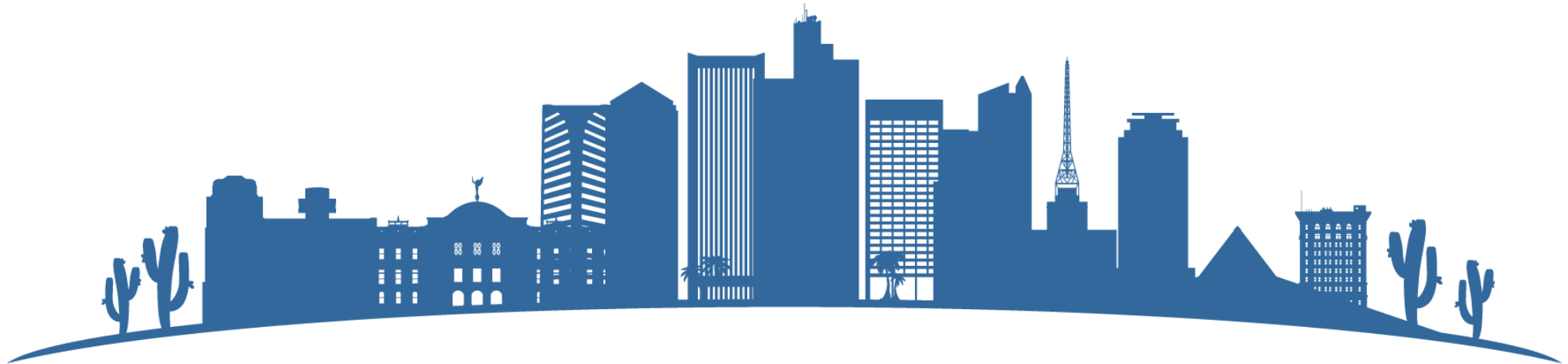




InterCity Visit Debrief

Tuesday, June 9, 2026





WELCOME

Brian Anderson | President & CEO | ChamberRVA

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SPECIAL THANK YOU





REFLECTIONS

Ken Ampy | Astyra

2026 InterCity Visit Chair

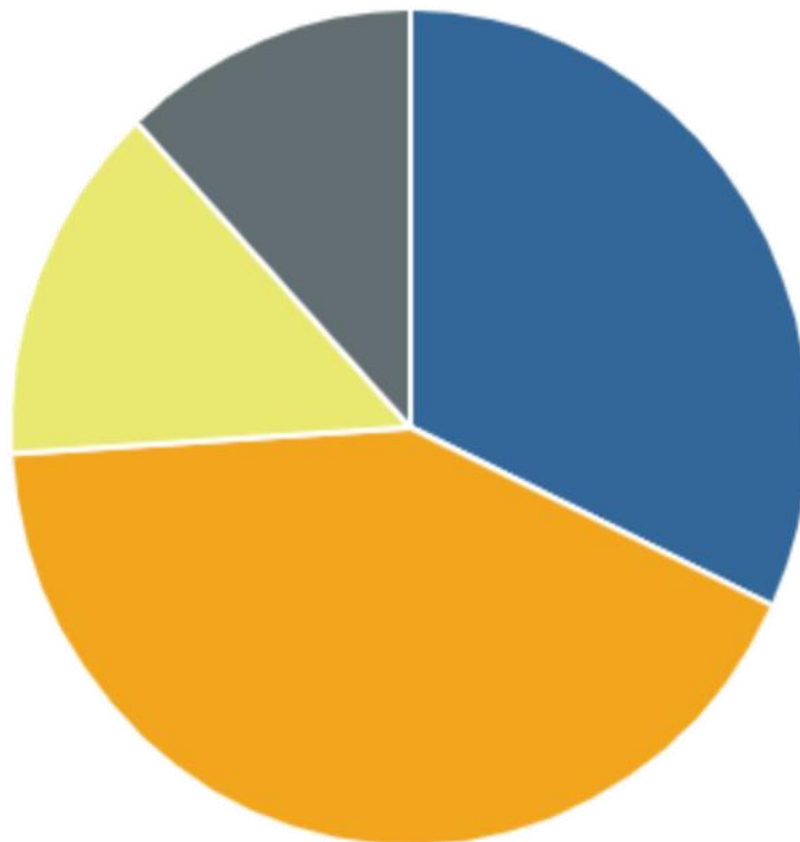


BY THE NUMBERS

Dylan Buchanan | Magnify
HYPE Chair

Who Was in the Room

■ First-timers — 32% ■ 2–5 visits — 42% ■ 6–10 visits — 14% ■ More than 10 visits — 12%



Total Participants | 205

Was Phoenix the Right Call?

82% said Yes

The consensus | Aspirational, however not a peer city. Phoenix showed what's possible when a region moves with urgency and shared purpose.

“As a larger metro area, it gave us some nice aspirational ideas to consider.”

