



chamber **RVA**  
INTERCITY VISIT 2025

# GREENVILLE

April 29–May 1, 2025

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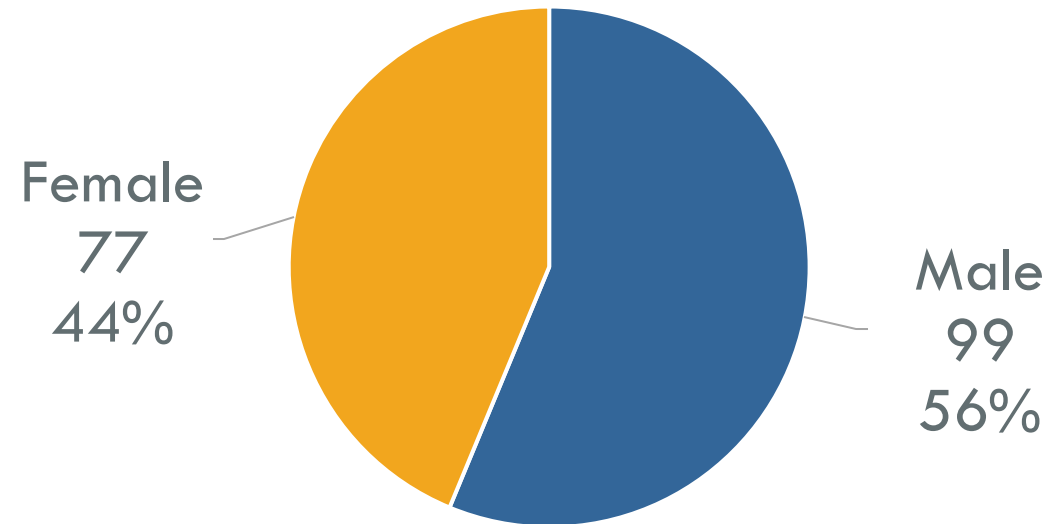
# BY THE NUMBERS

