immediate “To Do” List



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# 1. Provide Innovation Stories

**Medical Innovations:** The "Medicines for All" (M4All) Institute at Virginia Commonwealth University in Richmond has created new advanced manufacturing technologies to produce drugs for critical and short-supply medications, thereby reducing U.S. dependency on overseas drug manufacturers. The U.S. Department of Health and Human Services is providing a \$354 million, four-year contract to accelerate and connect others this work. The **I-64 Innovation Corridor** is the birthplace for this remarkable innovation that will serve the world.

**Energy Innovations:** At the other end of the **I-64 Innovation Corridor**, Dominion Energy is investing in off-shore wind and working closely with others to make the mid-Atlantic region the manufacturing hub for wind power generation.

**Scientific Innovations:** Jefferson Lab is home to the world's Continuous Electron Beam Accelerator Facility (CEBAF). Thousands of scientists worldwide come here to probe the most basic building blocks of matter, making the **I-64 Innovation Corridor** a world-wide resource.

**Aviation and Space Innovations:** NASA Langley is part of the **I-64 Innovation Corridor**. This is where researchers inspired the original Mercury missions that took America into space. Today, Langley's scientists are part of the team that's directing the unmanned rover and drone on Mars. Next up, putting the first women on the moon and mankind on Mars.

**Military Innovations:** The U.S. military invests millions of dollars annually in research to advance new aircraft concepts and design through aeronautics, atmospheric sciences, and space technology research. Millions more are being directed to advance the latest missile technology research, future ship design, the latest medical treatments for posttraumatic stress disorder.

**Digital Data Innovations:** Technology experts estimated that 60% of the world's Internet traffic goes through Northern Virginia. Investments by Google, Amazon and others are being made all along the **I-64 Innovation Corridor** that will now solidify Virginia's position as the world-wide web's digital backbone. This includes the new transatlantic fiber optic cables that come ashore in Virginia Beach, fiber optic cables that run along I-64 from Hampton Roads to Richmond, and the growing number of data centers along the corridor.

**College and University-based Innovations:** All along the **I-64 Innovation Corridor**, Virginia's colleges and universities are inspiring the next generation of Virginia's innovators. This includes the Vinci Center at Virginia Commonwealth University, the Alan B. Miller Entrepreneurship Center of William & Mary, the Old Dominion University Innovation Center (ICN) and new Norfolk State University Innovation Center in Norfolk.



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# 2. Help Us Build Our Database



## RVA757 Connects' Database:

GA members from RVA and 757

Main leadership (Speaker, Majority and minority leaders, money committee chairs – all of whom are not from the region)

Governor, Chief of staff, and Cabinet

Key State Agency Heads – VEDP, DHCD, Small Business, VDOT, DRPT, Superintendent of Education, SCHEV, etc.

All local elected officials in the corridor, as well as the chief appointed officials (county administrator or city manager)

All citizen appointees on regional bodies like CVTA, HRTAC, etc.

All economic development leaders – regional and local in region

All college presidents and BOV chairs in the region

All Commonwealth Transportation Board members from the region

GO Virginia Board (both state board and the members from Regions 4 and 5)

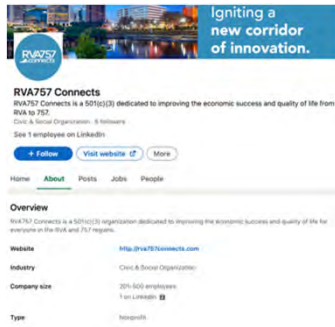
## Add to Our Database

- You are automatically signed up on the RVA757 Connects' database.
- We will send you an opt-in email for you to easily invite others to follow RVA757 Connects. Forward this email to:
  - Your senior team
  - Your board
  - Your colleagues
  - Your top suppliers



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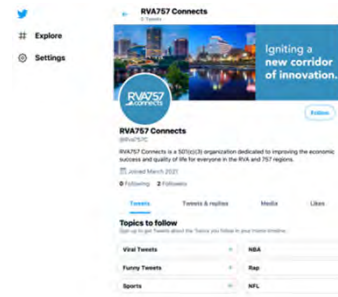
### 3. Link to and “Like” Our Social Media Pages



LinkedIn



Facebook



Twitter



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### Development Committee Report

