PLAYING TO OUR STRENGTHS
A POWERFUL ECONOMIC SECTOR

*Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product
In Virginia:

- $21.9 billion consumer spending
- 197,000 jobs
- $1.2 billion state & local tax revenue
IDENTIFY GAPS

Improve Accessibility
Increase User Friendlinessness
Create Opportunities
AMERICA’S TOUGHEST ROAD MARATHON

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Six Habits of Highly Successful Cities

- Reboot Urban Renewal
- Exploit Natural Resources
- Make a Beer Run
- Spread Out
- Set Up a Silicon Outpost
- Pave Paradise (just a little)
4. MAKE A BEER RUN

HQ2 for the Bend, Oregon, brewhouse.

Deschutes is just one of over 6,000 craft breweries in the U.S., and the industry’s effects on the ground can be profound. According to economic development consultant