“Phoenix demonstrated what can happen when a region works collaboratively with a shared vision for economic growth. Their regional mindset allows them to compete nationally and globally.”

The Trip Overall

Overall Rating

8.63

2018	2019	2021	2022	2023	2024	2025
Minn.	SLC	CLT	Columbus	KC	ATL	Greenville
7.56	8.22	8.77	8.83	8.76	8.97	9.03

Met Expectations

8.39

Relationship Building

8.87

“This continues to be one of the most important events the Chamber organizes on behalf of the region. The biggest benefit is the relationship building that occurs among the delegation.”

What We Came to Do

- Strengthen relationships among community leaders: **8.87**
- Learn about the leadership qualities that helped Phoenix succeed: **7.96**
- Examine a metro that has moved the needle in areas relevant to Richmond: **7.70**

Wednesday Tracks Resonated

Track 1 | Ability360: Designing for Everyone: **9.25**

Track 2 | La Victoria Commons: Creative Housing: **7.85**

Track 3 | Park Central: Mall to Mixed-Use: **7.86**

Track 4 | Downtown Phoenix Up Close: **7.77**

Thursday Standouts

Track 1 | West-MEC: Work-Based Learning at Scale: **9.00**

Track 2 | Culdesac Tempe: Placemaking: **8.94**

Track 3 | Arts, Culture and the Business of Community: **6.33**

Track 4 | Valley Metro: Moving the Region Forward: **6.82**

The Team Set the Bar

Trip Organization

9.78

Communications

9.72

Tuesday Group Dinners

8.71

“I always use ChamberRVA’s performance as a benchmark for how we execute our own events. You set an exceptionally high bar.”



TAKEAWAYS & POPCORN

Christina Mastroianni | ChamberRVA

Wednesday Strong. Thursday Lost the Room.

Wednesday Plenary | 8.22

- Two-mayor format, RVA Rising framing, and Chris Mackay (GPEC) — called the standout speaker of the trip by multiple respondents.
- *“Chris Mackay could have spoken for another hour. Outside of RVA connections and tracks, this was the most effective speaker/presentation of the trip.”*

Thursday Plenary | 7.45

- Content fatigue, final panel lost energy.
- Four to five sessions in one morning is too much to absorb.

The ICV Has a 31-Year Track Record

- 2025 **Greenville** | Downtown revitalization; Cutting edge workforce development
- 2024 **Atlanta** | Cross-sector collaboration; “Civic Rent”
- 2023 **Kansas City** | Regional economic development benchmarking; PC’s for People
- 2022 **Columbus** | “Columbus Way” radical collaboration model
- 2021 **Charlotte** | Leading on Opportunity; economic mobility focus
- 2019 **Salt Lake City** | “Yes” mindset; regional collaboration
- 2017 **Pittsburgh** | Innovation ecosystem; riverfront development
- 2016 **San Diego** | Junior Achievement Finance Park; CodeVA
- 2015 **Nashville** | Thrive Small Business Center
- 2013 **Denver** | Gather co-working spaces; Bike Walk RVA

Five Things Phoenix Sent Home With Us

1. **Regional collaboration** | Phoenix showed what's possible when jurisdictions move with shared urgency.
2. **Downtown with intention** | The ASU/VCU parallel gave people a framework. The call: a coordinated investment thesis.
3. **A regional CTE** | The most specific, repeatedly named, independently proposed idea. West-MEC showed what it looks like at scale.
4. **Ability360 for Richmond** | Highest-scoring visit, most emotional responses. Multiple people said Richmond needs this.
5. **Transit Oriented Development** | Culdesac resonated because people could see it on the Pulse line.

ICV 2026 Takeaways

1. What was your single most memorable moment — a site, a speaker, a conversation?
2. What did Phoenix do that genuinely surprised you?
3. What did you see that made you think differently about something we're already doing in Richmond?
4. What's the one thing you're still turning over in your head?
5. 18% said Phoenix wasn't the right city. If you were anywhere close to that view — what were you looking for that you didn't find?



REGIONAL ACTION SUMMIT



SAVE THE DATE | REGIONAL ACTION SUMMIT

Cultivating and Retaining Talent in a Changing Labor Market

Wednesday, October 14, 2026

12:30 p.m. – 4:30 p.m.

Tom Barkin
President and Chief Executive Officer
The Federal Reserve Bank of Richmond





InterCity Visit 2027

Andy Poarch | Alliance Group
2027 InterCity Visit Trip Chair



RALEIGH, NORTH CAROLINA

WHY RALEIGH?

- A peer city. Same scale as Richmond, similar challenges.
- 10X the national growth rate since 2020
- Drivable | 3 hours by car
- Missing middle housing reform — wins, setbacks, and what Richmond can learn from both
- Employer-led workforce pipelines connected from high school to hiring
- A regional approach to economic development that starts with collaboration



SEE YOU IN RALEIGH!