Mitch Haddon & Jim Kibler

5 Min.



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## Our Development Committee



Jim Kibler (Next Paradigm Advisors, LLC) – Co-Chair (757)

Mitch Haddon (ColonialWebb Contractors Company) – Co-Chair (RVA)

Shawn Avery – Hampton Roads Workforce Council

Anne Conner – TowneBank

Dawna Ellis - Harvey Lindsay Commercial Real Estate

Ross Grogg – Kemper Consulting

Brad Hulse – Hourigan

Martin Joseph – 360 IT Partners

Brian Rountree – Bank of America



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## Our Goal



# \$500K

Annual goal\* to become self-sustaining\*\*

\* \$250K remaining for 2021

\*\*Community Foundations' support is start-up related



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## Our Charge



1. Every Director provides some level of support.
2. MIC members provide support as possible.
3. Corporate and individual gifts accepted.
4. Annual gift commitment for a 3-year period.
5. Approach all BOD and MIC members this summer. Report success at our next meeting: September 15, 2021.



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## Our Sincere Appreciation



Bank of America.



- Theodore L. Chandler, Jr.
- Wilson H. Flohr, Jr.
- Thomas R. Frantz
- Mitch Haddon
- Sarah Jane Kirkland
- John F. Reinhart



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## Our Ask



# Answer our call!



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**GO Virginia**  
**I-64 Innovation Corridor**  
**Talent Study**

**Wilson H. Flohr, Jr.**  
**& John W. Martin**

**20 Min.**



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## What to Know About GO Virginia and Virginia's Regions

- Wilson H. Flohr, Jr.



1. GO Virginia is a legislative initiative to foster private-sector growth and job creation through state incentives with regional collaboration by business, education, and government.
2. We are very interested in regions working together. There is a separate fund to support multi-regional grants.
3. GO Virginia's Region 4 (RVA) and Region 5 (757) are delighted to support the I-64 Innovation Corridor Talent Study.
4. We are expecting this planning grant will lead to a collaborative grant proposal this fall for 2022.



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## Study Timeline – We're half way

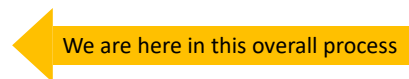


### 1ST Quarter 2021 (JAN – MARCH 2021)

Establish Project's Research Council  
 Finalize the Work Plan and Detailed Calendar  
 Identify Project's Key Stakeholders & Audiences for the Final Reports (e.g., Workforce Industry, Economic Development Partners, Educational Institutions, and RVA-757 Connects' Audiences)  
 Identify and Inventory Relevant Pre-existing Studies and Reports  
 Identify and Inventory Relevant Third-party Active Research Projects (For example: the Virginia Bio-tech Initiative)

### 2nd Quarter 2021 (April – June 2021)

Mine Pre-existing Studies, Reports and Active Third-party Research  
 Conduct Primary Research (If Research Council Feels This Is Needed)  
 Identify Major Insights and Implications



### 3rd Quarter (July – Sept 2021)

Prepare Initial Drafts of Report 1: Current Talent Pipeline  
 Prepare Initial Drafts of Report 2: Future Talent Pipeline Trends and Needs  
 Share Draft Reports and Get Feedback From a Sample of Representatives from Project's Key Stakeholders & Audiences


### 4th Quarter (Oct – Dec 2021)

Finalize and Package Reports 1 and 2 with RVA-757 Connects' branding  
 Share Final Reports with all of the Project's Key Stakeholders & Audiences  
 Submit to GO Virginia RVA-757 Connects' Recommendations on the Future Strategy for the I-64 Innovation Corridor Talent Pipeline (not part of this grant request)  
 Finish all GO Virginia's Grant Obligations



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**I-64 Innovation Corridor  
Industry & Talent Study:  
Today & Tomorrow**





VIRGINIA INITIATIVE FOR  
**GROWTH & OPPORTUNITY**  
IN EACH REGION

- Profile the megaregion's talent and industry today
- Understand where our talent comes from and goes
- Profile COVID-19 workforce trends and related impact on the future of work
- Profile the impact of an increasingly distributed workforce
- Identify talent and industry opportunities for the future
- Identify areas that will benefit from greater intentionality - our pathway forward to ensure the I-64 Innovation Corridor becomes even more competitive in the future. (Future GO Virginia grant)

