



VISION 20/10

Charting Our Next Great Decade

ABOUT VISION 20/10

Meeting in VCU's Siegel Center on September 20, 2000, more than 500 of the region's business, government and community leaders, working in 24 breakout groups, identified 89 priority projects for the next decade. *The goal: Make Greater Richmond a world class community by 2010!*

Participants represented the region's ethnic, age and gender diversity, as well as its geographic scope—Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan counties and the City of Richmond.

The top 10 priority projects, as ranked by Vision 20/10 participants, are listed on page 3. In addition, all 89 projects, regardless of priority, are listed in the summary on pages 4-10.

Vision 20/10 projects will not be easy to accomplish.

The same was said about goals set in “A Focus On Our Future” 10 years ago. Yet, a decade later, it is clear that dreams can be turned into realities—if private, public and individual energies are guided by priorities developed through broad consensus.

Vision 20/10 participants filled VCU's Siegel Center



“Focus On Our Future” 10 years ago set goals that are today’s realities.

“A Focus On Our Future” (1991) brought 240 community leaders from the counties of Chesterfield, Hanover and Henrico and the City of Richmond together in a series of forums sponsored by the Metro Chamber [now the Greater Richmond Chamber of Commerce] in May and June, 1991. Out of these forums came Greater Richmond’s first collaborative regional agenda.

GOALS & ACCOMPLISHMENTS: 1991-2000

COORDINATED, REGIONAL ECONOMIC DEVELOPMENT



RE-ENERGIZED DOWNTOWN



HIGH-TECH CRITICAL MASS



A SAFER COMMUNITY



PROJECT EXILE

MORE TOURISM, ATTRACTIONS



ENHANCED EDUCATIONAL OPPORTUNITIES



MORE JOBS, BETTER JOBS



EXPANDED AIR, RAIL & TRANSIT



LIVABILITY AND AMENITIES



TOP PRIORITY PROJECTS for the next decade, as ranked by Vision 20/10 summit participants, are as follows:

[1] Development of a *regional transportation solution, multi-modal in scope*, that will encompass roads, air, rail and mass transit.



[2] Expansion of the *Canal Walk* area.



[3] Construction of a *new performing arts center*.



[4] Implementation of *high-speed rail service* between Richmond and Washington, D.C.



[5] Development of *world-class public schools*.



[6] Expansion of *Richmond International Airport*, with world-class facilities and competitive service and fares.



[7] Full implementation of the “*3R - Richmond Region Reads*” program, ensuring youth literacy by third grade.



[8] Enhancement of government cooperation through expanded use of *regional public policy*.

[9] Development of a *regional growth strategy*.

[10] Development of a *regional symbol* to identify and market the area.



All 89 projects identified at the Vision 20/10 summit, including these top 10, are included in the summary on the following pages.

COMMUNITY GROWTH MANAGEMENT / PRIORITY PROJECTS

A. Strategic Growth Plan

- Develop guidelines that will provide a framework for (1) blight-free neighborhoods and (2) environmentally-sensitive growth, including balanced residential/commercial development.

B. Transportation

- Implement multi-modal transportation solutions: roadways and a mass transit system that will support jobs, tourism and recreation.
- Implement high-speed rail service between Richmond, Washington, D.C. and Hampton Roads and connecting with the Northeast Corridor, the Southeast and other points in Virginia.
- Expand the airport into a world-class facility with comprehensive air service, competitive fares.
- Launch light rail service, with the Main Street Station Multimodal Center as its hub, connecting business, retail, academic, sports, recreation, cultural and entertainment sites. The proposed Shockoe Bottom/Boulevard line will be a beginning. A regional system is needed that ties in the airport, White Oak, West Creek, Brandermill, Midlothian, Ashland and Petersburg.
- Remove tolls from all expressways and highways.
- Expand public transportation throughout the region.
- Create bicycle paths for recreation, tourism, even short-distance commuting.

C. Regional Public Policy

- Pursue governance enhanced by [1] General Assembly modification of the Dillon Rule, [2] greater regional governmental teamwork and [3] multi-jurisdictional cooperation on projects and in the sharing of resources.

- Adopt housing policies that encourage [1] adequate affordable housing, [2] “green and sustainable” development and [3] low density public housing.

- Enhance park systems through expansion and ongoing development.

- Create youth recreation programs and facilities that will serve growing needs.



“We have made great progress in accomplishing goals we set 10 years ago. But we’re not world class yet! Today we’ll attempt to define what world class means, and how we intend to get there.”

*–Robert J. Grey, Jr.
Immediate Past Chairman
Greater Richmond Partnership, Inc.*

COMMUNITY GATEWAY / PRIORITY PROJECTS

A. Greater Richmond Symbol/Icon

- Design and construct a symbol/icon (such as the St. Louis arch and the Eiffel Tower) that will help to identify and market the region.

B. National Civil War Museum

- Organize and open a national Civil War museum that is inclusive of all aspects of the conflict and that will make Greater Richmond a major international visitors' destination.

C. River Is The Commons

- Push forward with the concept of the river as a regional "commons" with [1] canal expansion and with [2] river and waterfront development, including a river recreation center and multi-cultural features.

D. 24/7 Center

- Develop downtown Richmond into a 24-hour, seven-days-a-week center of life and activity with [1] new and expanded hotels, [2] continued emphasis on the Jackson Ward renaissance, [3] development of new retail, [4] revitalization of the Broad Street corridor, [5] implementation of concepts for the Boulevard corridor, [6] creation of ample, accessible parking, [7] development of an e-center downtown, [8] creation of attractive and inviting entrances at all approaches to the city and [9] development of plentiful and varied housing options for diverse income and age groups.

