

Hampton Roads Planning District Commission

# Comprehensive Economic Development Strategy

Presented to the Community Advisory Committee  
February 10, 2022

A PRESENTATION BY GREG GROOTENDORST, AICP





## What is a CEDS?

A strategy-driven plan for regional economic development designed to build capacity and guide economic prosperity and resiliency.

An officially-approved CEDS is a prerequisite to gaining access to many federal grants



# What is our CEDS?

## A collection of work:

- 757 Recovery & Resiliency Action Framework
- Regional Branding Initiative
- Growth & Diversification Plan
- HR Go-to-Market Strategy
- HR Industry Cluster Analysis
- Business Environment Improvement Strategy
- HR State of the Workforce Gap Analysis
- Port of Virginia Opportunity Analysis
- HR Talent Alignment Strategy
- VA Strategic Plan for EconDev
- Action Plan of Future Economic Growth in HR
- 2010 CEDS "Vision Hampton Roads"



## How Did We Get Here?



## Partnerships cooperation & teamwork...

This CEDS was developed with input and assistance from many individuals and organizations across the region, and builds on over a decade of extensive regional economic development planning work that has been conducted in Hampton Roads.

**1. economic background**

**2. SWOT analysis**

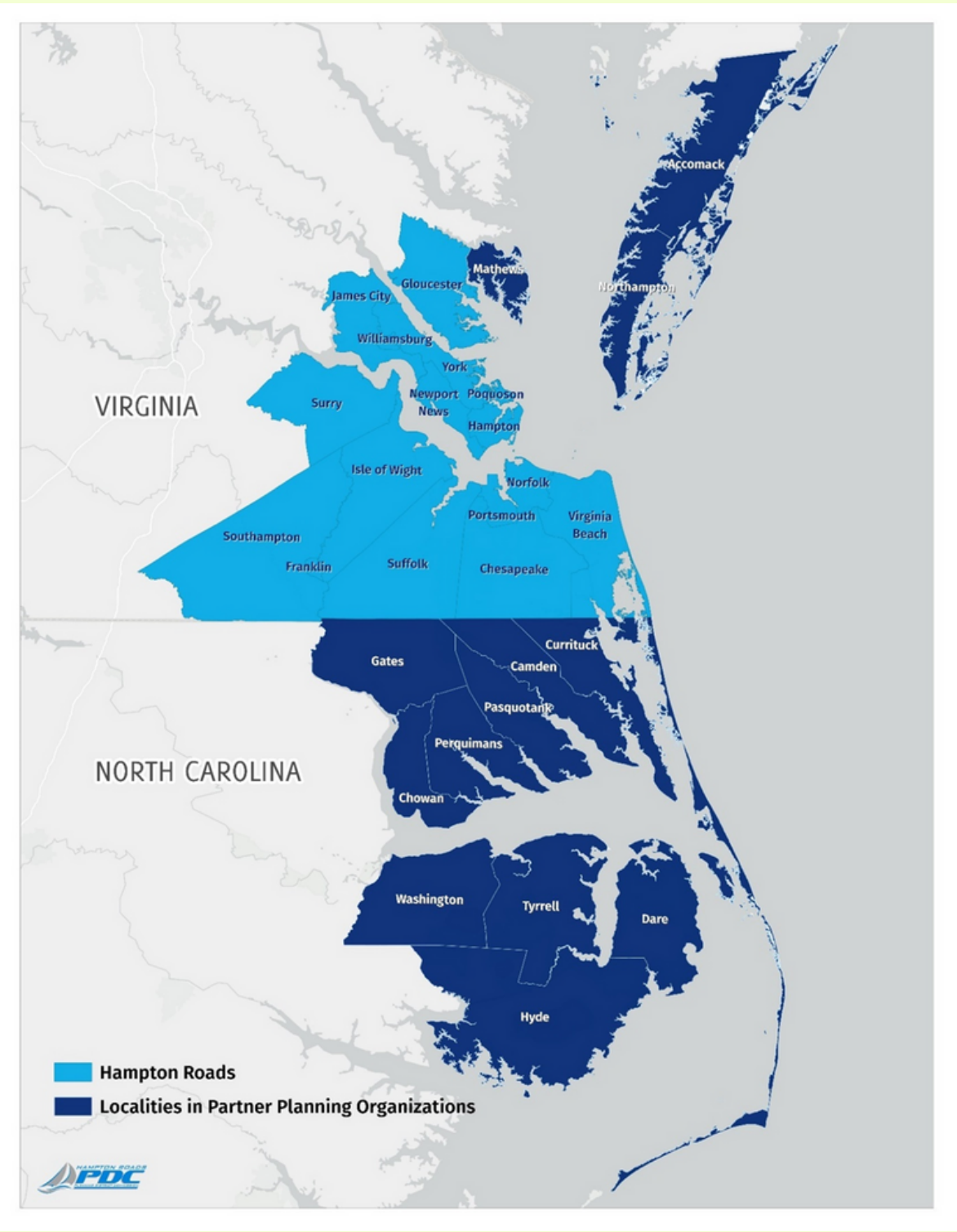
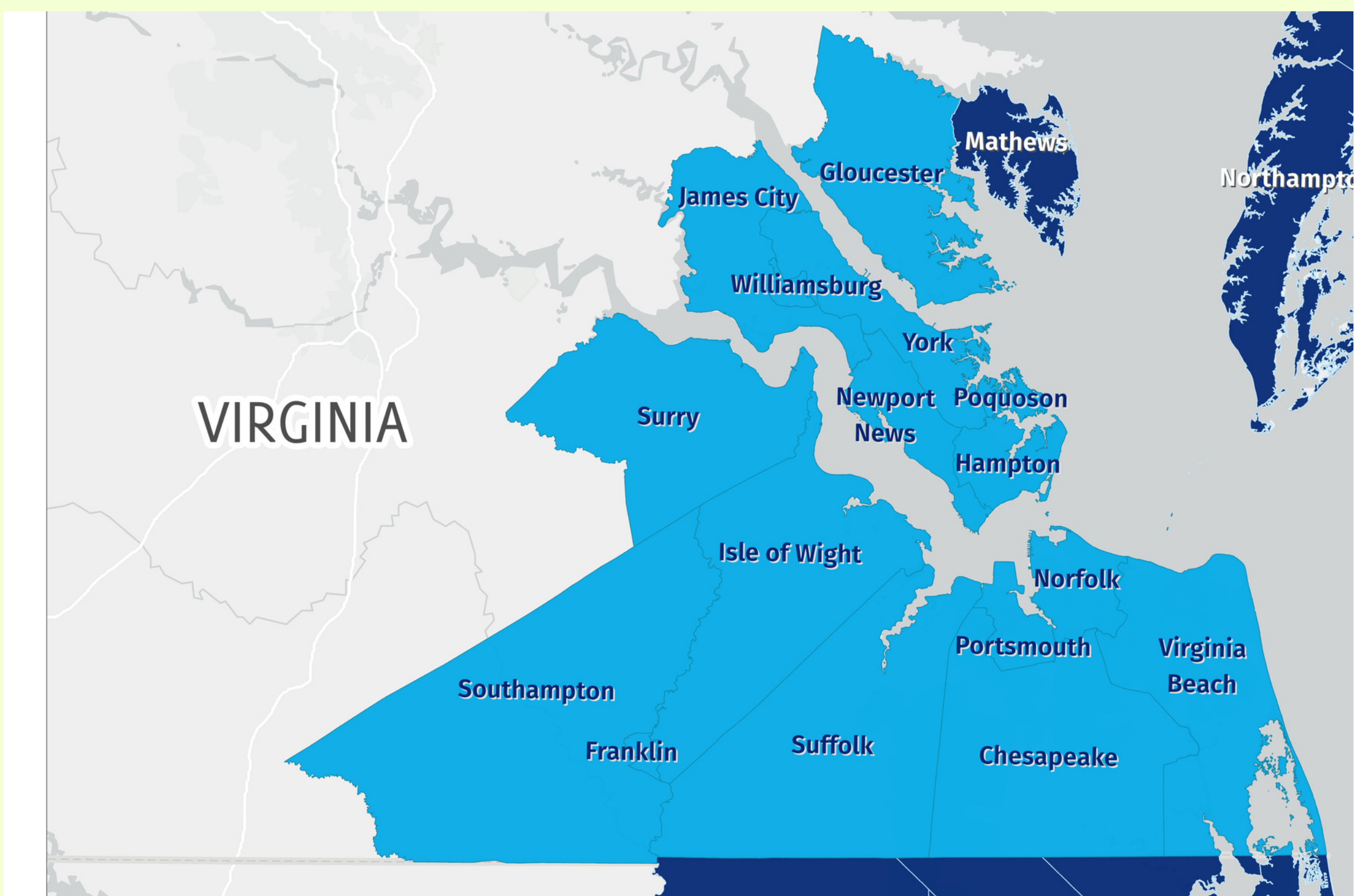
**3. economic resilience**