**Today: Very high level – 5 key findings**

**Over the next 60 days - more findings**

**Reports this fall.**

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**1. We are not growing as fast as other regions.**




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## Megaregion Comparisons – Employment Growth

Region	Population (2019)	Population Annual Average Growth (2009-2019)	Employment (2020Q3)	Forecast Employment Growth (Average Annual Rate 2020Q3-2030Q3)
Raleigh-Cary, NC MSA	1,390,785	2.3%	662,325	1.6%
Nashville-Davidson--Murfreesboro--Franklin, TN MSA	1,934,317	1.7%	1,034,884	1.5%
Charlotte-Concord-Gastonia, NC-SC MSA	2,636,883	1.7%	1,276,784	1.4%
Denver-Aurora-Lakewood, CO MSA	2,967,239	1.7%	1,572,471	1.4%
Orlando-Tampa FL Megaregion	5,802,978	1.8%	2,689,782	1.3%
Jacksonville, FL MSA	1,559,514	1.6%	721,122	1.2%
Atlanta-Sandy Springs-Alpharetta, GA MSA	6,020,364	1.4%	2,834,590	1.1%
Columbus, OH MSA	2,122,271	1.2%	1,076,754	0.7%
Charlottesville, VA MSA	218,615	0.9%	113,625	0.5%
Richmond, VA MSA	1,291,900	0.9%	656,014	0.5%
Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	6,280,487	1.2%	3,267,882	0.4%
<b>I-64 Innovation Corridor (without Eastern Shore)</b>	<b>3,067,223</b>	<b>0.6%</b>	<b>1,437,029</b>	<b>0.2%</b>
I-64 Innovation Corridor (including Eastern Shore)	3,111,249	0.6%	1,455,055	0.2%
Virginia Beach-Norfolk-Newport News, VA-NC MSA	1,768,901	0.4%	778,697	-0.1%

Source: JobsEQ® by Chmura

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**2. Combining RVA-757  
labor markets puts  
us in another league.**

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## Megaregion Comparisons – Labor Market

Region	Population (2019)	Employment (2020Q3)
Raleigh-Cary, NC MSA	1,390,785	662,325
Nashville-Davidson--Murfreesboro--Franklin, TN MSA	1,934,317	1,034,884
Charlotte-Concord-Gastonia, NC-SC MSA	2,636,883	1,276,784
Denver-Aurora-Lakewood, CO MSA	2,967,239	1,572,471
Orlando-Tampa FL Megaregion	5,802,978	2,689,782
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I-64 Innovation Corridor (including Eastern Shore)	3,111,249	1,455,055
Virginia Beach-Norfolk-Newport News, VA-NC MSA	1,768,901	778,697

Source: JobsEQ® by Chmura

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### 3. While our industry and occupation mix are diverse, we have limited advantages over other regions.

Shipbuilding, business management, government, national security, architectural/engineering, financial, and tourism.

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## Location Quotient (LQ)

LQ is basically a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region “unique” in comparison to the national average.



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## Top 20 Industries by Employment I-64 Innovation Corridor

NAICS	Industry	Empl 2020Q3	Avg Ann Wages	LQ
7225	Restaurants and Other Eating Places	97,645	\$17,861	1.07
6111	Elementary and Secondary Schools	84,727	\$43,145	1.12
6221	General Medical and Surgical Hospitals	52,794	\$67,125	0.92
3366	Ship and Boat Building	41,480	\$75,665	24.20
5511	Management of Companies and Enterprises	34,044	\$116,114	1.52
5613	Employment Services	32,724	\$39,973	1.05
9221	Justice, Public Order, and Safety Activities	31,183	\$59,833	1.69
9281	National Security and International Affairs	30,434	\$90,470	5.19
6211	Offices of Physicians	30,407	\$93,801	1.15
4451	Grocery Stores	29,227	\$25,935	1.12
6113	Colleges, Universities, and Professional Schools	28,242	\$58,421	0.99
5617	Services to Buildings and Dwellings	27,482	\$29,474	1.10
2382	Building Equipment Contractors	26,616	\$55,191	1.17
4523	General Merchandise Stores, including Warehouse Clubs and Supercenters	24,389	\$26,843	1.24
5413	Architectural, Engineering, and Related Services	23,412	\$83,383	1.49
6241	Individual and Family Services	22,636	\$30,019	0.83
8131	Religious Organizations	20,637	\$22,717	1.23
5222	Non-depository Credit Intermediation	19,636	\$125,014	3.48
5415	Computer Systems Design and Related Services	18,236	\$89,208	0.83
7139	Other Amusement and Recreation Industries	17,355	\$20,448	1.40



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## 4. Our growth opportunities may center on target clusters.

