

PRESIDENT'S REPORT

August 2020

TOPICS FOR TODAY

Performance metrics – FY20 final numbers and FY21 to date

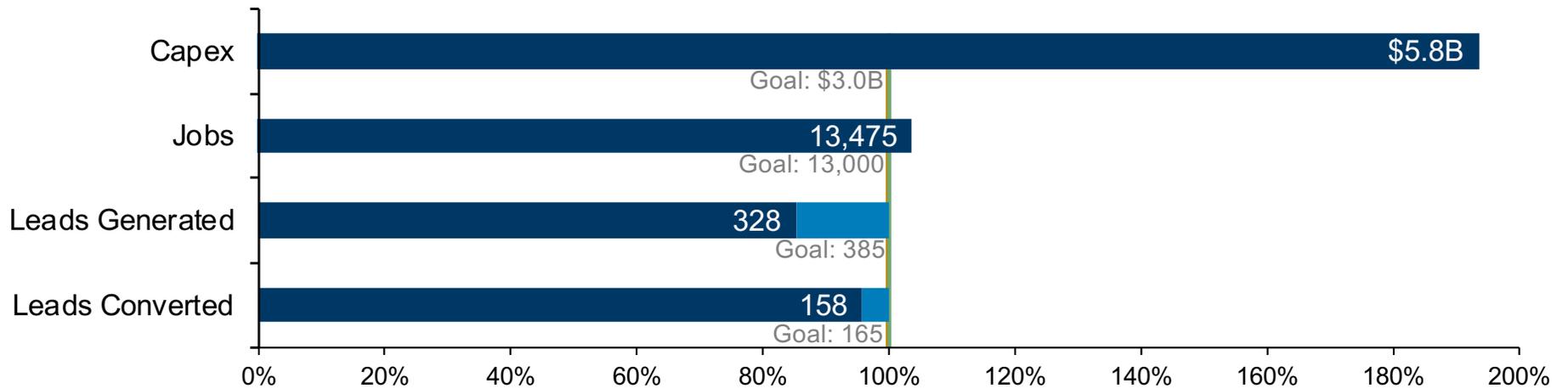
FY21 operational plan – progress dashboard

