

# CITY OF LYNCHBURG BLUEPRINT FOR OPPORTUNITY

## *RESET FOR RESILIENCE*

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The world changed with the arrival of the COVID-19 pandemic. Through it all, we have stood with you in commitment to the health and wellbeing of our City.

More than 75 business and city leaders stepped up to help reset the economic development strategy for the City of Lynchburg. You offered solutions to challenges and reiterated your priorities for our community.

**We believe that LYH is one of the best small cities in the country. Every resident and business has the opportunity to thrive in LYH.**

LYH's inclusive and prosperous future is built upon six values:

- **Opportunity.** We commit to economic opportunity for all residents and enterprises.
- **Innovation.** We invest in the ideas and enterprises that create tomorrow's solutions.
- **Collaboration.** We build value-added collaborations among partners, businesses, and organizations.
- **Resiliency.** We prepare for long-term economic health and sustainability.
- **Inclusion.** We promote a sense of belonging and connection for all residents.
- **Public investment.** We invest in quality of place and community well-being to support job creation and attract investment.

# GOALS

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## GOAL 1: SUPPORT AND GROW LYH BUSINESSES AND DESTINATION ASSETS

The growth of existing businesses, anchors and destination assets are our number one economic development priority. An estimated 70 percent of all jobs are created through the expansion of local companies. These companies and organizations are already invested in the City of Lynchburg and are essential players in building long-term inclusive prosperity that ensures LYH recovers from the economic and community impacts of the COVID-19 pandemic.

We will achieve success by:

- Building effective relationships and resources to develop and grow existing businesses and destination assets
- Delivering the support small businesses need to achieve long-term sustainability and resilience
- Engaging anchor institutions to achieve shared goals

## GOAL 2: DRIVE LONG-TERM ECONOMIC GROWTH AND RESILIENCE

LYH has a unique natural and built environment to support business growth. However, we must continue to invest in site development to attract investment to the city and provide jobs in a post-pandemic future. The City must also cultivate and leverage its authentic community and cultural assets to drive destination development and attract visitors back to LYH.

We will achieve success by:

- Examining sites and infrastructure, including redevelopment opportunities, needed to drive business location decisions
- Providing tools to leverage investment by new and existing companies
- Driving revenue through destination development, meetings, and sports tourism

## GOAL 3: POSITION LYH AS THE BEST SMALL CITY IN AMERICA

Economic development is only as powerful as the story it tells, especially during a time when communities are battling head-to-head for talent and investment. To be competitive in a post-pandemic future, LYH must communicate a compelling narrative that demonstrates the city's strong sense of culture, community and pride.

We will achieve success by:

- Implementing a city-wide brand and marketing campaign
- Promoting LYH as an attractive destination by curating experiences for residents and visitors
- Investing in quality of place, enhancing the image of LYH as a place to live and work