### Four example target clusters



#### TRANSCENDENT TRENDS

Population increase in mid-Atlantic – need for movement of goods (transportation and logistics/Port)

Explosive growth in healthcare category /life sciences

Exponential growth in volume of data

Exponential growth in data threats - cyber security – and national security

1. National Security / Cyber Security
2. Pharmaceutical Manufacturing & Life Sciences
3. Logistics / Distribution / Supply Chain
4. Data Centers / Digital Network

## Both Regions' Economic Development Efforts Are Focused On These Opportunities:



### RVA Target Industries

- Corporate Services
- Information Technology
- Finance & Insurance
- BioScience
- Advanced Manufacturing
- Supply Chain
- Food & Beverage

### List 757 Target Industries

- Advanced Manufacturing
- Business & Shared Services
- Distribution & Logistics
- Food & Beverage Processing
- Information Technology
- Offshore Wind



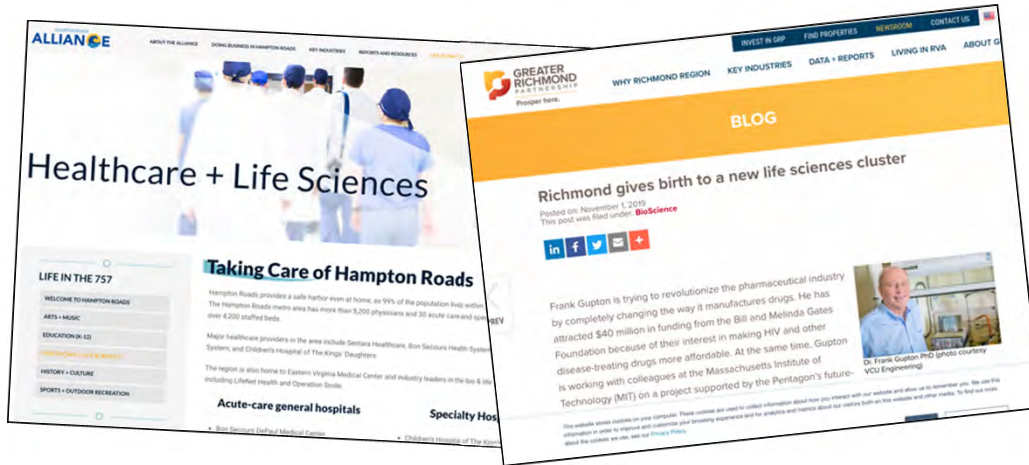
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## Our Economic Development Agencies Are Growing This Cluster



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## Our Economic Development Agencies Are On This Cluster



## National Security / Cyber Security

## National Security / Cyber Security

	64 Innovation Corridor	Richmond	Hampton Roads	Philadelphia	Charlotte	Atlanta	Jacksonville	Washington, DC	Denver	Pittsburgh	Nashville	Columbus	Orlando-Tampa	Raleigh
Current Cluster Empl	37,895	9,516	28,202	20,620	5,908	12,691	9,673	100,126	11,815	4,953	3,893	10,839	13,683	3,859
Current LQ	3.63	2.02	5.04	1.02	0.64	0.63	1.85	4.28	1.05	0.62	0.52	1.39	0.72	0.81
LQ 2030	3.43	2.02	4.73	0.98	0.69	0.66	1.77	4.20	1.09	0.63	0.55	1.35	0.73	0.87

## Transportation & Logistics / Supply Chain

## Recent Announcements



**amazon**

+ 1,000 Jobs (April 2021)



**WERNER  
ENTERPRISES**

+37 Jobs (March 2020)



**KATOEN NATIE**

OUR PEOPLE MAKE THE DIFFERENCE

+35 Jobs  
(April 2021)



**CMA CGM**

+415 Jobs (February 2021)



**ALSTOM**

\$197,229 Investment (October 2020)




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## Transportation & Logistics/Supply Chain

