



**Growing Population | Talent | Workforce Skills | Training  
Business Climate | Entrepreneurial  
Livability | Location | Transportation**

## Economic Development Action Plan Goals

- ⊙ Grow and Strengthen Target Clusters
- ⊙ Align Talent Development Strategies with Target Clusters
- ⊙ Market Williamsburg as a Choice Location for Target Sectors
- ⊙ Develop Choice Business Locations
- ⊙ Increase Small Business Start-Ups and Enhance the Entrepreneurial Ecosystem
- ⊙ Use Incentive Policy to Encourage Cluster Development

## Target Industry Sectors



# Action Plan Implementation

## Year 1

Catalog Centers of Innovation and Excellence
Attend Alumni Events in Select Regional Markets
Include Target Sectors on Website, Testimonials
Local and Regional Lead Generation Programs
Update Existing Business Brochure, Add BRE Section to Website
Small Business Concierge Service, Update Website for Small Business
How to Start an Internship Brochure

## Years 2 & 3

Cluster Summit
Supply Chain Mapping
Cluster Coalitions
Map Target Sector Training & Ed. Programs
Mentors for Tourism and Hospitality Businesses
Target Market Brochures
Large Office Site Development
Identify Health Care Sites
Starter Kits for New Business

## Years 4 & 5

Cluster Summit
Retail Incubator
Custom Email Marketing Campaign
Arts Collaborative Space
Partnerships to Support Women Entrepreneurs
Encourage Entrepreneurship in Schools

### Ongoing

Data to support clusters  
 Support One Stop Center  
 Support Workforce Housing Work Group  
 Support Placemaking Initiatives  
 Attend Campus Job Fairs  
 Continue Alumni Connections  
 Presentations to VEDP, FAM tours  
 Use Tourism Development Fund to promote product development  
 Continue to Analysis Publicly-Owned Properties

**This study builds upon the city's Biennial Goals, Initiatives, and Outcomes and reaffirms the following economic development objectives from the 2012 Economic Development Plan:**

1. Existing businesses grow and prosper in the city.
2. The economy of the city is more diversified, building on its current strengths in retail trade, tourism/hospitality, and education, as well as growing and emerging areas of cultural arts, the creative economy, research/development, and professional service offices.
3. Williamsburg is known for its positive business environment.
4. The infrastructure (parking, technology, sidewalks, water, sewer, streets) of Williamsburg supports the growth of quality business in the city.
5. Williamsburg maintains a high quality of sense of place that appeals to citizens, students, and visitors. Williamsburg remains a specialty entertainment, cultural, and retail center of Greater Williamsburg.