

**Business First, Greater Richmond Regional Partnership (Richmond, VA)**

**Michael Ivey, Public Relations & Marketing Director**

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***What did it take for your organizations to define areas to work on?***

This was the second go-round with Market Street; they started in 2000 and have worked on their cluster strengths for 15 years. Business First determined their strengths, Market Street determined the clusters. Some strengths have gotten better; however, Business First knew what their strengths were; their community is defined by a bio-tech research park and logistically positioned in an area close to a seaboard and major highways. They are still working on initiatives.

***What are some challenges you face?***

From a funding standpoint, the clusters had to be prioritized and a decision had to be made on which to focus on first.

Greater Richmond Regional Partnership does all the marketing, web design etc. Michael designed specific brochures for each initiative or cluster specific area on their website. Under each category there are landing pages on their website that have specific brochures that go with that sub category.\*

\*See website [www.grpva.com/doing-business](http://www.grpva.com/doing-business) Click on Target Industries for a listing of clusters. Click on any one of the clusters; viewers are able to download a brochure for that cluster. Some clusters also have videos available to download.

Chuck Peterson is the VP for Business Information. He worked closely with Market Street.