

Greater Richmond Partnership Strategic Plan 2025-2030



GRP's new strategic framework is informed by research and stakeholder input and identifies organizational priorities for the next five years. Each priority includes specific focus areas, initiatives and actions. In formulating the strategy, consideration was given to the organization's vision, purpose and core competencies as well as current and potential capacity.



Advancing business recruitment and cluster development

- **Strengthen lead generation:** Generate leads and expand the pipeline for projects that increase the number of quality jobs and capital investment in target industries among domestic and international companies.
- **Cultivate industry clusters:** Encourage alignment and coordination of cluster building efforts by facilitating connectivity and collaboration with target industry ecosystems.



Amplifying awareness and shaping perception of the region

- **Build the identity of the Richmond region:** Bolster marketing and storytelling by creating a comprehensive, international campaign to expand audience reach and interest in Greater Richmond.
- **Attract talent through targeted marketing:** Craft communications and content targeted to in-demand talent segments and integrate into business recruitment marketing efforts.



Delivering world-class research and market intelligence

- **Create a center of excellence for research:** Increase capacity to stand up a Regional Research and Market Intelligence Center that informs and strengthens business recruitment, marketing and industry cluster growth.
- **Leverage expertise to assist partners:** Provide proactive research assistance and actionable insights for GRP member localities and clients.



Elevating regional competitiveness

- **Turning losses into wins:** Leverage insights from business intelligence on lost projects to inform improvements needed to secure more future wins.
- **Advancing economic growth for all:** Bring additive value to regional efforts to expand upward mobility and prosperity.

Vision

Greater Richmond will be the top mid-sized region in the U.S. for companies to invest.

Mission

To aggressively generate economic opportunities that create quality jobs for residents in the region and increase the tax base for needed community services.

Values

Focused | Disciplined | Innovative | Collaborative | Inclusive + diverse | Passionate

New target industries

Advanced manufacturing

- Advanced materials
- Packaging
- Food and beverage

Corporate services

- Headquarters
- Regional operations
- Finance and insurance

Information technology

- Data centers and cloud computing
- Cybersecurity and data privacy
- Software development

Life sciences

- Pharmaceuticals
- R&D and laboratory testing

Emerging industries

- Clean tech
- Defense

Economic driver

- Transportation and logistics

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of GRP's 2025-2030 Strategic Plan