# PARTICIPANT DATA

**Total Participants** | 176

**1<sup>st</sup> Time Participants** | 47 / 27%

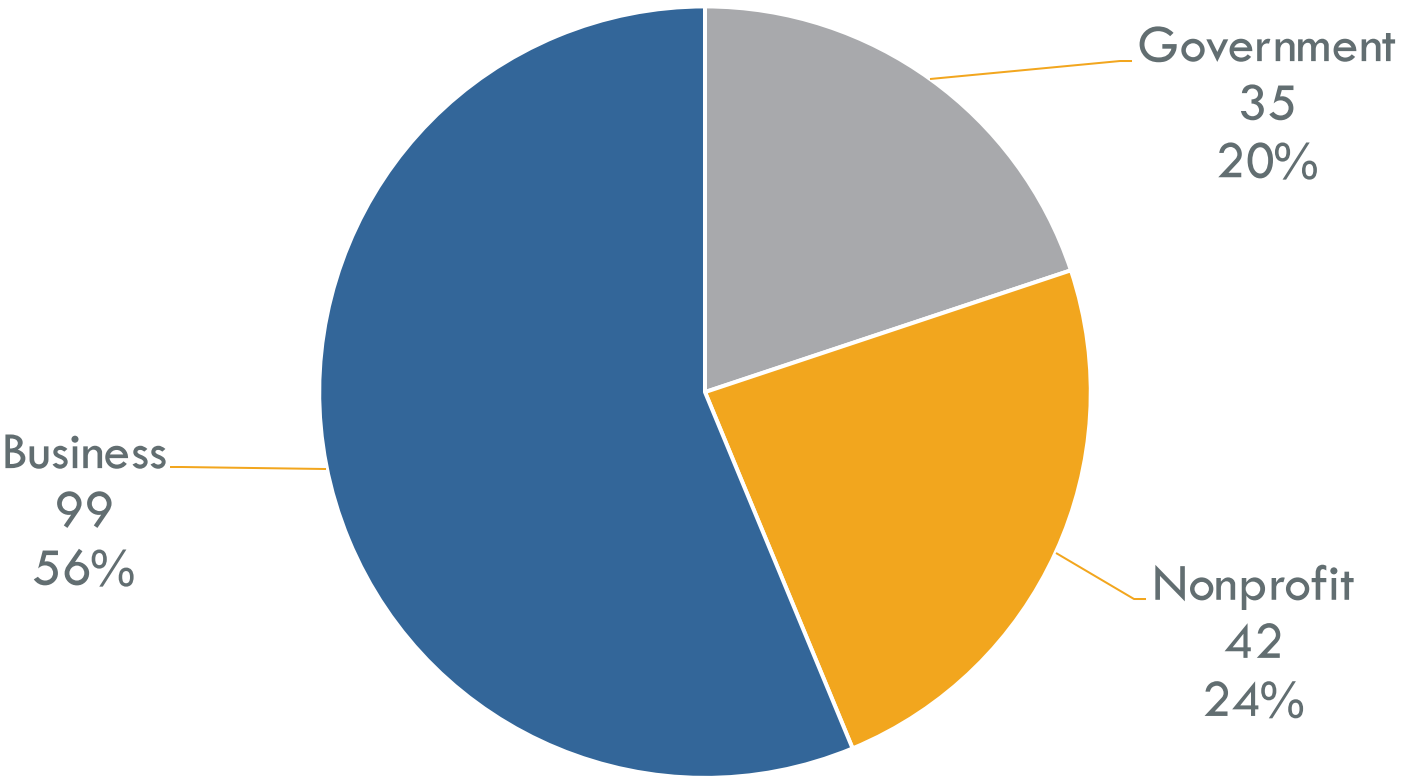
**Gender** |



■ Male ■ Female

# PARTICIPANT DATA

Sector Representation



■ Government ■ Nonprofit ■ Business



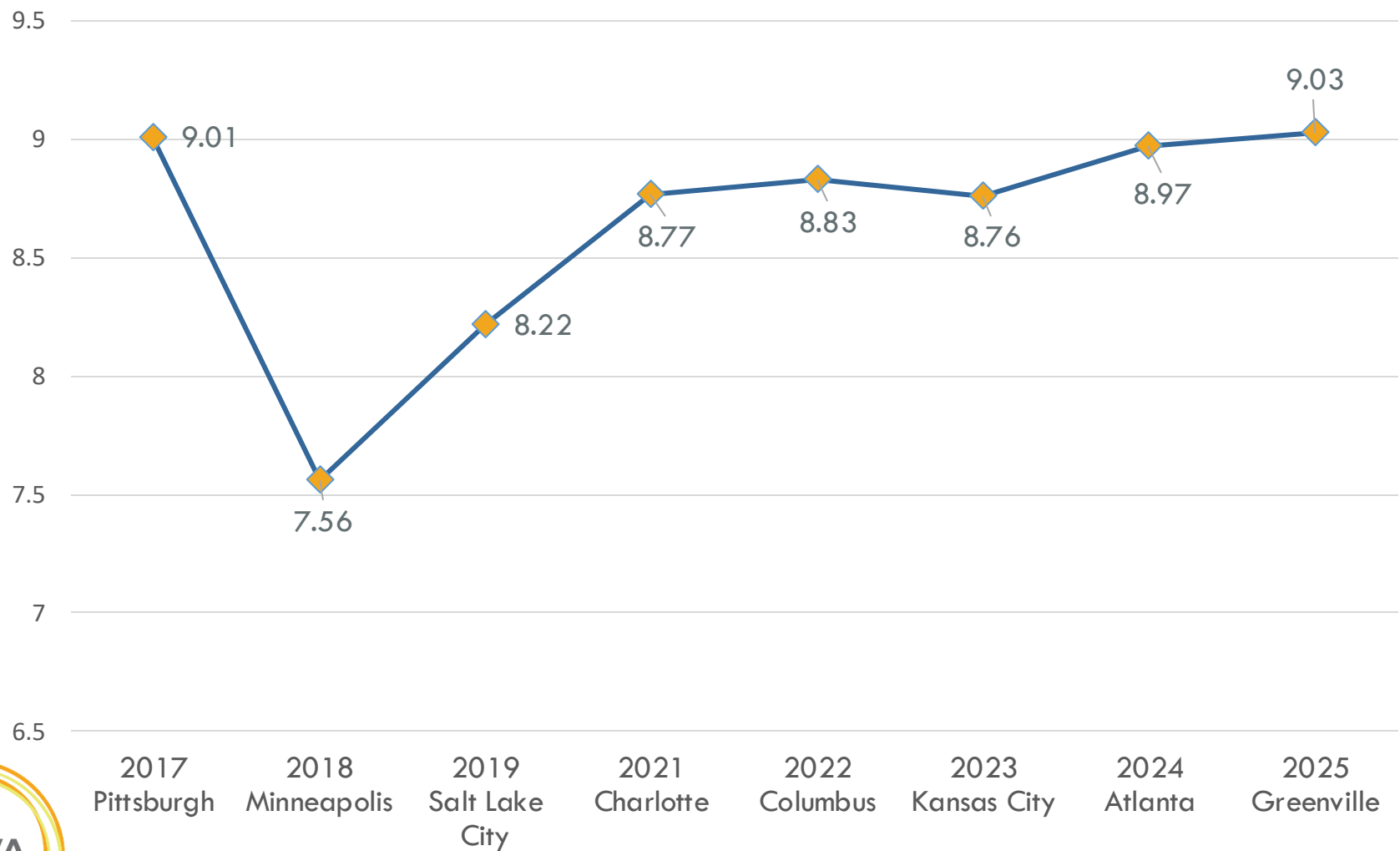
# SURVEY RESULTS

## Goals

- Strengthen relationships among our community leaders 9.03
- Learn about the leadership qualities that helped Greenville succeed 8.74
- Examine a metropolitan area that has moved the needle in areas that are relevant to the Richmond Region 8.93

# SURVEY RESULTS

## InterCity Visit Ranking



# KEY TAKEAWAYS







# KEY TAKEAWAYS

## SIZE, AND VIBE, MATTER

*"There's something really special about this ICV, and that is partly the smaller group size. Also, the smaller city. It felt to me much more intimate and relaxed and happy. It facilitated a different degree of team building and togetherness than a major city like Atlanta does."*

Renee Haltom

## EQUITABLE & CONNECTED SPACES

*"I was also really impressed by the Swamp Rabbit trail. They were building development along the trail and connected the neighborhoods. You could tell that it is a livable city."*

Eric Morales

*"I really appreciated that we did go to Unity Park ... we could hear how they got there, and the acknowledgement that there's still a lot of work to do."*

Kelly Merricks

## THE POWER OF INTENTIONAL PLANNING

*"Greenville did seem to have this 'same team, same dream,' we're all together, and we're pushing forward to one goal. I thought that was refreshing. Someone asked the mayor, What did you do about the pushback? And he was like, We didn't ask, we just did it."*

Hannah Stevens



## ACTIVATE DOWNTOWN

*“Regionally we might all have individual plans, but we really haven't assembled them together. And in fairness you can say, does this region start at the Goochland and Powhatan perimeter, does it go all the way down to Charles City County, and parts of Chesterfield, where it hits the Appomattox? It can be a public destination for miles and miles with preserved areas, with entertainment, with fun things to do on both sides of the river.”*