	I-64 Innovation Corridor	Richmond	Hampton Roads	Philadelphia	Charlotte	Atlanta	Jacksonville	Washington, DC	Denver	Pittsburgh	Nashville	Columbus	Orlando-Tampa	Raleigh
<b>Current Cluster Empl</b>	52,804	26,799	25,722	100,634	54,609	126,182	43,684	57,905	51,800	33,594	57,518	71,602	66,257	15,778
<b>Current LQ</b>	1.05	1.18	0.96	1.03	1.23	1.29	1.74	0.51	0.96	0.87	1.60	1.91	0.72	0.69
<b>LQ 2030</b>	1.10	1.25	0.98	1.03	1.23	1.29	1.71	0.52	1.00	0.87	1.64	1.95	0.72	0.69

To reach a competitive advantage LQ of 1.25, we need to focus on retaining our talent and retaining or attracting businesses to the megaregion that need 6,250 new workers to support their operations.



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# Data Centers / Digital Network



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## Recent Announcements



Quality  
Technology  
Services

Investment: \$425 Million (October 2020)



+250 Jobs  
(September 2018, starting 2021)



+60 Jobs  
(October 2018, starting 2021)



**DIGITALFORTRESS**

+120 Jobs (October 2018, starting 2021)



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## Data Centers / Digital Network

	I-64 Innovation Corridor	Richmond	Hampton Roads	Philadelphia	Charlotte	Atlanta	Jacksonville	Washington, DC	Denver	Pittsburgh	Nashville	Columbus	Orlando-Tampa	Raleigh
Current Cluster Empl	6,817	3,419	3,336	22,716	11,332	39,644	5,043	29,065	29,646	6,225	7,594	7,044	25,111	7,272
Current LQ	0.72	0.80	0.66	1.23	1.35	2.16	1.07	1.37	2.91	0.86	1.13	1.00	1.45	1.68
LQ 2030	0.76	0.84	0.71	1.16	1.35	2.15	1.07	1.41	2.93	0.82	1.18	0.99	1.42	1.68

To reach an LQ of 1.00, matching the national share of employment in this industry, we need to focus on retaining our talent and retaining or attracting businesses to the megaregion that need 2,090 new workers to support their operations. . . . Dare to dream 10K people .... 2.0 LQ

## Pharmaceutical Manufacturing & Life Sciences

## Major Companies and Recent Announcements



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Virginia is home to more than 1,451 biomedical and life science companies.



**Together, Stronger**  
**How Do We All Help Support the Growth of this future industry?**

### Research & Development Assets

- 1 Virginia Tech Corporate Research Center
- 2 Virginia Tech Carilion Research Institute
- 3 Institute for Advanced Learning and Research
- 4 SRI Shenandoah Valley
- 5 University of Virginia Research Park
- 6 Howard Hughes Medical Institute, Janella Research Campus
- 7 National Institute of Standards and Technology (NIST)
- 8 Prince William Science Accelerator
- 9 George Mason University Biomedical Research Laboratory
- 10 Inova Translational Medicine Institute (ITMI)
- 11 Inova Center for Personalized Health
- 12 National Institutes of Health (NIH)
- 13 Food and Drug Administration (FDA)
- 14 National Science Foundation (NSF)
- 15 Defense Advanced Research Projects Agency (DARPA)
- 16 Virginia Division of Consolidated Laboratory Services (DCLS)
- 17 Medicines For All Institute at VCU
- 18 Virginia Biotechnology Research Park
- 19 Hunter Holmes McGuire VA Medical Center
- 20 Tech Center Research Park
- 21 Jefferson Lab
- 22 NASA Langley Research Center
- 23 Innovation Research Park at ODU
- 24 VA BeachBio Research Park

### Colleges/Universities with Life Science Programs

- 1 Virginia Tech
- 2 Virginia Western Community College
- 3 Blue Ridge Community College
- 4 James Madison University
- 5 University of Virginia
- 6 GW Virginia Science & Technology Campus
- 7 Northern VA Community College - Loudoun
- 8 Northern VA Community College - Manassas
- 9 George Mason University
- 10 University of Richmond
- 11 Virginia Commonwealth University
- 12 Virginia State University
- 13 College of William & Mary
- 14 Christopher Newport University
- 15 Hampton University
- 16 Old Dominion University
- 17 Eastern Virginia Medical School
- 18 Norfolk State University



