

# 757 Recovery & Resilience Action Framework



# 757

 ONE REGION 

**ECONOMIC EMPOWERMENT  
AND GROWTH FOR ALL**

# Presentation Overview

1. What Our Region Is Up Against?
1. Our Bold Leadership Plan
2. 757 Recovery & Resilience Action Framework
4. Next Generation Have Organized
5. [www.Framework.HamptonRoadsAlliance.com](http://www.Framework.HamptonRoadsAlliance.com)
6. Timeline

# I. What Our Region Is Up Against



# We Are Behind in Population & Employment Growth

Source: HRPDC

	Population Growth		Employment Growth	
	3-Year	10-Year	3-Year	10-Year
<b>Hampton Roads</b>	0.6%	3.7%	4.7%	8.7%
<b>Columbus, OH</b>	3.4%	12.4%	5.5%	20.8%
<b>Tampa, FL</b>	4.8%	15.6%	10.3%	27.1%
<b>Orlando, FL</b>	6.2%	23.5%	13.3%	41.7%
<b>Savannah, GA</b>	2.7%	14.3%	8.1%	24.2%
<b>Charlotte, NC</b>	5.5%	18.6%	9.2%	32.6%
<b>Denver, CO</b>	3.9%	18.2%	8.1%	30.4%
<b>Jacksonville, FL</b>	5.7%	16.8%	11.4%	28.2%
<b>San Diego, CA</b>	1.0%	9.1%	6.3%	21.0%

# We Are Behind in Per Capita Income & GDP

	2019 Population	2019 Per Capita Income	10-Year Per Capita Income Growth	Median Family Income	2019 Wage per Worker	2019 Per Capita GDP
<b>Hampton Roads</b>	1,768,901	\$52,011	31.2%	\$69,329	\$52,570	\$50,609
<b>Columbus, OH</b>	2,122,271	\$52,477	39.9%	\$67,207	\$57,012	\$55,130
<b>Tampa, FL</b>	3,194,831	\$48,908	34.5%	\$57,906	\$55,530	\$46,441
<b>Orlando, FL</b>	2,608,147	\$45,156	40.7%	\$61,876	\$52,573	\$49,237
<b>Savannah, GA</b>	393,353	\$47,869	31.2%	\$60,371	\$49,552	\$49,666
<b>Charlotte, NC</b>	2,636,883	\$53,916	30.0%	\$66,399	\$61,323	\$57,109
<b>Denver, CO</b>	2,967,239	\$67,236	56.3%	\$85,641	\$69,057	\$68,231
<b>Jacksonville, FL</b>	1,559,514	\$51,421	38.3%	\$65,880	\$55,428	\$48,584
<b>San Diego, CA</b>	3,338,330	\$63,729	47.9%	\$79,079 (2018 data)	\$65,178	\$66,582

Source: HRPDC

# As a Region We Are Slow To Recover

- It took the United States and Virginia more than **70 months to recover** all the jobs lost during the Great Recession.
- For Hampton Roads, the recovery was more tepid, **taking over 100 months to recover the lost jobs .... almost 3 years longer**
- We just recovered when COVID hit. In all likelihood, we should not expect a full recovery until at least 2022.

Source: ODU 2019 State of the Region

# What Will It Take To Turn Things Around?

We must reimagine what recovery will look like in a changed world. We must question assumptions and old ways of doing things.



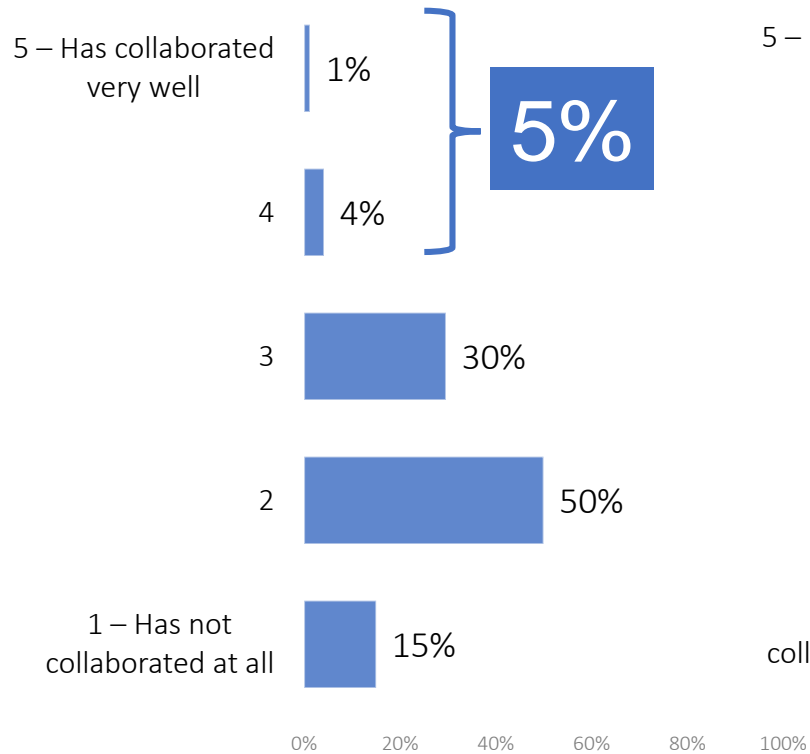
# 2. Our Bold Leadership Plan





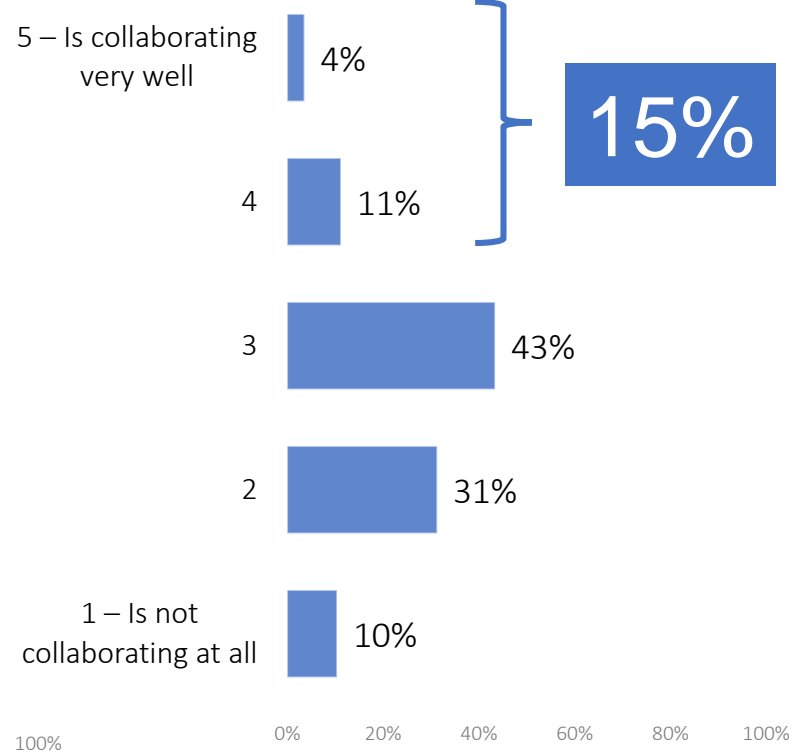
# Business Leaders Feel Regional Collaboration is Critical for Recovery from COVID-19 and Needs to Improve

