

FEBRUARY 2025

ECONOMIC SUMMIT AND ACTION PLAN

City of Alexandria



**Alexandria
Economic
Development
Partnership**



STRATEGIES





THEORY INTO PRACTICE

Committed to **holistic thinking** and **sustainable development**.

We design strategies that will support your community's **vision for the future**.

1995

YEAR FOUNDED

600+

ENGAGEMENTS

425+

CLIENTS

44

STATES

7

COUNTRIES

Client-Facing Project Team



Tracye McDaniel
President

PROJECT PRINCIPAL



Jennifer Todd-Goynes
Senior Consultant

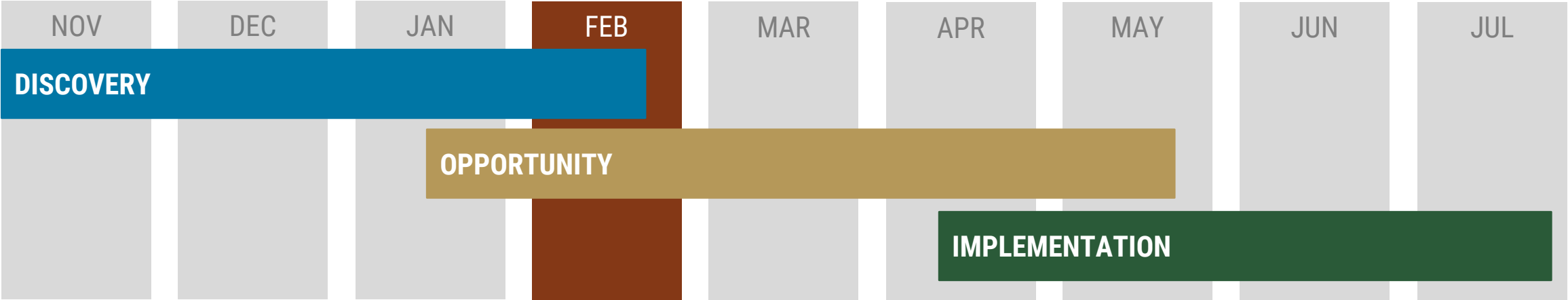
PROJECT MANAGER

PROJECT GOAL

To host an **economic summit** that engages the community around issues and opportunities in economic growth.

To develop a **strategic framework and action plan** to foster **equitable economic development** in Alexandria.

PROJECT SCHEDULE OVERVIEW



WHAT INFORMS THE ACTION PLAN?



WHAT YOU TELL US

- ▶ Meetings with community leadership & staff
- ▶ Focus group discussions
- ▶ Stakeholder interviews, surveys, & roundtables



WHAT THE DATA TELL US

- ▶ Economic assessment
- ▶ Benchmarking vs. competitors & peer cities
- ▶ Industry and employment analysis



WHAT OUR EXPERIENCE TELLS US

- ▶ Strategies & initiatives
- ▶ Best practices
- ▶ Trends in economic development

STAKEHOLDER ENGAGEMENT & QUALITATIVE DATA



ROUNDTABLE DISCUSSIONS

Engaging topic-focused groups

- Small businesses
- Large employers
- Workforce development
- Higher education
- Tourism
- Real estate
- City government
- Economic development.



ONE-ON-ONE INTERVIEWS

Meeting with elected officials, leaders in business and economic development, and others to facilitate in-depth conversations.



COMMUNITY SURVEY

Launching a community survey to better understand perspectives and opportunities in economic development; estimated release in March.



ECONOMIC SUMMIT

Interactive event to learn more about trends in economic development, local successes, and to contribute to the conversation about Alexandria's economic growth.



COMMUNITY TOUR

Engaged in an assets tour of the community, including major industrial sites, education institutions, quality of place amenities, housing options, and real estate.



DEI



**Federal
Funding**



Immigration



**Climate
Resilience**



Politics



Healthcare



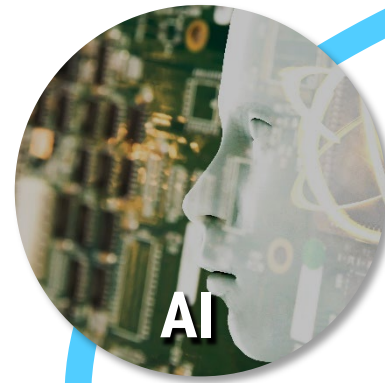
Tariffs



Workforce



**Real
Estate**



AI

CHALLENGES AND OPPORTUNITIES IN ECONOMIC DEVELOPMENT

ECONOMIC SUMMIT

- ▶ May 8th from 3pm
- ▶ Why Attend?
 - ▶ Learn what economic development looks like in Alexandria, who leads local economic development efforts, and how that impacts you
 - ▶ Gain a deeper understanding of economic trends, and what that means for Alexandria
 - ▶ Celebrate past successes, and look to future opportunities
 - ▶ Contribute to the conversation about your community's economic growth
 - ▶ Find out how to get involved in local economic development



NEXT STEPS

- ▶ Stakeholder engagement
- ▶ Continue to build out data analysis
- ▶ Apply quantitative and qualitative data to develop a strategic framework
- ▶ Economic Summit May 8th. For more information:





THANK YOU

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