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## Pharmaceutical Manufacturing & Life Sciences

	I-64 Innovation Corridor	Richmond	Hampton Roads	Philadelphia	Charlotte	Atlanta	Jacksonville	Washington, DC	Denver	Pittsburgh	Nashville	Columbus	Orlando-Tampa	Raleigh
Current Cluster Empl	16,485	7,626	8,833	55,752	13,451	32,563	8,161	45,188	23,895	20,994	12,209	18,291	35,144	14,592
Current LQ	0.79	0.81	0.79	1.37	0.73	0.80	0.78	0.97	1.06	1.31	0.82	1.18	0.92	1.53
LQ 2030	0.87	0.94	0.82	1.36	0.73	0.80	0.75	0.95	1.04	1.33	0.83	1.15	0.92	1.53

If we do nothing our LQ will increase, yet we will trail growth in cities like Raleigh, Philly, and Pittsburg.

To reach an LQ of 1.00, we need to focus on retaining our talent and retaining or attracting businesses to the megaregion that need 2,800 new workers to support their operations.

**5. We have  
a talent retention  
challenge.**

## Brain Drain in the Corridor - 2019



- **Transportation, Distribution, & Logistics-Related Programs**
  - 800 awards in 2019
  - 80% left
- **IT-Related Programs:**
  - 3,200 awards in 2019
  - 43% left
- **National Security / Cyber Security**
  - 1,600 awards in 2019
  - 40% left
  - More than half of exiting military stay in Hampton Roads
- **Life Sciences-Related Programs:**
  - 9,700 awards in 2019
  - 39% left

## Alumni Retention: Half from I-64 Innovation Corridor Leave Region, 30% Return

Region	Stayed or Returned	Left
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA	61%	39%
Charlotte-Concord-Gastonia, NC-SC MSA	60%	40%
Atlanta-Sandy Springs-Alpharetta, GA MSA	56%	44%
Jacksonville, FL MSA	54%	46%
Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	53%	47%
Denver-Aurora-Lakewood, CO MSA	53%	47%
Pittsburgh, PA MSA	53%	47%
Nashville-Davidson--Murfreesboro--Franklin, TN MSA	51%	49%
I-64 Innovation Corridor	50%	50%
Columbus, OH MSA	50%	50%
Orlando-Tampa FL Megaregion	48%	52%
Raleigh-Cary, NC MSA	44%	56%

## Where do Alumni of Postsecondary Institutions in the I-64 Innovation Corridor Reside?

	Associate or Certificate	Bachelor's or Higher	Total
Virginia Beach-Norfolk-Newport News, VA-NC MSA	41.7%	23.6%	29.0%
Richmond, VA MSA	26.2%	21.9%	23.1%
Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	3.6%	17.2%	12.8%
New York-Newark-Jersey City, NY-NJ-PA MSA	0.9%	4.1%	3.1%
Atlanta-Sandy Springs-Alpharetta, GA MSA	1.7%	2.6%	2.3%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA	0.6%	1.7%	1.3%
Charlotte-Concord-Gastonia, NC-SC MSA	0.9%	1.4%	1.3%
Baltimore-Columbia-Towson, MD MSA	0.6%	1.6%	1.3%
Raleigh-Cary, NC MSA	0.8%	1.3%	1.1%
Miami-Fort Lauderdale-Pompano Beach, FL MSA	0.7%	1.1%	1.0%
Los Angeles-Long Beach-Anaheim, CA MSA	0.4%	1.1%	0.9%
Dallas-Fort Worth-Arlington, TX MSA	0.7%	0.8%	0.8%
Houston-The Woodlands-Sugar Land, TX MSA	0.6%	0.7%	0.7%
Charlottesville, VA MSA	0.4%	0.7%	0.6%
Chicago-Naperville-Elgin, IL-IN-WI MSA	0.3%	0.8%	0.6%
Durham-Chapel Hill, NC MSA	0.4%	0.6%	0.5%
Tampa-St. Petersburg-Clearwater, FL MSA	0.6%	0.5%	0.5%
Orlando-Kissimmee-Sanford, FL MSA	0.5%	0.5%	0.5%
Jacksonville, FL MSA	0.7%	0.4%	0.5%
Roanoke, VA MSA	0.3%	0.5%	0.4%