## PAST DECADE



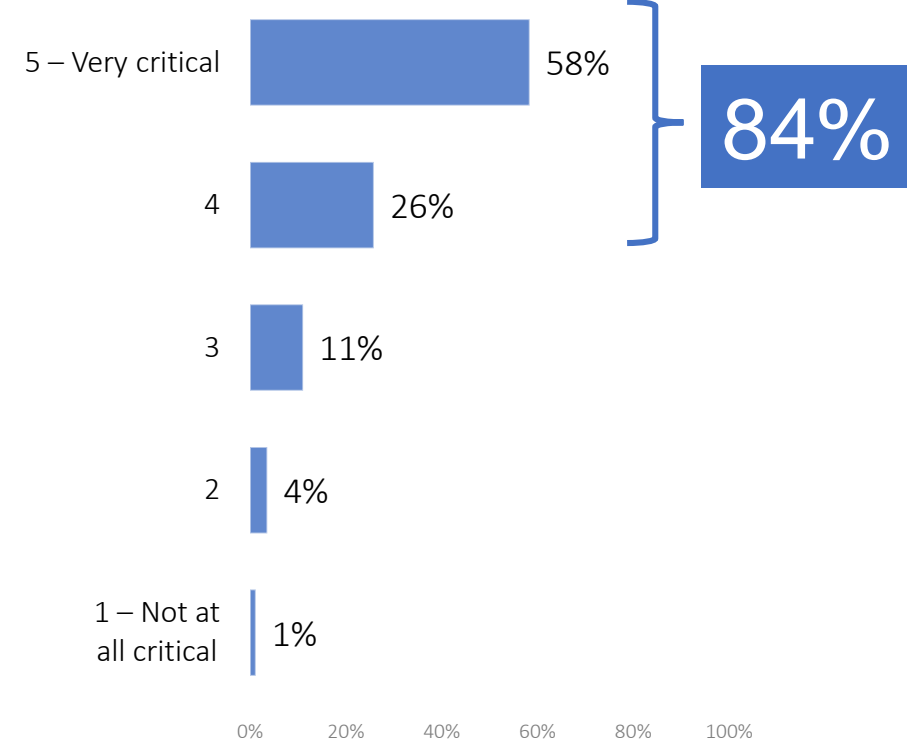
Q25. How well do you think our region has collaborated over the **past decade**?

## TODAY



Q26. How well do you think our region is collaborating **today**?

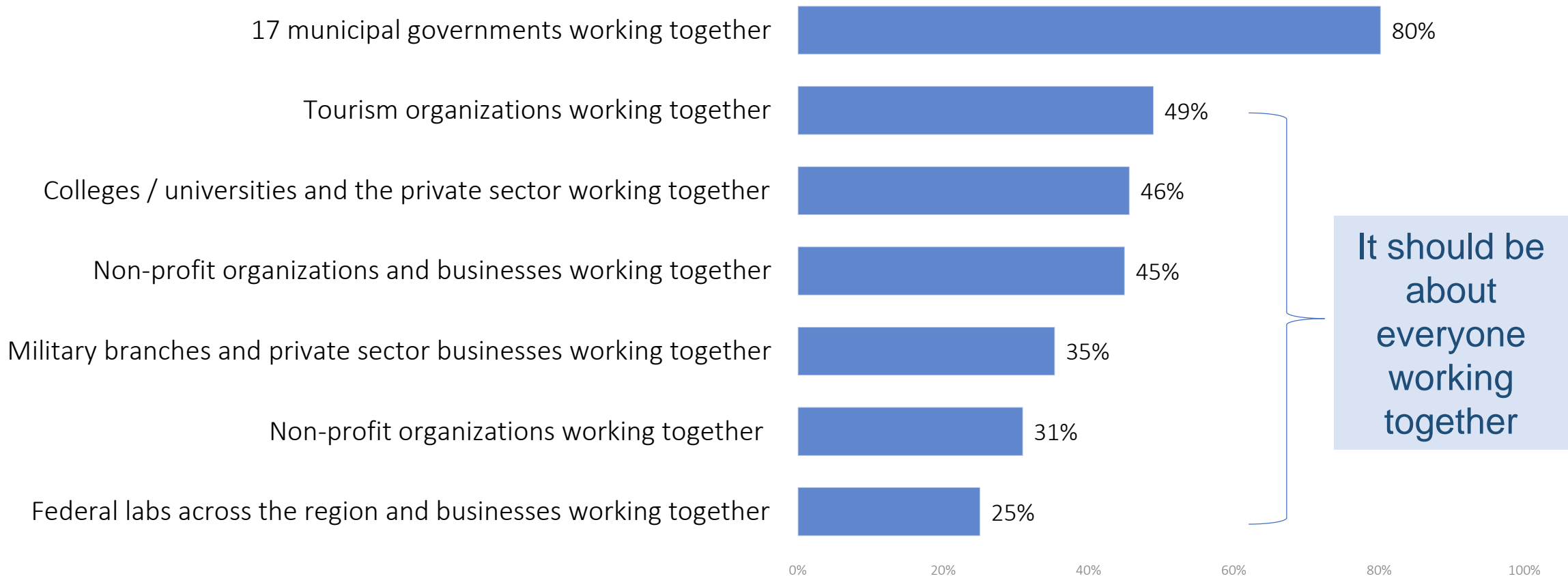
## RECOVERY FROM COVID-19



Q27. How critical do you think regional collaboration is for our **recovery from COVID-19**?

n = 249

# Eight in 10 Business Leaders Associate the Term “Regional Collaboration” with the 17 Local Governments

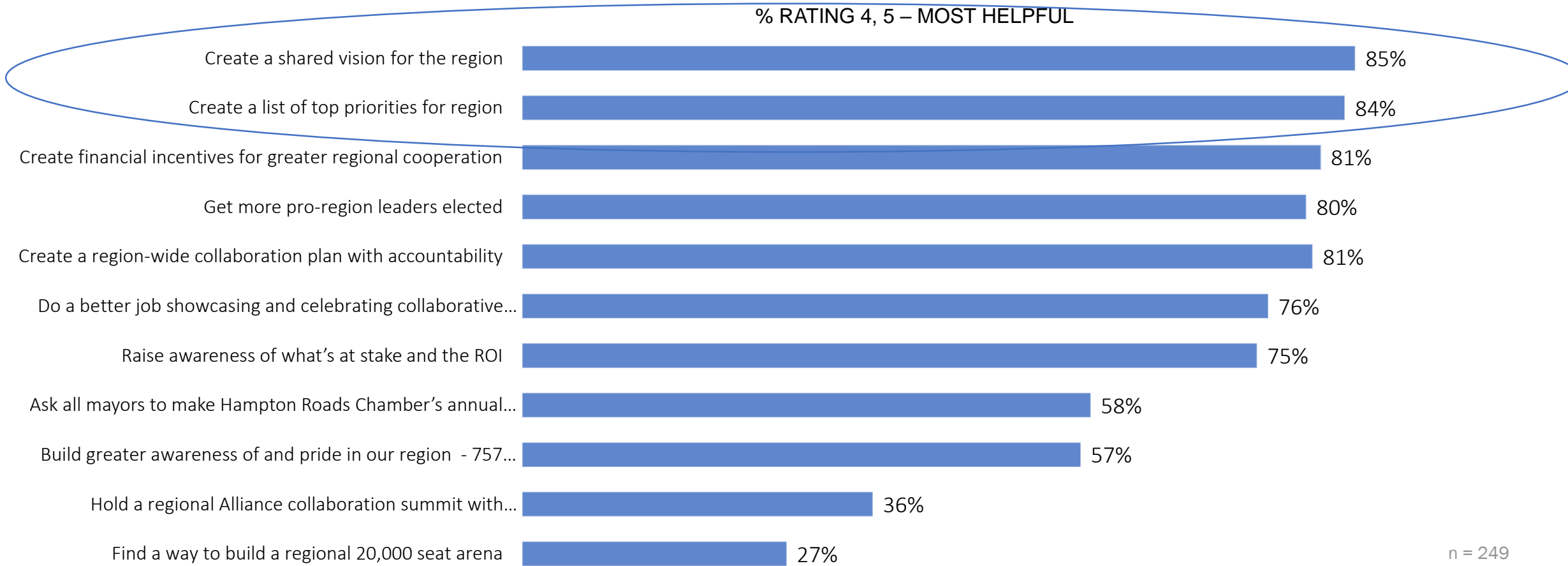


Source: Wave 3 of the 757 Recovery Business Leader Survey

Q24. When you hear the term “regional collaboration,” what do you most often associate with this term or concept? Select all that apply

