

## Strategic Goal Area No. 2

# Increase Revenue and Improve Economic Development

Goal No.	Goal
2.1	Create new opportunities for workforce development in Richmond
2.2	Revitalize, attract, and maintain existing small and new businesses
2.3	Create and or re-envision infrastructure to attract new business and retail, manufacturing infill developments, and new customers for existing Richmond business
2.4	Research new progressive taxes
2.5	Revitalization of the Port

Goal Area No. 2	Goal No.	Goal(s)	Priority No.	Priorities
Increase Revenue and Improve Economic Development	2.1	Create new opportunities for workforce development in Richmond	2.1.a	Continue to support YouthWORKS to create pathways to high-paying careers/ Expand YouthWORKS to serve 800 - 1,000 youth
			2.1.b	Expand vocational training programs
			2.1.c	Increase job training for high school juniors and seniors that are not college ready
			2.1.d	Apprenticeships (collaborate with local businesses to employ students)
			2.1.e	Support implementation to Maritime Academy connected to Kennedy High School
	2.2	Revitalize, attract, and maintain existing small and new businesses	2.2.a	Revitalize businesses and provide counseling/technical assistance/capacity building and marketing support for small businesses (i.e., façade improvements) including supporting small business (increase access to capacity and capital) – 2.3(a)
			2.2.b	Improve interface with the City of Richmond (e.g., permitting, inspections, etc.) – 2.3(b)
			2.2.c	Make a plan to improve economic development process to support local business – 2.3(c)
			2.2.d	Implement Bludot, include access to capital, financial assistance etc. – 2.3(d)
	2.3	Create and or re-envision infrastructure to attract new business and retail, manufacturing infill developments, and new customers for existing Richmond business	2.3.a	Development of the Hilltop District
			2.3.b	Development of the Entertainment & Arts District
			2.3.c	Development and Downtown Revitalization
			2.3.d	Development Public Bank <i>(City Council needs to acknowledge the Public Bank is in its' infancy stage. May be done at the end of the three-year mark)</i>

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	<b>2.4</b>	Research and implement new progressive taxes	<b>2.4.a</b>	Measure U Implementation
			<b>2.4.b</b>	Research around progressive Utility User Tax
	<b>2.5</b>	Revitalization of the port	<b>2.5.a</b>	Include maritime academy
			<b>2.5.b</b>	Increase engagement with community around training, jobs, and workforce development
			<b>2.5.c</b>	Complete the Bloomberg innovation track
			<b>2.5.d</b>	Create strategic plan
			<b>2.5.e</b>	Increase engagement with community around maritime training, jobs, and workforce development