

EXTERNAL AFFAIRS

August 14, 2019

VEDP

Virginia
Economic
Development
Partnership
VEDP.org
VEDP

EXTERNAL AFFAIRS RESPONSIBILITIES

- State and Federal Government Affairs
 - Working with the Administration, Virginia General Assembly, and Congressional leaders
- Partner and Stakeholder Relations
 - Working with external partners including local and regional economic developers, trade associations, utilities, higher education institutions, state agencies, and others

EXTERNAL AFFAIRS FUNCTIONS

- Develop and advocate for VEDP's legislative and budgetary requests
- Work with the Administration on policy initiatives, the Governor and Secretary's participation in events, etc.
- Maintain strong relationships with General Assembly members and educate them on VEDP's goals and initiatives
- Special Projects including GO Virginia partner initiatives, Port Host Cities Working Group, etc.
- Regional tours for the Secretary of Commerce and Trade and his staff

EXTERNAL AFFAIRS FUNCTIONS

- Quarterly meetings with Regional Economic Development Organizations
 - In conjunction with VEDA's four meetings a year
- Bi-annual meetings with Local Economic Developers
 - In conjunction with VEDA's Summer and Winter membership meetings
- Partners Relations Team Outreach
 - Local and regional chambers of commerce, trade associations, higher education institutions, workforce partners, etc.
- FAM tours providing strategic engagement with client facing staff
- VEDP Partner Orientations
- Constituent Inquiries from Governor's Office

Four Major Types of VEDP Economic Development Partners and Associated Coordination and Alignment Strategies

Examples (not comprehensive)

Coordination and Alignment

State Leadership Partners

- Governor
- General Assembly
- Secretary of Commerce and Trade
- Secretary of Finance
- MEI Commission – members and staff

VEDP will meet with the Governor, Secretary of Commerce and Trade, and Secretary of Finance as often as they may desire (ideally twice per month for Secretary of Commerce and Trade) to discuss leads and active projects as well as align on strategic priorities. VEDP will seek a monthly meeting with the MEI Commission to discuss active projects and opportunities to enhance Virginia’s economic competitiveness.

Local and Regional Economic Development Practitioners

- Local economic development practitioners and EDOs (e.g., Halifax IDA, Hampton Economic Development Authority)
- Regional EDOs (e.g., Onward New River Valley, Shenandoah Valley Partnership)

VEDP will follow protocols developed with local and regional partners. The protocols document includes communications, project management, lead generation, BRE visits, RFI responses, and more. An annual survey will seek feedback on implementation. VEDP also will periodically engage partners (e.g., semiannual meetings with local and regional EDOs) to discuss joint marketing efforts and programmatic initiatives.

Project Delivery Partners

- Port of Virginia
- Railroads
- Utilities
- State agencies (DHCD, VDOT, VDACS, VDEQ, SBSQ)
- Virginia higher education institutions
- Virginia Tobacco Region Revitalization Commission

VEDP engages project delivery partners whenever needed for specific economic development projects. Additionally, VEDP will propose semiannual leadership meetings with each partner organization to share priorities and discuss opportunities to better coordinate efforts. Finally, VEDP’s Economic Competitiveness Division will seek input from each project delivery partner on public policy and programmatic matters that could be addressed to improve Virginia’s economic competitiveness.

Policy and Programmatic Partners

- Virginia Economic Developers Assoc.
- Virginia Chamber of Commerce
- Trade associations (e.g., Virginia Maritime Association, NVTC)
- Local/regional chambers of commerce
- GO Virginia
- VACo and VML
- Center for Innovative Technology
- SCHEV

VEDP will engage policy and programmatic partners at least once per year (and in some cases considerably more frequently, such as with GO Virginia, the Virginia Chamber of Commerce, and VEDA) in order to share priorities and discuss policy and/or programmatic opportunities to improve Virginia’s economic competitiveness. When resources are available to do so, VEDP also will offer to partner with one or more organizations to conduct sector-specific research projects focused on positioning Virginia to grow strategically important industry sectors.

VEDP's Principal Roles in Virginia's Economic Development Ecosystem

Illustrative partners
(not comprehensive)

State Leadership Partners (e.g., Governor, General Assembly, Secretary of Commerce and Trade, Secretary of Finance)

VEDP's Principal Economic Development Roles*

- Localities and local economic developers
- Regional economic dev. organizations
- VDOT, VDACS, DEQ
- Utilities
- Comm. on Business Dev. and Marketing

- Business Development**
- Marketing and branding
 - Lead generation
 - Business recruitment
 - Business retention and expansion
 - Incentives administration

- Product Development**
- Economic competitiveness
 - Sector growth strategies
 - Site development
 - National rankings initiative
 - External affairs

- Local and regional economic developers
- State, regional, and local chambers
- Trade associations
- GO Virginia / DHCD
- Utilities
- SCHEV

- Committee on International Trade
- Trade program partners
- State universities
- U.S. DOC
- U.S. SBA

- Int'l. Trade Development**
- Market research
 - Regional Export Program
 - Trade Show Asst. Program
 - Global Defense Program (GDP)
 - Virginia Leaders in Export Trade (VALET) Program

- Workforce Development**
- Customized workforce recruitment and training incentive program (proposed)
 - Virginia Jobs Investment Program (VJIP)
 - Human capital development partnerships and initiatives

- Higher education institutions (4-yr. and community colleges)
- Regional workforce development boards
- Recruitment and training contractors

VEDP Support Functions (e.g., Research, HR, IT, Fiscal)

* The Code of Virginia also charges VEDP with the duty to "[e]ncourage the coordination of the economic development efforts of public institutions, regions, communities, and private industry."

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