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# Business Leaders Believe a Shared Vision and a List of Top Priorities are the Best Ways to Advance Collaboration and Accelerate Recovery

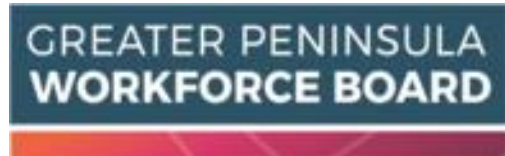


n = 249

Source: Wave 3 of the 757 Recovery Business Leader Survey

Q30. Below is a list of possible ways to advance collaboration. Please rate each one on a 1 to 5 scale in terms of what would be the most helpful in accelerating our region's recovery from COVID-19

# UPDATE ON OUR COLLABORATION



# Our Bold Leadership Plan

1. Don't look for our governments to solve this – empower everyone.
2. Create and launch a 757 Recovery & Resilience Plan.
3. Report progress and hold everyone accountable.

# 200+ Business Leaders, Thought Leaders, Subject Matter Experts, 11 Committees, ODU interns, 3 surveys with 1,000+ voices ... 6 months

Key Step	Timing
Create the Project Plan and Share Thought Leader Videos	June
Establish and Support 11 Committees	July - August
Formulate Vision for the Economy	July - August
Formulate Regional Strategy	July - August
Conduct Wave 3 of 757 Recovery Business Leaders Survey	September
Integration Committee Prepares Draft Action Framework	October
200+Creators and Steering Committee Members Critique Action Framework	Jan. 2021
Soft Launch with Mayors, City Managers and Top Community Leaders	Feb. 2021
<b>Full Launch of AF with 757 Business Community – 5,700 universe</b>	<b>March 2021</b>

 We are here

# 3. 757 Recovery & Resilience Action Framework



# The Action Framework in 13 Pages



# Overall goal of the Action Framework:

*Build a better economy for the people of the 757, which includes:*

1. Accelerating the region's economic rebound from the COVID-19 pandemic;
2. Making the region's economy and local companies more resilient to future shocks; and
3. Ensuring that everyone is empowered and benefits from the post-COVID-19 economy.

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# Establish and Support Industry and Topic Area Work Committees

Committee	Co-Chair	Co-Chair	Next Gen Vice Chair
1. Wellness & Healthcare	Howard Kern – Sentara Healthcare	Bill Downey – Riverside Health System	Briana Jackson - CHKD
2. Target Industries	Jeff Tanner – ODU Strome College	Rony Thomas – LifeNet Health	Jonathan Holman – Hampton Roads Alliance
3. Infrastructure/Connectivity	Andria McClellan - HRPDC	Darius Davenport – Crenshaw Ware & Martin	Megin Kennett – AT&T
4. Travel/Tourism/Hospitality/Food	Cliff Fleet – Colonial Williamsburg	Akhil Jain – Landmark Hotel Group	Tiffany Russell - VBCVB
5. Organizational Collaboration	William Harrell – Hampton Roads Transit	Robert McKenna – Virginia Peninsula Chamber	Latiesha Handie – Citizens Unity Commission
6. Small Business/Retail	Bryan Stephens – Hampton Roads Chamber	Jim Carroll – Hampton Roads Chamber	Hamilton Perkins – Hamilton Perkins Collection
7. Maritime Collaborative	Dubby Wynne – Reinvent Hampton Roads	Nancy Grden – Old Dominion University	Dustin Rinehart – Port of Virginia
8. 757 Placemaking and Marketing	Joash Schulman – Town Center Office Suites	Lynelle Haugabrook – Northern Star Credit Union	Alisa Crider – Hampton Roads Alliance
9. Science & Technology	Stuart Henderson - JLAB	David Bowles – Old Dominion University	Kevin Antcliff - NASA
10. Innovation	Monique Adams – 757 Collab		
<i>After Committee Work is Complete</i>			
11. Integration	Glenn Carrington – Norfolk State University	Jim Kibler - Virginia Natural Gas	Katherine Rainone - HRPDC



# 5

## Key Aspects of the Action Framework

# 1. The Action Framework is based on a values-driven vision

## Vision for the Hampton Roads Economy in 2030

*Our economy is resilient and innovative. Here, we all work together to grow our economy and advance the well-being of all residents.*

*We're inspired by what we value: a commitment to inclusion and equity, a strong military presence, a welcoming community spirit, and our old salt, new vibe coastal lifestyle, making our region one of a kind, and one for all.*