**4. strategic direction / action plan**

**5. performance evaluation framework**

**6. appendices**





**S**  
Strengths

**W**  
Weaknesses

**O**  
Opportunities

**T**  
Threats

## Summary of SWOT Analysis for Hampton Roads

Strengths	Weaknesses
Historic role in national security	Dependence on federal spending
Institutions of higher education	Private sector job growth
Demographic Diversity	Lack of Corporate Headquarters
Educated private-sector workforce	Outmigration
Federal workforce across agencies and departments	Infrastructure and transportation
Competitive business costs	Affordable housing
Domestic and international market access	Inequalities in income, wealth, and education
Strong health institutions of learning and practice	Small emerging industrial clusters
High quality of life	Limited research base
Tourism and recreation	Regional fragmentation
Opportunities	Threats
COVID-19	COVID-19
Sea level rise	Sea level rise
Information, information technology, and data	Budgetary and policy decisions made outside the region
Renewable energy transition	Natural disaster risk
Cybersecurity and information warfare	Regional competitors
Increasing importance of advanced manufacturing	Lack of national and international brand recognition
Onshoring of manufacturing	Need for tax reform at the state level to foster competitiveness
Technology transfer from federal facilities	
Business ready sites	





## Strategic Direction & Action Plan

1. Catalyzing Economic Development and Innovation
2. Developing and Retaining a Competitive Workforce
3. Utilizing and Expanding Federal Government Assets
4. Improving Regional Infrastructure
5. Providing High Quality of Life
6. Advancing Regional Unity
7. Building Economic Resiliency



## Public Notice!

# Hampton Roads CEDS: DRAFT Report

All interested parties are encouraged to review the draft report and send comments to:

Mr. Greg Grootendorst at [ggrootendorst@hrpdcva.gov](mailto:ggrootendorst@hrpdcva.gov)

Or by mail to: 723 Woodlake Drive, Chesapeake, Virginia 23320

**The deadline for comments on this draft report is February 28, 2022**

Thank you.