



Greater Williamsburg Target Sector Analysis

There is no better time for Greater Williamsburg to understand its economic strengths and challenges as well as the opportunities that can be pursued to diversify and strengthen the local economy going forward. By fostering a collaborative approach to economic development, the region now has the opportunity to take the collective efforts of the City of Williamsburg, James City County, and York County a step further as part of the Greater Williamsburg Partnership.

As the economic development marketing agency for the region, the Greater Williamsburg Partnership was founded in 2015 to broaden the regional economic base by attracting, retaining, and expanding businesses that can provide opportunities for increased prosperity for all citizens and future residents alike. The first step to achieving a more prosperous region is identifying the business sectors that possess the greatest potential to build a sustainable, diverse regional economy.

The **Target Sector Analysis** will identify business sectors by evaluating how the region's economic and workforce composition has changed in the past 10 years. Once identified, target sector profiles will discuss national and regional trends for each sector, detailing regional strengths and potential barriers to growth. The final component of the **Target Sector Analysis** will consist of a concise, actionable set of marketing recommendations that will guide regional economic development programs and services.

Market Street Services, a national community and economic development firm based in Atlanta, will help facilitate the target sector analysis process. Founded in 1997 as an alternative to traditional community and economic development consulting firms, Market Street's staff has worked with more than 160 communities throughout the country to provide research and facilitation services and devise measurable, achievable strategies.

Take the online survey and help shape the Greater Williamsburg Partnership. Share your thoughts on where the Greater Williamsburg community is – and where it should go!

<https://www.surveymonkey.com/r/GWPBizSurvey>

The survey is open to all residents, business owners, workers, and other stakeholders of the Greater Williamsburg community. **Share the link with your networks!** The survey is open through Friday, July 15 at 5 p.m.



Project Overview

Stakeholder Input

PHASE

The Market Street Services team will work with the Greater Williamsburg Partnership and its partners to identify stakeholders from all corners of the community to participate in public input opportunities. Stakeholder input will include **one-on-one interviews, focus groups, and an online community survey**. Stakeholder input will inform the selection of Greater Williamsburg's target business sectors and result in actionable recommendations to grow, diversify, and sustain the regional economy.

Target Sector Analysis

PHASE

2

The Target Sector Analysis builds on stakeholder input, and involves reviewing and defining the business sectors that most strongly align with Greater Williamsburg's competitive strengths. The Target Sector Analysis will identify the sectors of economic activity within Greater Williamsburg that can **drive future growth and wealth creation**. Special consideration will be given to sectors that have the highest potential for economic diversification and growth in high-wage job opportunities for workers in the Greater Williamsburg region.

*The **Greater Williamsburg Target Sector Analysis** is guided by the board of the Greater Williamsburg Partnership and consists of nine economic development representatives of the City of Williamsburg, James City County, and York County.*



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