## What We Value

INCLUSION  
& EQUITY

MILITARY  
PRESENCE

WELCOMING  
COMMUNITY  
SPIRIT

INNOVATION &  
CREATIVITY

COASTAL  
LIFESTYLE

**ONE REGION**  
STRONGER TOGETHER

**757 = One**  
*Economic Empowerment and Growth for All*

**What We Value**

**INCLUSION  
& EQUITY**

**MILITARY  
PRESENCE**

**WELCOMING  
COMMUNITY  
SPIRIT**

**INNOVATION &  
CREATIVITY**

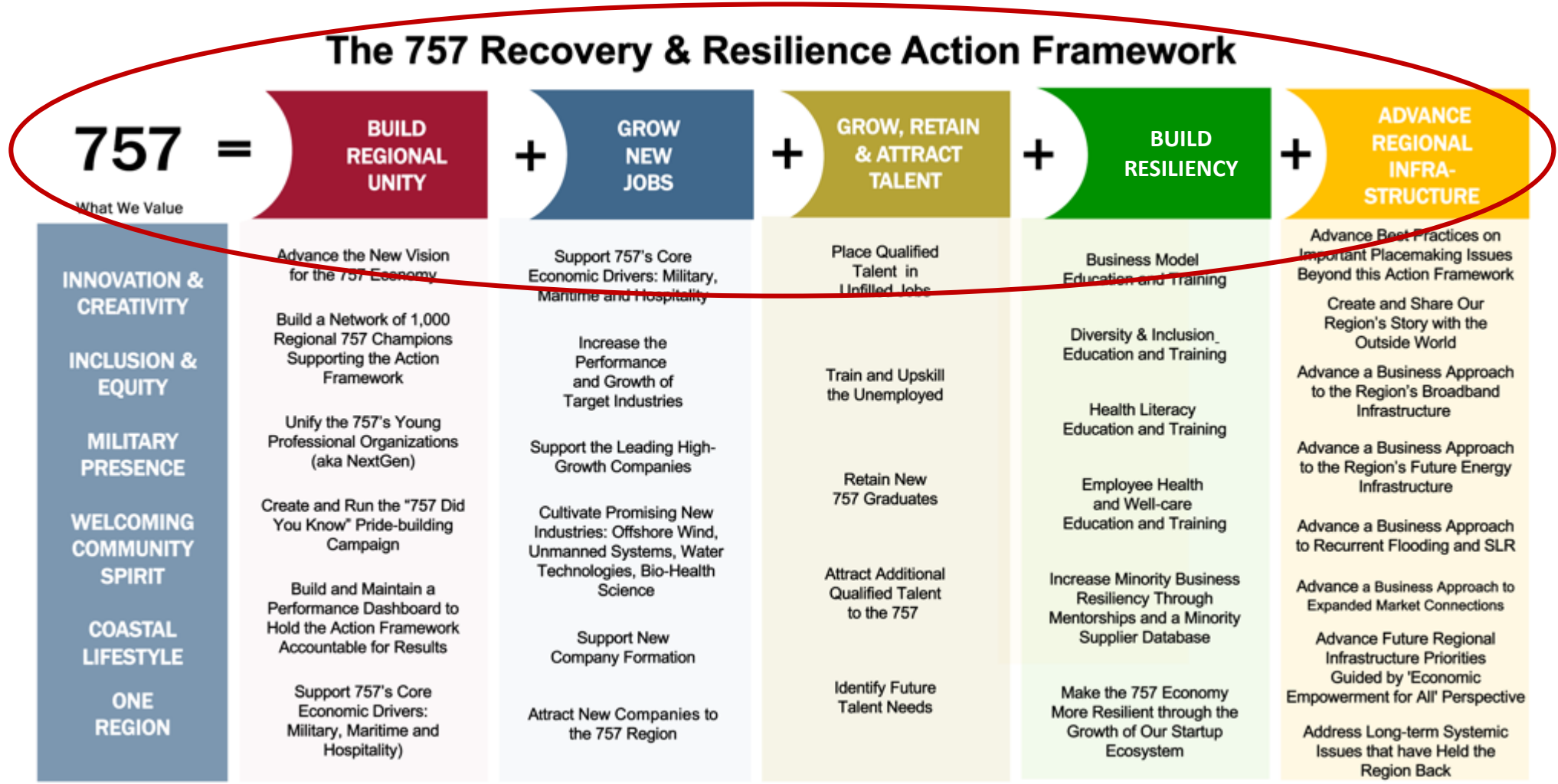
**COASTAL  
LIFESTYLE**

**ONE REGION**  
STRONGER TOGETHER



# 2. The Action Framework advances five strategic focus areas

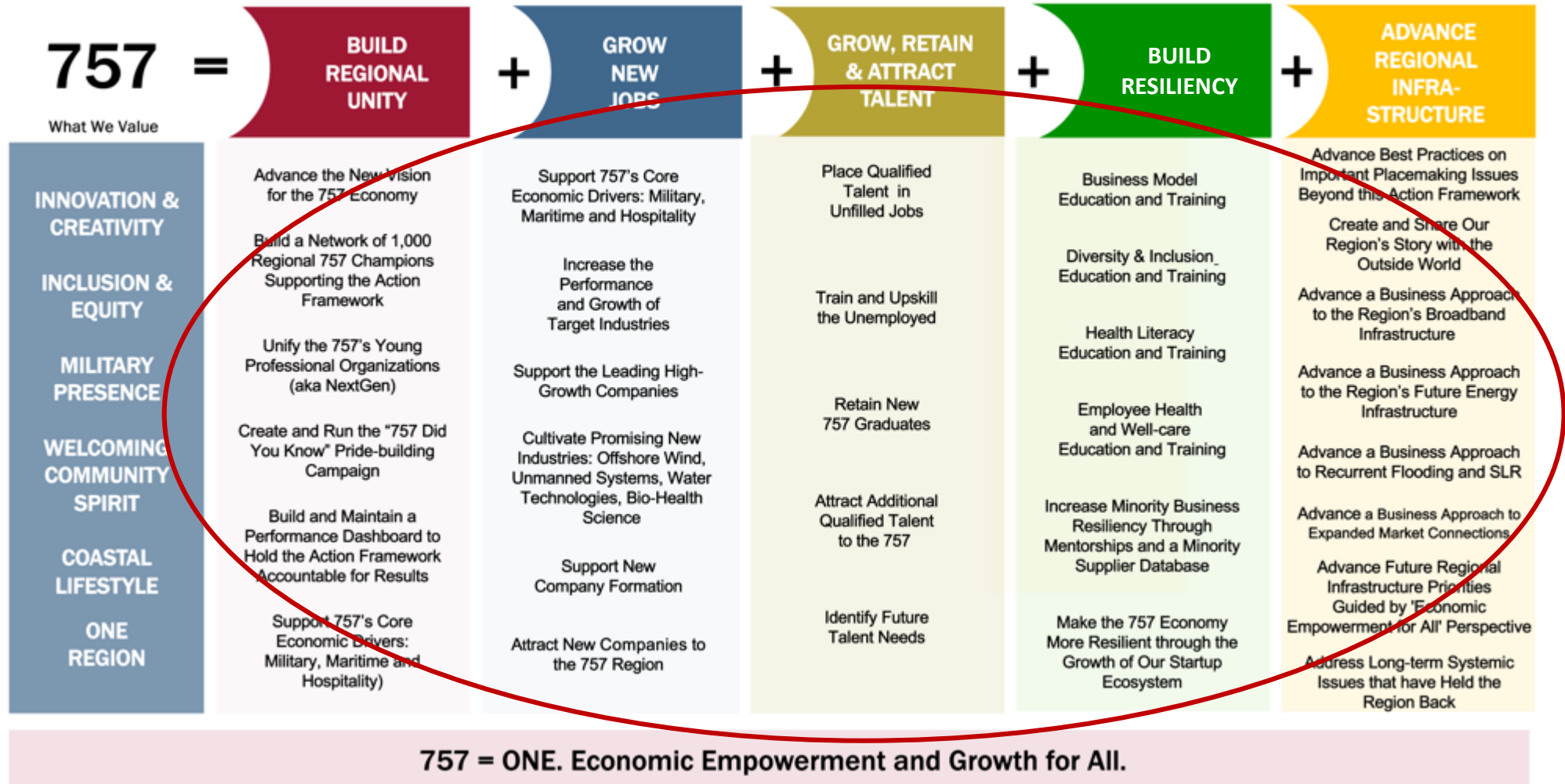
## The 757 Recovery & Resilience Action Framework



