

**URBANNA PLANNING COMMISSION
ECONOMIC DEVELOPMENT "IDEA INCUBATOR"
May 10, 2022
1:00pm-5:00pm
Urbanna Baptist Church
121 Watling St**

Agenda (v 3) 4/30/22

Event Purpose:

The purposes of this "Idea Incubator" is to:

1. *Assess our best **assets**;*
2. *Generate economic development and downtown revitalization **ideal**;*
3. ***Orient** constituents to the Virginia Main Street Program;*
4. *Identify economic development and downtown revitalization **needs**;*
5. *Identify barriers to progress and **ways to remove these barriers**;*
6. *Preview "**Next Steps**"*

Overall Goal: *To begin our economic development efforts by stimulating creative ideas about who we want to be as a town.*

It is important to note that this workshop will focus exclusively on these objectives and participants are expected to work constructively together. This is not a gripe session, no matter how much there might be to gripe about. Our attention will be forward focused to the greatest extent possible. More of our discussion will focus on new economic development; the needs of current businesses will be the focus of later efforts. Again, this workshop is just a beginning of the process to create an economic development plan for the Town of Urbanna.

If you want to serve on a Urbanna Main Street Task Force, use the sign-up sheet on your table and provide the necessary contact information along with a brief statement about why you are interested in serving on this task force.

Thank you in advance for sharing your ideas toward constructive economic growth in Urbanna!

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| 1:00 PM | Participant sign in and mingle |
| 1:10 PM | Welcome from Planning Commission Chair (Merri Hanson); clarification of event goals and ground rules |
| 1:20 PM | Recollecting the Glory Days of Urbanna (Larry Chewning) |
| 1:35 PM | Activity #1: What are Urbanna's best ASSETS? |

- a. Table discussion (tables of 4); someone from each table capture “assets” for later large group debrief and capture;
- b. Large group debrief; clarify “themes” about assets (charting)

2:15 PM Activity #2: Create a picture of the “Ideal Urbanna” circa 2030

- a. Each table (6-7 participants) has a large simple map of the Town of Urbanna;
- b. At your table, use the colorful markers to create a map of your ideal Urbanna, circa 2030; this is to be a “big picture” view;
- c. Feel free to really dream and get creative;
- d. Large group sharing of table work and posting of “Our Ideal Urbanna 2030.”

3:00 PM BREAK

3:15 PM` Orientation to the Virginia Main Street Program (Kyle Myer); presentation and 10 minutes Q and A.

3:50 PM Activity #3: What are Urbanna’s greatest economic development and downtown revitalization NEEDS?

- a. New table group discussions (6-7 participants); participants silently capture needs on large post-its (one “need”) per post-it;
- b. Tables then round-robin share their post-its one at a time and consolidate similar/same needs;
- c. Tables then post their identified “needs” on thematic chart pages (“Services,” “Retail,” “Food and Dining,” “Tourism,” “Recreation,” “Events,” “Other”);
- d. Large group discussion to close.

4:45 PM Preview of Next Steps.

4:55 PM Adjourn (Garth Wheeler, Town Administrator).

5:00 PM Close