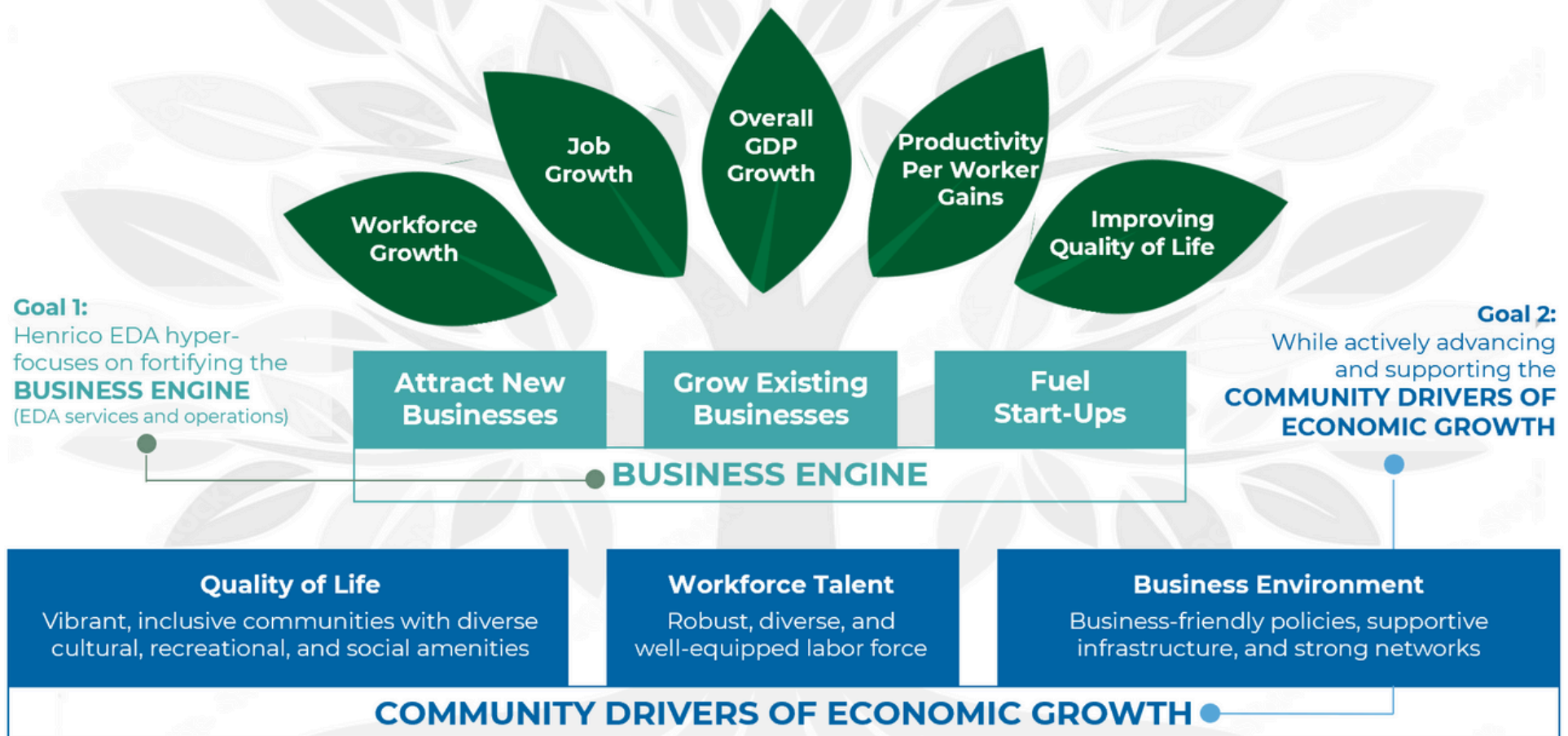


Henrico Economic Development

An Integrated Approach to Building a Thriving Community for All

VISION: *Henrico is a vibrant, innovative, and dynamic community where everyone thrives.*



Henrico EDA Strategic Plan Overview

5 Year Plan advancing 6 Core Focus Areas

Goal 1: BUSINESS ENGINE

Strengthen Henrico's economic vitality by enabling businesses—both established and emerging—to innovate, expand, and thrive through tailored support, collaborative partnerships, and proactive strategic investment.

Goal 2: COMMUNITY DRIVERS OF ECONOMIC GROWTH

Position Henrico County as a leading regional destination by cultivating an exceptional quality of life, future-ready workforce, and integrated community and industry initiatives that attract talent, investment, and sustained economic growth.



Vision:

A vibrant, innovative, and dynamic community where everyone thrives.



As a Business Ecosystem Catalyst

1. Enhance Business Attraction, Retention, and Expansion Efforts

1. Systematically capture and address Henrico business community needs
2. Provide specialized support for new and existing businesses to scale operations and overcome operation barriers.
3. Develop, offer, and promote a suite of tools for helping businesses enhance and/or scale their key assets)
4. Proactively identify and address common business challenges through targeted programming and resources.
5. Communicate a compelling, unified vision for Henrico's future to businesses, residents, and stakeholders

2. Connect and Grow the Startup and Entrepreneurial Ecosystem

1. Establish a robust pipeline of startups around the county's target industry clusters
2. Connect early-stage entrepreneurs to existing and new co-working spaces and maker labs
3. Coordinate networking events and pitch competitions to encourage collaborations and attract investment.
4. Engage local banks, venture capital, and philanthropic organizations to expand funding sources.

3. Focus and Strengthen the Region's Workforce and Talent Pipeline

1. Align educational and workforce training programs with current and future industry skill requirements
2. Expand apprenticeships and retraining pathways in target industries.
3. Facilitate employer-driven upskilling initiatives.

5. Build Strategic Industry-Specific Coalitions

1. Build sustained partnerships in the county's target industries to overcome barriers, close gaps, and spur long-term economic growth
2. Strengthen public-private partnerships to accelerate and de-risk targeted development projects.
3. Drive regional collaboration around shared economic priorities and industry needs.

4. Integrate Infrastructure and Development with 2030 Vision

1. Collaborate with County Planning Department and local developers to meet market demands for mixed-use, live-work-play hubs
2. Support the expansion of robust, future-ready digital infrastructure county-wide.
3. Repurpose underutilized county assets to foster business innovation hubs.
4. Improve universal mobility and transportation infrastructure county-wide.
5. Integrate Quality of Life measures into economic development decision-making.

6. Market All the County and EDA Have to Offer

Growing Henrico's Economy for All