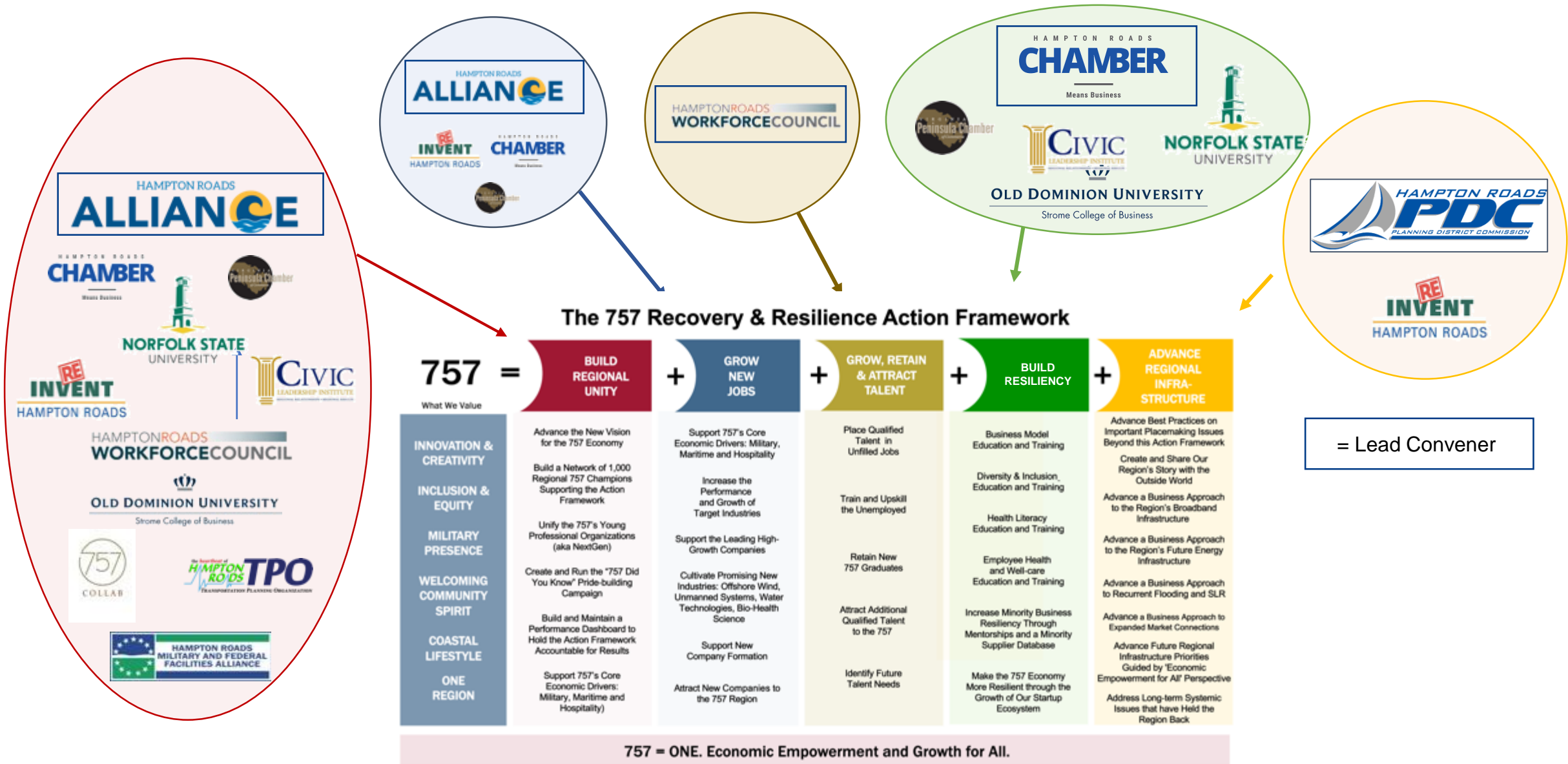
**757 = ONE. Economic Empowerment and Growth for All.**

# 3. The Action Framework includes 30 specific program areas

## The 757 Recovery & Resilience Action Framework



# 4. The Action Framework's coalition partners have designated areas of responsibility and accountability to measurable goals





# 5. The Action Framework is hype-focused on results!

7

## Appreciation of Our Seven Core Values

1. Inclusion
2. Equity
3. Military Presence
4. Welcoming Community Spirit
5. Innovation
6. Creativity
7. Coastal Lifestyle

5

## Participation By All Across Five Core Strategic Pillars

1. Build Regional Unity
2. Grow New jobs
3. Grow, Retain and Attract Talent
4. Grow Resiliency
5. Advance Regional Infrastructure

7

## Regional Recovery and Resilience

1. Grow Existing Companies
2. Attract New Companies
3. Grow Regional Jobs
4. Increase Average HH Income
5. Grow Regional GDP
6. Diversify our Economy
7. Prepare Us For Future Shocks

**ONE REGION**  
STRONGER TOGETHER

# Deliverables Across the Five Strategic Focus Areas

We are now focused on delivering demonstrated progress and results on the Immediate 2021 programs by Oct. for the State of the Region event.

	Build Regional Unity	Grow New Jobs	Grow, Retain, and Attract Talent	Build Resiliency	Advance Regional Infrastructure
Immediate 2021	Advance the New Vision for the 757 Economy	Support 757's Core Economic Drivers: Military, Maritime and Hospitality	Place Qualified Talent in Unfilled Jobs	Increase Business Resiliency: Business Model Education & Training	Create and collectively advance our region's story with the outside world
	Build a Network of 1,000 Regional Corporate Ambassadors	Increase the Performance and Growth of Target Industries	Train and Upskill the Unemployed	Increase Business Resiliency: Diversity & Inclusion Education & Training	
	Unify 757 Young Professional (aka NextGen) Organizations	Cultivate Promising New Industries: Offshore Wind	Retain New 757 Graduates	Increase Business Resiliency: Employee Health and Well-care Education & Training	
	Create and Run the "757 Did You Know" Pride-building Internal Marketing Campaign	Support the Leading High-Growth Companies	Engage employers in creating policies and strategies that support access to high-quality early care and education		
	Build and Maintain a Performance Dashboard	Attract New Companies to the 757 Region			
Near-Term 2022		Advance a greater number of large (25+ acre) sites to "Tier 4 & 5" status, attract industrial users.	Attract Additional Qualified Talent to the 757 through Targeted External Marketing Campaign	Increase Minority Business Resiliency through Mentorships and a Minority Supplier Database	Advance a Business Approach to Energy, Sea Level Rise, and Market Connections
		Accelerate the Success of New Company Formation	Understand Future Talent Needs: Prepare for Future Tech Talent and Adjacent Tech Talent Shortage	Make the 757 Economy More Resilient through the Growth of Our Startup Ecosystem	Advance Major Regional Infrastructure Projects Guided by Economic Empowerment for All Perspective.
Long-Term 2023 & Beyond					Address Long-term Systemic Issues that Have Held the Region Back (Disincentives for Collaboration Beyond Borders)
					Create a System to Identify and Advance Best Practices on Issues Outside of this Plan

# What The Framework Builders Are Saying



**“This is the most comprehensive effort in our history for our area to become a regional powerhouse.”**

Jeff Miller  
CEO & President  
Millers Energy

**“Together we are stronger! Let's unite the 757 = 1 and take pride in our region that we all love to work, live and play.”**

Martin A Joseph  
Founder and CEO  
360IT PARTNERS

**“The 757 Recovery and Resilience Action Framework isn't about turning a new page. It's a new book entirely.”**

Brandon Johnson  
Director of Sales  
Newport News Marriott at  
City Center

**“This framework represents the future of 757 and the regional collaboration to bring the vision into fruition.”**

Latisha James  
Executive Vice President,  
External Affairs & Operations  
The Urban League of  
Hampton Roads