Joe Casey

## RIVERFRONT PLACEMAKING

*“Walking back from the ballpark and being out in the evening on several nights, it felt safe, clean and vibrant. Why can't we achieve this with Broad Street, right? And if I had only one take away from the trip, it was a renewed sense of urgency and passion and optimism around we need to get this done, but also it almost feels more achievable than it has.”*

Andy Poarch



## SHARED VISION

*“I think the other thing not specific to housing or economic development is that Richmond doesn't have a strong vision of where we're going. I think there's different individuals that have visions, that are running with their visions. But there's not a single ‘this is where we're going. Everyone get on board.’ It's not like that singular focus, which I think is also part of the problem.”*

Bernard Harkness

## WORKFORCE = ECONOMIC STRATEGY

*“The CTE tract was fascinating, and I could see something like that being replicated here in the region. The courses covered, history of how it came to be, and the pay structure for teachers (a big challenge in the RVA region) was fascinating, and I was very impressed with the caliber and engagement of the students in the program.”*

Survey Comment

# REGIONAL ACTION SUMMIT

Date: Thursday, October 30, 2025

Location: RTD Hanover Production Facility

Time: 8:30 am – 4:00 pm



note: Francie Genz  
founder and CEO  
Institute for Networked Communities



# 2026 INTERCITY VISIT





# PHOENIX, AZ

# 2026 InterCity Visit: Phoenix, AZ

## May 5–8, 2026

### Phoenix, AZ

A bold, fast-growing region tackling today's biggest challenges with cross-sector solutions



# WHY PHOENIX?

- **Workforce Innovation** | Sector based employer led collaboratives to address skill gaps.
- **Downtown Reinvention** | Downtown Phoenix has evolved into a vibrant, walkable live/work/play/learn district.
- **Young Talent & Leadership** | Future48 Workforce Accelerator connects young talent to fast-growing industries like advanced manufacturing.
- **Regional Mobility** | South Central Light Rail = transit equity + 5,000+ local jobs created.