Source: Chmura's JobsEQ<sup>®</sup>  
Data reflect an online sample of resumes that have been updated within the six years ending 2020Q4

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## Perhaps Philly has addressed this challenge

Region	Stayed or Returned	Left
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA	61%	39%
Charlotte-Concord-Gastonia, NC-SC MSA	60%	40%
Atlanta-Sandy Springs-Alpharetta, GA MSA	56%	44%
Jacksonville, FL MSA	54%	46%
Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	53%	47%
Denver-Aurora-Lakewood, CO MSA	53%	47%
Pittsburgh, PA MSA	53%	47%
Nashville-Davidson--Murfreesboro--Franklin, TN MSA	51%	49%
I-64 Innovation Corridor	50%	50%
Columbus, OH MSA	50%	50%
Orlando-Tampa FL Megaregion	48%	52%
Raleigh-Cary, NC MSA	44%	56%

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## Campus Philly - [www.campusphilly.org](http://www.campusphilly.org)



### Our Impact

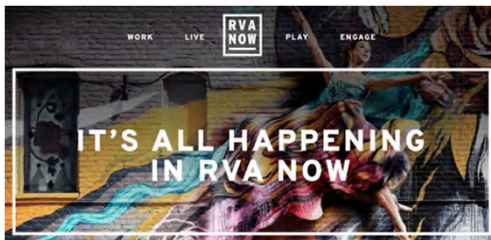
Four generations of college students have now attended college in our region since Campus Philly's creation and the impact is everywhere you look:

<p><b>115%</b></p> <p>increase in Philadelphians 25-34 with college degrees between 2000 and 2017. (Last decade Philly actually lost 25-34 year olds.)</p>	<p><b>118,500</b></p> <p>additional young degree holders (between 25-34) in the Greater Philadelphia region between 2000 and 2017.</p>	<p><b>54%</b></p> <p>Greater Philadelphia retains 54% of its regional college students (compared to 42% in Boston).</p>
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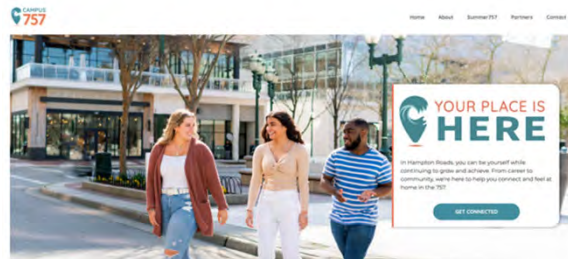


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## We have just launched two similar programs



**RVA NOW**



**Campus 757**

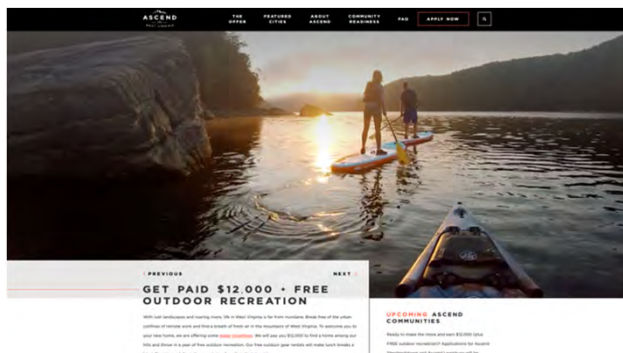


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# Our Competition Is Fierce

## Some Localities are Aggressively Recruiting Workers

### West Va. Remote Work Program Offers \$12,000 Cash, Free Outdoor Recreation, and More



**Cash:** \$12,000 in cash with no strings attached. The funds can be used to assist with moving and living expenses or explore new passions and hobbies in West Virginia.

**Free Outdoor Recreation:** One year of free outdoor recreation to fully explore 2,032 miles of whitewater, 4,000 rock climbing routes, 1.5 million acres of public lands, 1,500 miles of public trails and America's newest national park: New River Gorge Park and Preserve. The package is valued at more than \$2,500 and encourages a healthy work-life balance filled with hiking, ATV-ing, ziplining, rafting, rock climbing, golfing, skiing, and more.

**Free coworking space:** A break free from the ordinary with access to inspiring spaces in the heart of thriving mountain towns. Here, remote workers will have modern amenities to stay connected and access to more than \$1,200 in free outdoor gear rentals for use with family and friends.