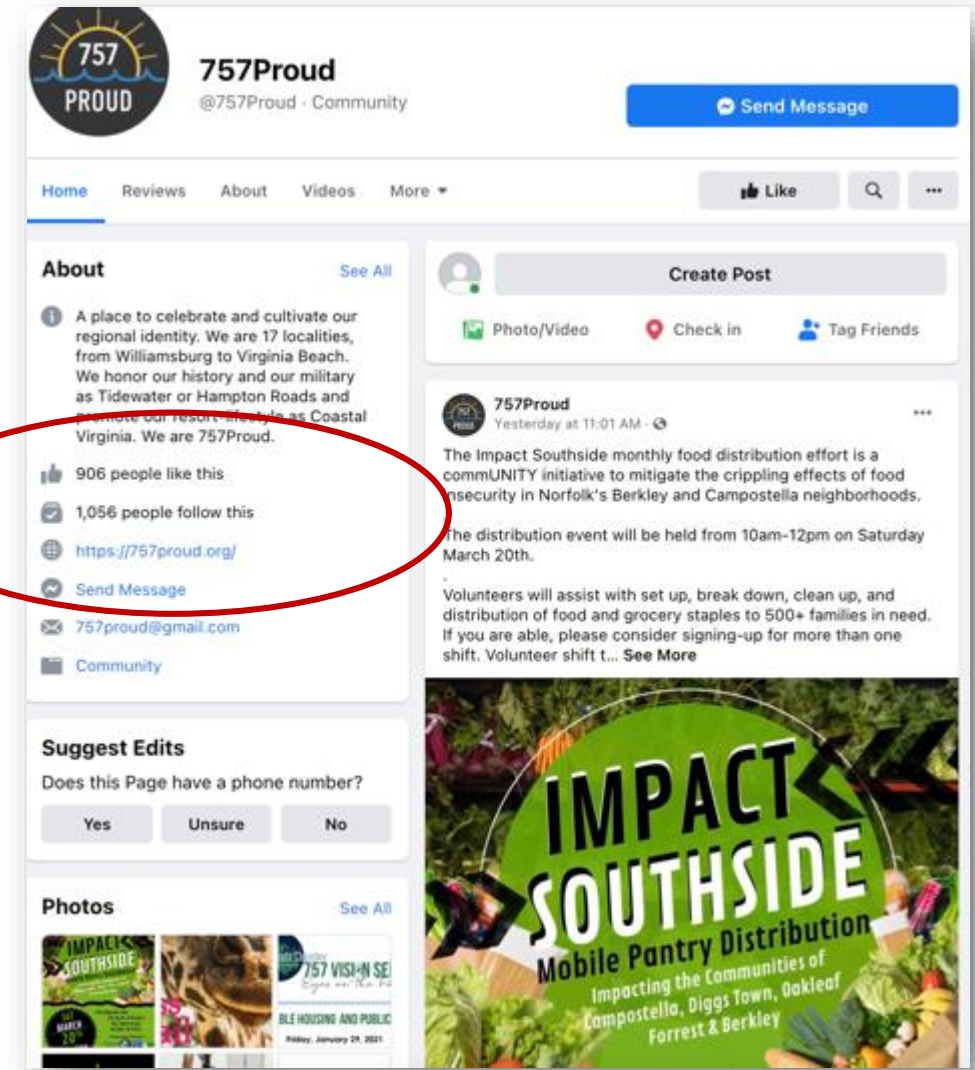
4.  
Our “Next Gen”  
Have Organized



Org: 501(C)(3)

Name: 757 Proud

Connections:  
1,000+ Strong



# Task 1



# Task 2

Create & Run  
A Regional  
“Did You Know”  
Campaign  
- Summer 2021

# 4. Website

We do big things here



Together We Are One Region



We're 17 places



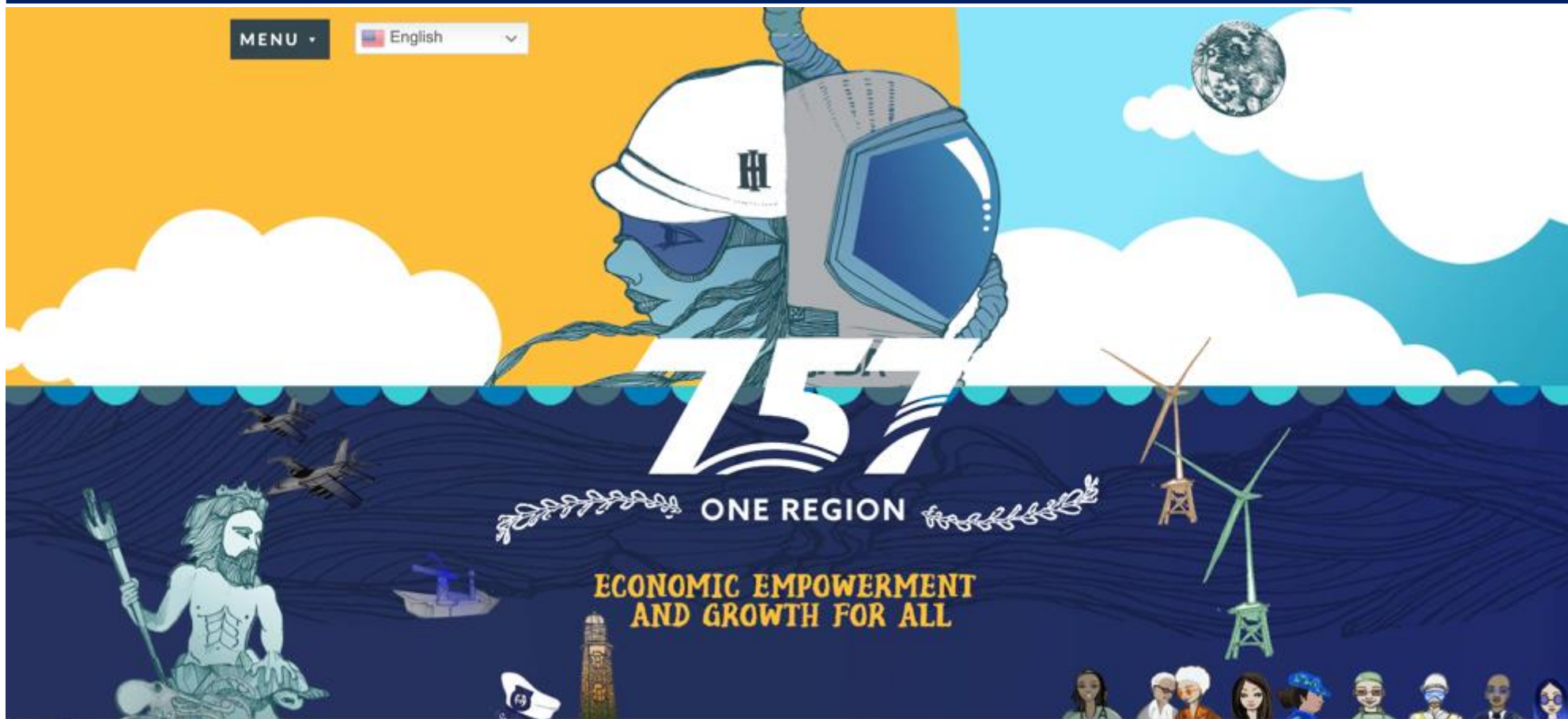
Here's Our Recovery Plan





The Full Plan is Located On  
[www.Framework.HamptonRoadsAlliance.com](http://www.Framework.HamptonRoadsAlliance.com)

## 757 Recovery & Resilience Action Framework





# The Action Framework

## Table of Contents

- I. Purpose, Goals, Objectives and Key Audiences
- II. Action Framework Development Process and Contributors
- III. Key Insights Uncovered
- IV. Vision for our Future Economy
- V. Action Framework Overview
- VI. Action Framework Program Areas
  - 📍 Build Regional Unity
  - 📍 Grow New Jobs
  - 📍 Grow, Retain, and Attract Talent
  - 📍 Build Resiliency
  - 📍 Advance Regional Infrastructure

- VII. Program Priorities: Immediate, Near-term and Long-term
- VIII. Accountability – What The Action Framework Will Deliver
- IX. Appendix: Foundational Documents



**30**

**Results-Oriented Programs**

*Responsible Party, Goals, Action Plans, and Accountability*





### The 757 Recovery & Resilience Action Framework

**757**  
What we value

↑  
**INNOVATION & CREATIVITY**  
+  
**INCLUSION & EQUITY**  
+  
**MILITARY PRESENCE**  
+  
**WELCOMING COMMUNITY SPIRIT**  
+  
**COASTAL LIFESTYLE**  
+  
**ONE REGION**



