

# EXTERNAL AFFAIRS

November 14, 2019

# 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 inform them of VEDP's goals and initiatives
- Responsible for MEI Commission process and custom grant approval
- Work on special projects including GO Virginia partner initiatives, Port Host Cities Working Group, sites, local and regional economic competitiveness, 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 Fall and Spring conferences
- Partners Relations Team Outreach
  - Local and regional chambers of commerce, trade associations, higher education institutions, workforce partners, etc.
- VEDP staff FAM tours providing strategic engagement with client facing staff
- VEDP Partner Orientations
- Constituent Inquiries from Governor's Office

# VEDP'S ECONOMIC DEVELOPMENT PARTNERS

## State Leadership

Administration and General Assembly alignment on strategic priorities

Collaborates on leads/active projects

## Local/Regional ED Practitioners

Lead Generation

Retention/Expansion

RFI Responses

Prospect Management

Marketing

## Project Delivery Partners

Collaborates on specific economic development projects

Single point of contact between businesses and state agencies

Coordinates incentive packages to companies

## Policy & Programmatic Partners

Shares strategic priorities

Collaborates to improve economic competitiveness

Conducts sector specific research

# 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."

# CONTACT INFORMATION



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**THANK YOU**



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