

Notes from External Stakeholders meeting – 08/14/18

Attendees

- Helen Cauthen
- Valerie Palamountain
- Frank Friedman
- Ben Cullop
- Valerie Long
- Gary O’Connell
- Frank Stoner
- Brian Roy
- Neil Williamson
- Uconda Dunn
- Nancy Price
- Rod Gentry
- Norman Dill
- Doug Walker
- Pace Lochte
- Travis Pietila
- Adam Healey

Feedback

UVA

- Fabulous step in the right direction – bold move
 - like everything I see, partnering about entrepreneurship/start-ups important, focus on existing business and opts for clusters like renewable energy, etc. – interested in strategies but nothing concerning at this level

FEF –

- Are target industries from CVPED still valid – yes, supported by GO Virginia Region 9 Growth and Diversification Plan, add that info to target industry study section of the plan

CACVB –

- commissioned feasibility study for conference center, good information to share, should serious consideration of this study be included in the high level framework of the plan?
- New visitors center in Albemarle county easily accessible off the highway, maybe in partnership with Nelson County to promote agritourism,
- Focus on arts and culture

ACSA/RWSA –

- major 50 year water plan in the next year, should coordinate strat plan with that effort

Frank Stoner –

- Have we done specific SWOT analysis for target industries?

Uconda –

- How specifically to engage public private partnerships? Perhaps focus on site development, working on the built environment

Valerie Long –

- advocating the positive benefits of economic development – providing resources for the public good, help general public make connection that ED produces revenues for community needs
- Improving entitlements process – significant time even for simple things – expediency and predictability

EDA –

- more specifically address how to educate public to see benefits/linkages to economic development
- Individual homeowners see taxes increase, need to see ED as a way to take pressure off of taxes

VEDP –

- heartening to see Albemarle's new direction, may cause more opportunity for public private partnerships to help with available sites

Val P –

- can we add sustainable energy as a focus area, maybe as a target industry?
- Goal 3 , Obj. 6 – like to see something stronger regarding commitment to workforce – constant pressure from employers who need qualified workers, lead initiatives in affordable housing

Brian Roy –

- Had experienced very positive interactions with Alb County
- Sees that it is a marketing issue more than anything, must promote that Alb is open for business – build the brand, demonstrate opportunity to get things done

SELC/Travis –

- key part of County vision is vibrancy of development areas, happy to see focus on sites in development area
- Happy to see note about improving multi modal/public transit

FEF –

- Potentiality of county controlled property in the future – is there a vision that ED would take leadership role in where ED should occur, will there be another look at areas that might be appropriate for ED i.e. interchanges – is this plan looking beyond specified boundaries of existing land use plan
- Immediate priority should be inventory of land zoned and available for business in the most strategic locations, regardless of current boundaries

Helen –

- Sees formalization of regional protocols, but not much mention of regionalism, perhaps more focus on CVPED/GO Virginia –partner with other localities to tap into those resources

Ben –

- enticing tax advantages in economic opportunity zones, opportunity to leverage private investment
- monitor as regulations are finalized, need to set up economic opportunity fund
- Public private partnerships very important

Frank Friedman –

- all goals/objectives great, but the more important stage is when we get to strategies/action plans
- important to be responsive to current conditions, not rely on land use decisions of 30 years ago
- Economy is pendulum – next cycle will create higher unemployment, disproportionate among disadvantaged groups - develop strategies to play defense for dips, get ahead of economic curve

Frank Stoner –

- What have been main challenges at the Research Park?
 - Working on Tier 4 designation for a 100 acre site
 - Location continues to be perceived as too far away
 - In the process of rebranding, new name, etc., need to diversify away from Rivanna Station
 - Appreciate increased integration between ED and CDD, appreciate County's increasing movement to become an active player to implement Comp Plan
 - Workforce – full employment combined with affordable housing creating challenges, how do we tackle problem of lack of skilled workforce and housing availability
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Notes from Economic Development Authority Meeting – 08/21/18

Attendees

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| • Rod Gentry | • David Shreve |
| • Jim Atkinson | • David Mellen |
| • Elton Oliver | • Jim Bowling |
| • Don Long | |

Feedback

- Overall, this is a big improvement since the last draft.
- Does the order of the goals reflect a prioritization? Is Goal #1 more important than Goal #5? A statement at the beginning of the document could add clarity.

Goal 1:

- Programs similar to Economic Gardening have worked well for area businesses in the past (such as GENEDGE and their affiliation with the Manufacturing Extension Partnership National Network).

Goal 2:

- Consider specifying where you'll focus on examining the "cost of doing business" in the County. There's a significant difference between the costs of doing business as a retail establishment versus the ongoing costs of residential and commercial development.
- Consider doing a fiscal impact analysis of each step of the development review process. Is the "juice worth the squeeze" of certain requirements?

Goal 3:

- Advanced manufacturing (of any type) should be one of our targeted industries. The National Institute of Standards and Technology (NIST) has an Office of Advanced Manufacturing (OAM) that could be helpful to define what this industry encompasses.
- We have more non-profits per capita than almost any other area, and we should leverage this fact to attract businesses we want.
- We should engage in "intelligence gathering" to see where we can be most effective in workforce development.

Goal 4:

- Be careful not to define public-private partnerships too narrowly. The partnership should recognize the value of both human capital and infrastructure.
- Have a way to measure the return on investment from the beginning of the partnership.

Goal 5:

- Marketing and educating the value of economic development to the community is very important and should not be overlooked.

Goal 6:

- In many ways, UVA is a primary business as defined in Project ENABLE.
- The EDA welcomes the opportunity to be more active as body, whether that is through the EDO's efforts on innovation and entrepreneurship, land banking, etc.

Goal 7:

- For tourism, the County should focus on outdoor tourism... access to the Rivanna River, hiking trails, Shenandoah National Park, Biscuit Run, etc.