<p><i>Advance the New Vision for the 757 Economy</i></p> <p><i>Build a Network of 1,000 Regional 757 Champions Supporting the Action Framework</i></p> <p><i>Unify the 757's Young Professional Organizations (aka NextGen)</i></p> <p><i>Create and Run the "757 Did You Know" Pride-building Campaign</i></p> <p><i>Build and Maintain a Performance Dashboard to Hold the Action Framework Accountable for Results</i></p>	<p><i>Support 757's Core Economic Drivers: Military, Maritime and Hospitality</i></p> <p><i>Increase the Performance and Growth of Target Industries</i></p> <p><i>Support the Leading High-Growth Companies</i></p> <p><i>Cultivate Promising New Industries: Offshore Wind, Unmanned Systems, Water Technologies, Bio-Health Science</i></p> <p><i>Support New Company Formation</i></p> <p><i>Attract New Companies to the 757 Region</i></p>	<p><i>Place Qualified Talent in Unfilled Jobs</i></p> <p><i>Train and Upskill the Unemployed</i></p> <p><i>Retain New 757 Graduates</i></p> <p><i>Attract Additional Qualified Talent to the 757</i></p> <p><i>Identify Future Talent Needs</i></p>	<p><i>Business Model Education and Training</i></p> <p><i>Diversity &amp; Inclusion Education and Training</i></p> <p><i>Health Literacy Education and Training</i></p> <p><i>Employee Health and Well-care Education and Training</i></p> <p><i>Increase Minority Business Resiliency Through Mentorships and a Minority Supplier Database</i></p> <p><i>Make the 757 Economy More Resilient through the Growth of Our Startup Ecosystem</i></p>	<p><i>Advance Best Practices on Important Placemaking Issues Beyond this Action Framework</i></p> <p><i>Create and Share Our Region's Story with the Outside World</i></p> <p><i>Advance a Business Approach to the Region's Broadband Infrastructure</i></p> <p><i>Advance a Business Approach to the Region's Future Energy Infrastructure</i></p> <p><i>Advance a Business Approach to Recurrent Flooding and SLR</i></p> <p><i>Advance Future Regional Infrastructure Priorities Guided by 'Economic Empowerment for All' Perspective</i></p> <p><i>Address Long-term Systemic Issues that have Held the Region Back</i></p>
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**757 = ONE • Economic Empowerment and Growth for All**