Notable developments since last meeting

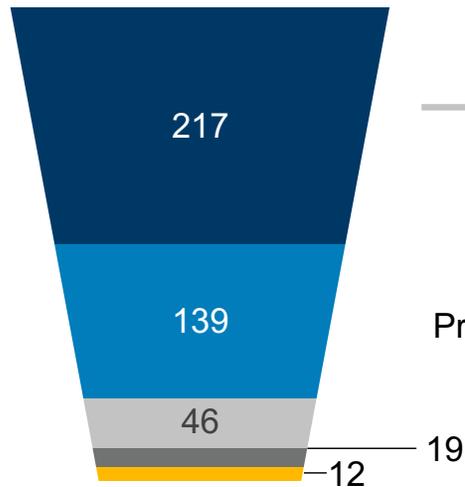
Top priorities for the next few months

PROGRESS AND PIPELINE FOR VEDP-ASSISTED PROJECT DECISIONS: FY20 FULL YEAR FINAL TOTALS AS OF 6/30/20

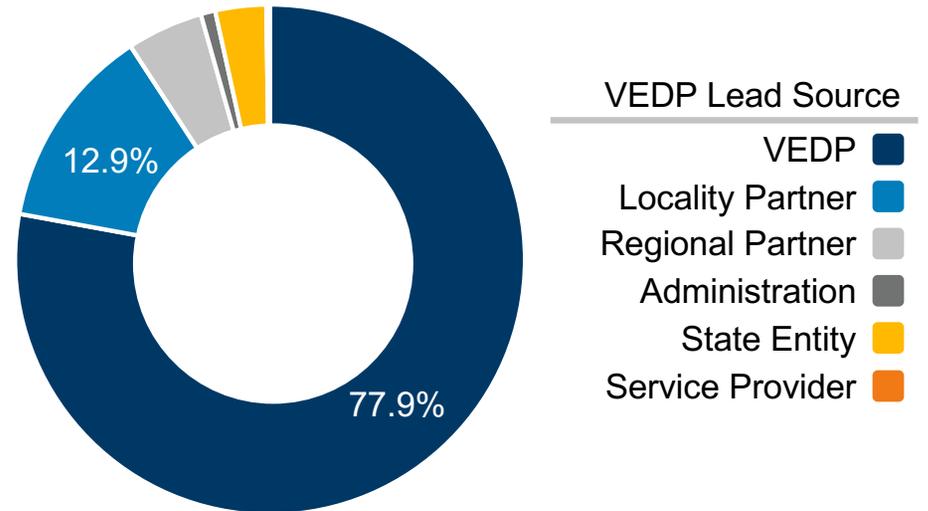
VEDP-Assisted Project Decisions N = 94



VEDP Open Pipeline

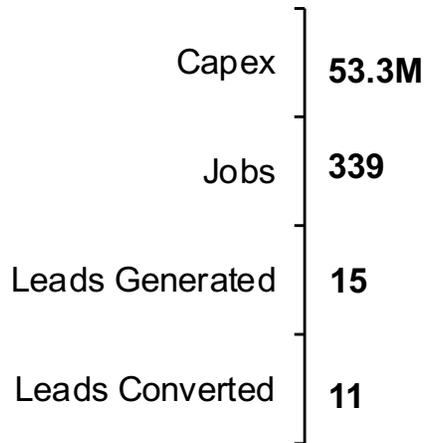


% of VEDP Leads for Open Pipeline

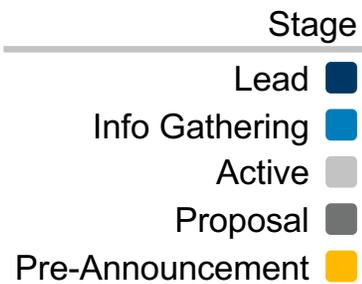
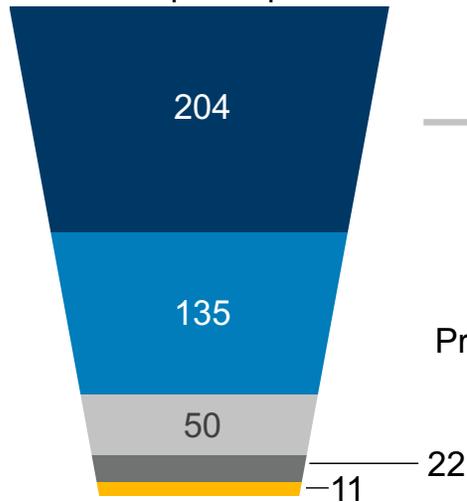


PROGRESS AND PIPELINE FOR VEDP-ASSISTED PROJECT DECISIONS FY21 TO-DATE JULY 1, 2020 – JULY 28, 2020 (7.6% THROUGH FY21)

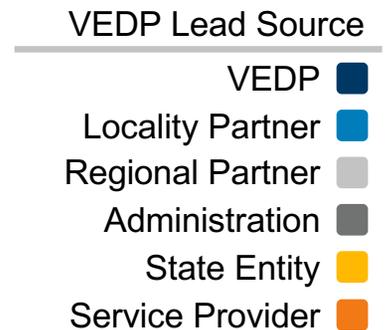
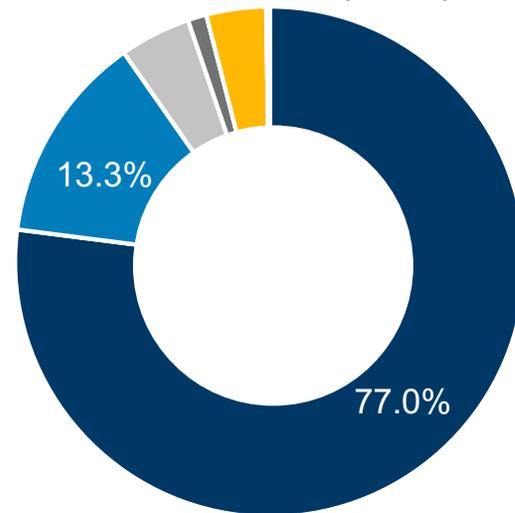
VEDP-Assisted Project Decisions N = 3



VEDP Open Pipeline



% of VEDP Leads for Open Pipeline



FY21 OPERATIONAL PLAN PROGRESS TRACKER: MAJOR INITIATIVES (1 OF 2)

Major initiative	Primary owner	Status (% complete)	Comments	Next steps
1. Refresh FY19-23 Strategic Plan, including addressing post-COVID challenges and opportunities	Sean Brazier	 8%	Spring process halted by COVID; kicking off new process in early August	Launch new process
2. Finalize and execute strategies to capture post-COVID economic recovery and growth opportunities	Sean Brazier	 8%	Ongoing effort	Continue supporting recovery efforts as needs arise
3. Implement lead generation Initiatives targeting post-COVID growth industries	Vince Barnett	 10%	Contacted ~2,300 companies within industry sectors that are expected to experience growth due to the COVID crisis	Review statewide properties and assets for custom pitches that target the top 15-20 companies in each target sector: PPE, medical equipment, and pharmaceutical
4. Embed continuously-refined value proposition in VEDP messaging and marketing materials	Lori Melançon	 5%	Currently developing first industry (Food & Beverage) narrative and visuals	Conduct executive review of draft materials in early August
5. Leverage the Virginia Talent Accelerator Program to win post-COVID reshoring projects and refine program operations	Mike Grundmann	 8%	Presented program to Project Tube and Berry Plastics (N-95 mask manufacturer); launching Drake Extrusions project (manufactures fibers for PPE)	Continue to support BI team on re-shoring projects; if Project Tube chooses Virginia, seek approval to recruit instructional designer(s) with experience in pharma manufacturing