**Professional advancement:** The ability to earn remote work certifications through West Virginia University and access to John Chambers College of Business and Economics' entrepreneurship ecosystem.

**Networking:** The chance to be a guest at a variety of exclusive events to connect entrepreneurs with state business leaders and guided excursions to experience West Virginia's abundant outdoor recreation assets. The full relocation package is valued at more than \$20,000 and can be viewed at [www.AscendWV.com](http://www.AscendWV.com).

## Ohio's Economic Development Effort's Focus on recruiting talent:

Videos Pushed through Social Media



<https://www.youtube.com/watch?v=THjlxSsPyiY>

Postcard Mailers



## Breakout questions related to our study to date



- How do we better attract and retain talent?
- How can we bring RVA757 Connects' collaboration to support and grow opportunity industry clusters?





● ● ●

## Breakout Session

### 45 Min.

*Facilitated by EC Members*

RVA757  
connects

I-64  
INNOVATION  
CORRIDOR

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## Breakout Session 3 Topic Areas

● ● ●

### 1. Comments and suggestions on today's meeting content:

What's working best so far? *Create a quick list, limit discussion.*

Where do we need more attention? *Create a quick list, limit discussion.*

*Discussion:* Size of Board of Directors and future role of Innovation Council and Higher Education Council.

Board: 75 seats - approximately 35 senior leaders from each market.

MIC – Megaregion Institutional Council – chambers, community foundations, planning district commissions, workforce councils, economic development agencies, business roundtables, etc.

Innovation Council (starts in 2022): Up to 125 creative, very diverse individuals who identify topics and ways to advance our megaregion. Provides input to Board.

Education Council (starts in 2022): The I-64 Innovation Corridor's institutions of higher education. This group identifies topics and ways to increase collaboration that advances our megaregion. Provides input to Board.

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connects

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## Breakout Session- continued



### 2. Leveraging RVA757 Connects' marketing communications efforts:

What do you like the most about our marketing? What's missing? *Create a quick list, limit discussion.*

How can we best engage you – to sign up and follow us, link to our social media pages, proactively provide innovation stories? Create a quick list, limit discussion.

### 3. Input on the I-64 Innovation Corridor Talent Study:

Discussion: How do we better attract and retain our talent? How can we best support the new **RVA NOW** and **Campus757** organizations?

Discussion: How can we bring our RVA757 Connects' "collaborative spirit" to support our economic development agencies in growing key industry clusters – creating new jobs?



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## Regroup and Thank You

Thomas R. Frantz

**5 Min.**



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## Our “To Do” List



1. Post a copy of this meeting deck on the new Documents portal.
2. Provide a recap of the breakout session – in one week.
3. Keep working on our priorities.
4. Send out an email that you can forward to invite people to follow us.



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## Your “To Do” List




1. Provide names for potential board directors.
2. Provide “*innovation*” stories to Laura – at least one per director and MIC member.
3. Invite people to follow us – your key employees and colleagues.
4. Link to our social media.



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## 5. Ask Our State-level Elected Officials and CTB Members to Support the I-64 Gap Project



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## 6. Join Others in Supporting RVA757 Connects













- Theodore L. Chandler, Jr.
- Mitch Haddon
- Wilson H. Flohr, Jr.
- Sarah Jane Kirkland
- Thomas R. Frantz
- John Reinhart



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## 7. Make sure you have the remaining key dates on your calendar.

### Future Board/MIC Meetings

**September 15<sup>th</sup> 2 pm – 4 pm**

**December 8<sup>th</sup> 12 pm – 2 pm**

### Events

**October 1<sup>st</sup> 11:30 am – 1:00 pm Virtual Forum – Our Global Internet Hub**

We will discuss how the business community can better utilize and understand the powerful assets we have in the region when it comes to broadband infrastructure.

**October 27<sup>th</sup> 9:30 am – 3:30 pm – Convergence 2021**

Hampton Roads Chamber and ChamberRVA will be hosting an in-person event to showcase the work of RVA757 Connects.

### New Directors' Orientation (Virtual)

**July 1<sup>st</sup> 7:45 am – 8:45 am**

One-hour background overview of RVA757 Connects.



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# Thank You!



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