E. Arts, Culture & Recreation

- Greater Richmond has magnificent arts and cultural assets, but if its arts, cultural and recreational offerings are to be world class, it needs:

- › A major-league performing arts center
- › A regional sports complex encompassing a new coliseum, a national sports franchise and renovation or expansion of The Diamond
- › A regional performing arts network

- Furthermore, the region's arts and cultural offerings should be enhanced with:

- › A multi-cultural heritage trail
- › Greater diversity in entertainment
- › Jazz festivals, events and performances that will make Greater Richmond a first class jazz town
- › More festivals and celebrations that focus on the foods, culture and heritage of the region's international population and ethnic riches



“Building a community is a spiritual process. In addition to scientific, economic and academic excellence, this community is deeply rooted in values and culture. It is the cultural phenomena and power that is arising here that will define the future of the area. The test of communities in the 21st century will be the ability to live and work together as brothers and sisters.”

*–Former U.N. Ambassador
Andrew Young,
Vision 20/10 Keynote Speaker*

CONTINUOUS LIFE-LONG LEARNING / PRIORITY PROJECTS

A. World Class Public Schools

- World class schools are vital, including:
 - › Full implementation of the “3R - Richmond Region Reads” program, ensuring youth literacy by the third grade
 - › Enhanced digital infrastructure and the intranet wiring of all schools
 - › Safe environments in all schools
 - › A shared community education strategy (city, county, private schools)

B. Employment Transformation Centers

- Employment Transformation Centers must be set up to provide workforce training, training for the homeless and workforce retraining.
 - If improved access to new and better jobs is to be provided, then:
 - › Public/vocational education centers and a regional GED testing center must be established and promoted
 - › Life-long learning grants for college and technical training must be offered

TRUST AND EQUITY / PRIORITY PROJECTS

A. Diversity and Inclusion

- Address diversity issues across the region.
- Push forward to overcome racial, economic, social and class barriers through mobilization of resources across the region.
- Develop and implement a women and minority business enterprise inclusion program.

B. Business Anchors/Entrepreneurs

- Encourage business development and business anchors in low-income areas.
- Develop programs and incentives that encourage and facilitate minority entrepreneurship.



“Information and technology have become the currency of the times.”

*–Dr. R. Byron Pipes
Distinguished Visiting Scholar
The College of William & Mary
and Vision 20/10 Speaker*



“If you decide the future you want, you can create it.”

*– Henry Luke
Vision 20/10 Facilitator*

BUSINESS DEVELOPMENT / PRIORITY PROJECTS

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A. Coordinated Marketing

- Work to mesh economic development and tourism marketing in ways that are [1] coordinated, [2] multi-culturally inclusive and [3] in the context of a brand that encompasses art, history and culture.

B. Technology Strategy

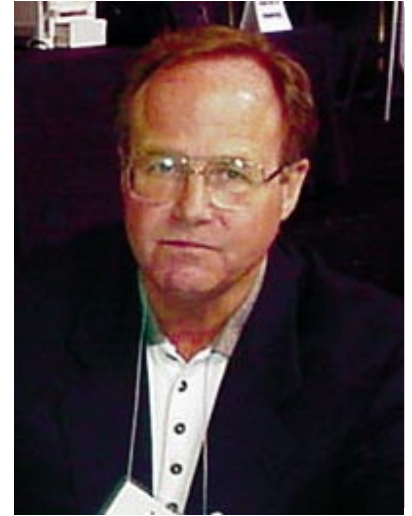
- Fashion a regional technology strategy that encompasses [1] biotech/medical expansion, [2] opening of a bio-science education center, [3] elimination of the digital divide, [4] free technology access, [5] fiber-optic network advancements, [6] incentives for telecommuting and [7] development of a technology center/campus on the river.

C. Entrepreneurship

- Encourage entrepreneurs with creation of [1] regional venture capital funding, [2] business incubators and [3] “easy-track” start-up assistance for new small-business ventures.

D. Other Initiatives

- Other suggested business development initiatives include [1] providing quality, accessible day care throughout the region, [2] a hospitality industry training institute, [3] development of more ethnic community attractions, [4] development of high-end retail and [5] creation of gerontological services in a scope and depth that would make the region a national model for such services.



“We have an opportunity to make Greater Richmond a world class region by setting goals for the 21st century’s first decade.”

*–John Sherman, Jr.
Chairman,
Greater Richmond
Chamber of Commerce*



“We’ll be back in 10 Years!”

*–The Berry Boys (Jack & Jack)
aka “The Blues Brothers”
(Reporting on past accomplishments
and issuing a challenge for the future)*

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Richmond Metropolitan Authority

Richmond Redevelopment and Housing Authority

Richmond Regional Planning District Commission

Richmond Renaissance

Richmond Riverfront Development Corporation

Richmond Sports Backers

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United Way Services

Urban League of Greater Richmond

The Valentine Museum

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Virginia Regional Minority Supplier

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WORKFORCE ONE

World Affairs Council

Youth Matters

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GREATER RICHMOND CHAMBER FOUNDATION

A Program of the Greater Richmond Chamber of Commerce

This report was produced through a grant from the Greater Richmond Chamber Foundation. The Foundation's mission is to provide local businesses and individuals with a tax-deductible resource for promoting economic development, education, leadership and regional cooperation programs.

The Greater Richmond Chamber Foundation is a charitable affiliate of the Greater Richmond Chamber of Commerce.

Led by a 24-member volunteer Board of Directors, the Foundation's charge is to improve the local business environment through the enhancement of the quality of life, the development of human resources and the improvement of economic stability.

Founded in 1980, the Foundation accomplishes its mission through grants to community organizations and Chamber programs as well as providing fiscal agency services.

To learn more about grants or fiscal support please contact:

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