< Previous Page

Next Page >



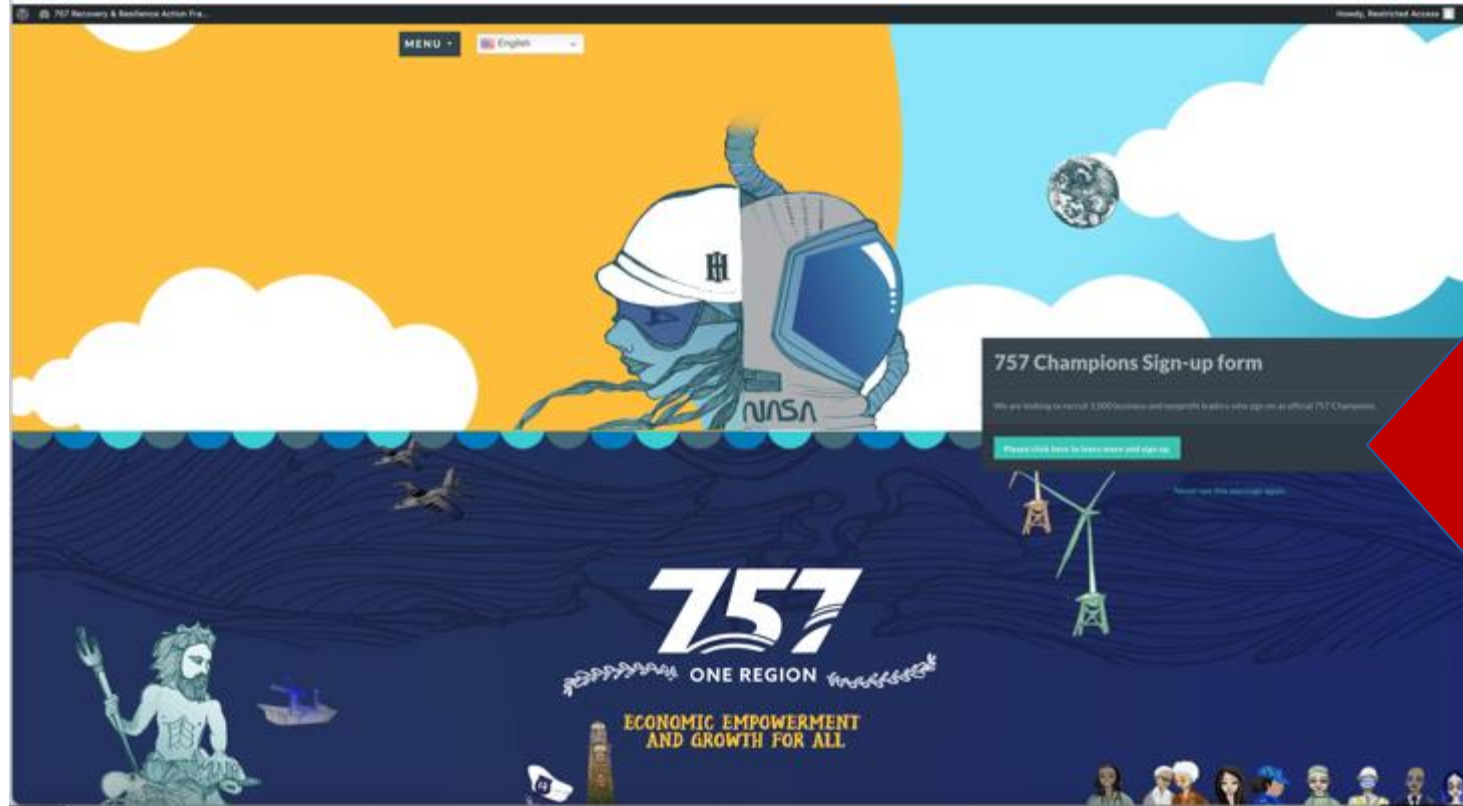


# 757

ONE REGION

ECONOMIC EMPOWERMENT  
AND GROWTH FOR ALL

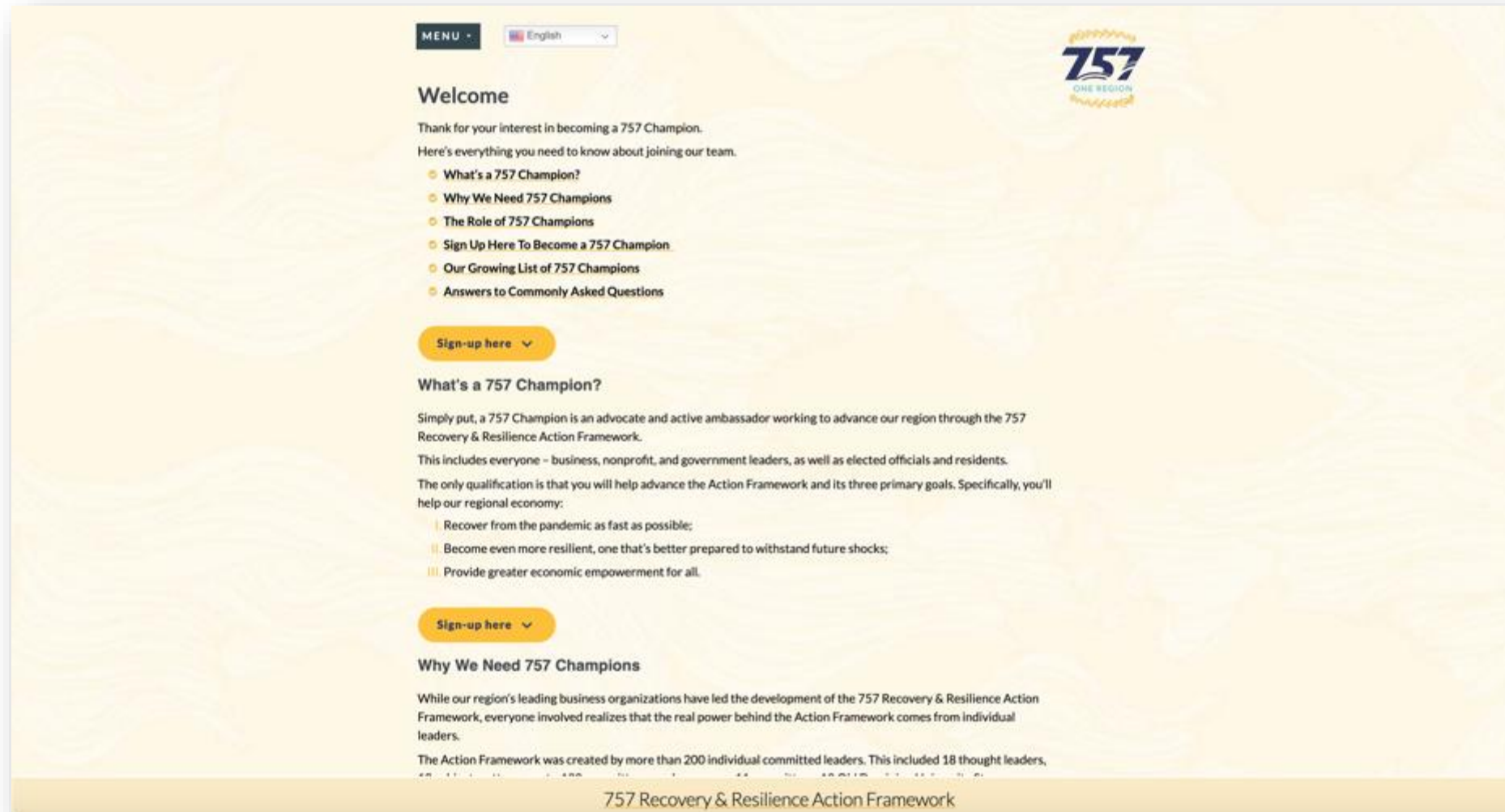
[www.framework.hamptonroadsalliance.com](http://www.framework.hamptonroadsalliance.com)




Click on the popup on the homepage to go to the 757 Champions' registration page



# Everything You Need To Know About Becoming a **757 Champion**



MENU English



## Welcome

Thank for your interest in becoming a 757 Champion.  
Here's everything you need to know about joining our team.

- What's a 757 Champion?
- Why We Need 757 Champions
- The Role of 757 Champions
- Sign Up Here To Become a 757 Champion
- Our Growing List of 757 Champions
- Answers to Commonly Asked Questions

Sign-up here

### What's a 757 Champion?

Simply put, a 757 Champion is an advocate and active ambassador working to advance our region through the 757 Recovery & Resilience Action Framework.

This includes everyone – business, nonprofit, and government leaders, as well as elected officials and residents.

The only qualification is that you will help advance the Action Framework and its three primary goals. Specifically, you'll help our regional economy:

- Recover from the pandemic as fast as possible;
- Become even more resilient, one that's better prepared to withstand future shocks;
- Provide greater economic empowerment for all.

Sign-up here

### Why We Need 757 Champions


While our region's leading business organizations have led the development of the 757 Recovery & Resilience Action Framework, everyone involved realizes that the real power behind the Action Framework comes from individual leaders.

The Action Framework was created by more than 200 individual committed leaders. This included 18 thought leaders,

# . . . . Including the Sign-Up Page

757 Recovery & Resilience Action Fra... Howdy, Restricted Access

## 757 Champions Sign-up form



We are looking to recruit 1,000 business and nonprofit leaders who sign on as official 757 Champions. Please let us know if you are interested in helping with this cause.

**Name \***

First Last

**Email \***

**Company or Organization Name \***

**Phone Number**

**Company Address**

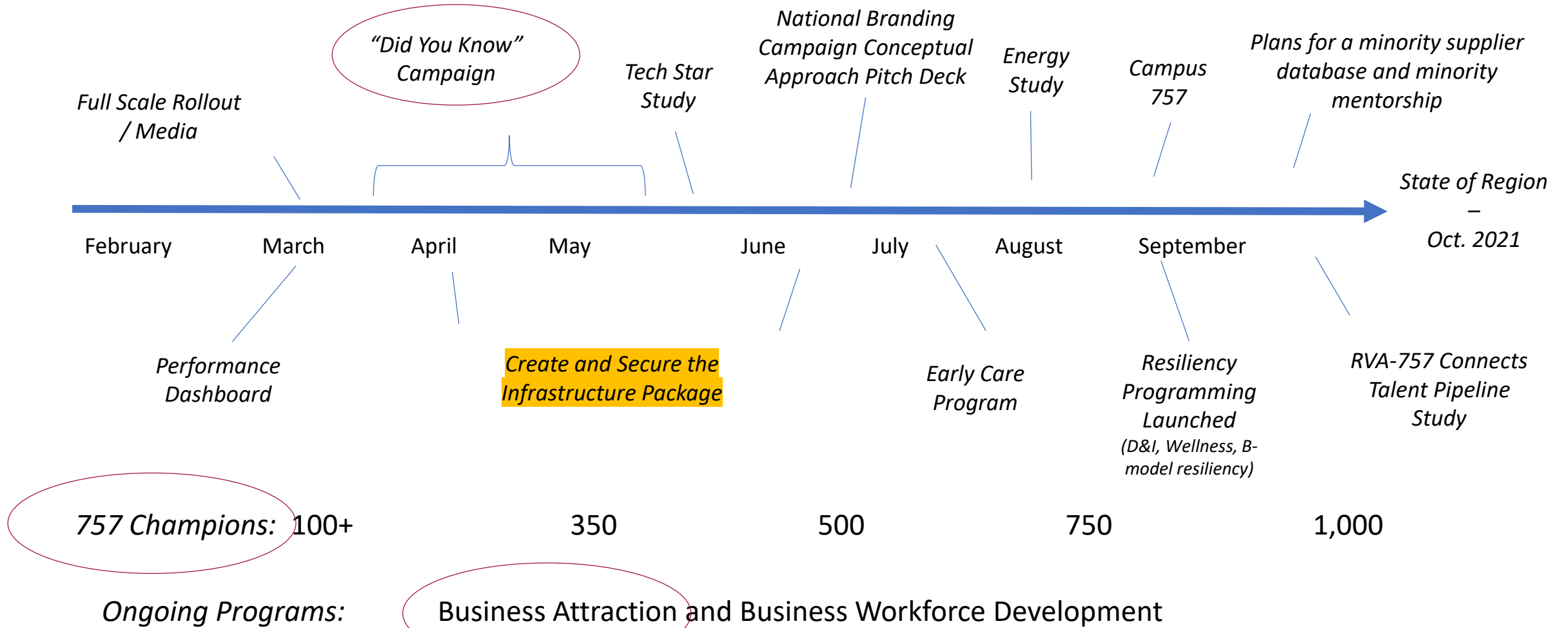
**Comment or Message \***

757 Recovery & Resilience Action Framework



# Deliverables Timeline – Now To The State of the Region Event in Oct. 2021

What We Will Showcase as Unassailable Evidence That This Is Truly An **ACTION** Framework



# 757 Recovery & Resilience Action Framework



# 757

 ONE REGION 

**ECONOMIC EMPOWERMENT  
AND GROWTH FOR ALL**