FY21 OPERATIONAL PLAN PROGRESS TRACKER: MAJOR INITIATIVES (2 OF 2)

Major initiative	Primary owner	Status (% complete)	Comments	Next steps
6. Identify and invest in key talent shortages across high-demand occupations	Pam Harder	 10%	Data analysis underway on supply/demand gaps; U.S. EDA grant application (\$2.9M) on reskilling developed	Finish supply/demand talent gap analysis and share with key audiences (e.g., Sec. Ball, Dr. Healy); follow-up on U.S. EDA app
7. Develop and execute an outreach strategy to assess local & regional competitiveness	Adam Watkins	 70%	Revising narrative based on VEDP/stakeholder feedback; developing presentation materials on survey findings	Coordinate with M&C for final review of narrative; present preliminary findings to VEDA and other audiences
8. Cultivate rural and small metro tech centers across Virginia	Laura Rodriguez	 20%	Phase I Active project, Phase II pitch deck finalization, Phase III research and stakeholder engagement underway	Prepare proactive proposal for client and prospects; begin company outreach for Phase II and fully develop Phase III
9. In partnership with the VA Chamber, complete launch of Team Virginia, an executive-to-executive 501(c)3 marketing organization	Lori Melançon	 0%	On hold due to COVID-19	Determine when to restart fundraising efforts and fully launch marketing efforts
10. Implement a comprehensive talent management program	Jason El Koubi	 5%	Completed search for VP of HR with very strong finalist; offer on hold due to hiring freeze	Finalize offer (following exemption from or end to hiring freeze); begin onboarding/implementation
11. Support Virginia businesses through the International Trade Plan	Stephanie Agee	 5%	Working to implement no-cost ITP initiatives using existing resources; other initiatives on hold due to lack of funding	Continue implementing no-cost initiatives including compiling resources for importers and hosting regular meetings of the ITP working group

 On schedule to meet goals  Behind and/or facing challenge  May not meet goals

NOTABLE DEVELOPMENTS SINCE OUR LAST BOARD MEETING

- Acceleration of progress with our Virginia Talent Accelerator Program, including national rankings jumps and growing roster of clients (note: next phase hinges on FY22 funding)
- Completion of application for U.S. EDA grant to support post-pandemic economic recovery: focus on new growth sectors/companies and related workforce investments
- Collaboration with VSBFA/SBSD on Rebuild VA – we developed a web-based mapping application to enable applicants and screeners to verify location-based eligibility
- Very well-received Q2 issue of *Virginia Economic Review* (America After COVID-19: How the future of cities and towns, education and work, industry, small business, international trade, and economic development could change in the wake of the pandemic)
- Continued active communication with partners, including ImpactED Zoom calls with VEDA and regular Zoom calls with regional EDO leaders
- Continued solid range of new business investment wins and expected near-term wins, even as new lead gen pipeline continues to be depressed due to economy/travel limits
- Finalized proposed FY21 Marketing Plan

TOP PRIORITIES THROUGH EARLY FALL

- Pandemic relief and recovery planning in support of the Administration, with emphasis on four new/expanded growth opportunities
 - Reshoring of manufacturing and supply chains
 - Digital Virginia (e.g., data centers, software development, cloud computing, cyber)
 - Telework
 - Reskilling
- Strong kickoff and initial progress for value proposition and related marketing materials, starting with the food-and-beverage processing sector
- Kicking off restart of strategic planning process, including a special focus on potential new opportunities and challenges in the post-COVID context
- Supporting the Virginia Early Childhood Foundation’s Back to Work Task Force
- Engagement with Administration and General Assembly for August special session
- Aggressive cultivation of several high-impact economic development projects
- Rollout of Local and Regional Competitiveness Initiative (LRCI)
- Collaboration with SCHEV on graduate outcomes survey, which will help to identify labor supply/demand gaps as well as underemployment predictors
- Q3 2020 issue of *Virginia Economic Review*, centering on aerospace and unmanned systems

THANK YOU