

PROJECT

# ENABLE

ENABLING A **BETTER LIFE** ECONOMICALLY.

2019  
2022

**ALBEMARLE COUNTY**  
ECONOMIC DEVELOPMENT  
STRATEGIC PLAN

Albemarle County's focus on economic development has developed significant momentum in recent years and continued to propel forward despite the unprecedented COVID-19 global pandemic and public health crisis endured since March 2020.

**Project ENABLE-** the County's Economic Development Strategic Plan- prioritizes seven goals specifically targeted to achieve continued economic vitality in Albemarle County. The goals set forth in this plan are outlined in this report with the achieved benchmarks from the last two years.





## BUSINESS RETENTION AND EXPANSION (BRE)

**STRENGTHEN EXISTING BUSINESS RETENTION AND EXPANSION (BRE) TO HELP EXISTING BUSINESSES GOAL BE SUCCESSFUL**

### OBJECTIVE 1 | Lead the formalization of the existing BRE program

- ☒ Lead the creation of a schedule to visit a representative sample of target industries and primary businesses at least once every two years
- ☒ Develop a systematic approach for using business visitation data to improve retention and expansion
- ☒ Refer consumptive businesses to existing community resources like the CVSBDC, CIC, SCORE, etc.
- ☒ Monitor the small business survey of CVSBDC
- ☒ Lead an enhanced level service for primary businesses by providing customized support
- ☒ Partner with the private sector, City, UVA. and CVPED to examine a business cluster group strategy



## IMPROVE THE BUSINESS CLIMATE

### OBJECTIVE 1 | Improve Efficiency by Removing and Reducing Controllable Barriers

- ☒ Partner with Community Development Dept. to support Zoning Code and Zoning Map amendments that permit business expansion and retention consistent with the Comprehensive Plan
- ☒ Support Community Development Dept. led improvements to expedite the development review process consistent with the Comprehensive Plan
- ☒ Support the efforts of on-going Business Process Optimization

### OBJECTIVE 2 | Clarify and improve customer experience for starting and operating a business

- ☒ Create a separate website the contains clear guidelines on how to open a business
- ☒ Work with Rapid Response Team on Business Process Optimization for starting a business







## IMPROVE READINESS FOR BUSINESSES

### OBJECTIVE 1 | Lead the growth of targeted industries, existing primary businesses, and emerging opportunities

- ☒ Lead, partner or support site work that escalates at least two Development Area sites to a higher tier as defined by VEDP's Business Ready Sites Program (sites may be less than 100 acres)

**IN PROGRESS** Lead an economic development planning exercise for the Broadway Street corridor called the "Broadway Blueprint."

- ☒ Recruit and refer primary business to VEDP's Economic Gardening pilot program and international VALET program

- ☒ Partner with the Chamber of Commerce through the Defense Affairs Committee on the retention and expansion of Department of Defense facilities

- ☒ Lead efforts to help businesses take advantage of state and federal brownfield grant programs

- ☒ Partner with the University of Virginia and University of Virginia Foundation to advance the Research Park

### OBJECTIVE 2 | Represent economic development interests in County and institutional partners' planning processes

**IN PROGRESS** Partner with the Community Development Dept. to evaluate the sufficiency of land inventory designated for commercial and industrial uses within the Development Areas

**IN PROGRESS** Partner with the Community Development Dept. to increase the inventory of land available for business by re-designating land within the Development Areas

**IN PROGRESS** Partner with the Community Development Dept. to examine privately-held and County-owned property that could be rezoned for business in the Development Areas

- ☒ Participate in Albemarle County departmental planning processes and work functions by representing Economic Development interests in projects like the Climate Action Plan, Southwood, High School Center One, etc.

- ☒ Support internal staff efforts to engage in issues of diversity, equity and inclusion

- ☒ Participate in planning efforts of external economic development partners, including the partners in GO Virginia Region 9, UVA, PVCC, CVPED, TJPDC, ACPS, Chamber of Commerce, etc.








## IMPROVE READINESS FOR BUSINESSES

### OBJECTIVE 3 | Lead the creation and implementation of economic development incentives, programs, and policies

- ☒ Lead the formalization of a policy for public-private partnerships (P3)
- ☒ Revise guidelines of the Economic Opportunity Fund (EOF) to permit matching for the Virginia Jobs Investment Program (VJIP)
- ☒ Lead efforts to help businesses take advantage of grant programs, state and federal financing opportunities


### OBJECTIVE 4 | Support the integration of economic development analysis and fiscal impact in the development review process

- ☒ Partner with Rapid Response Team to identify when fiscal impact analyses are desired and provide timely analysis of appropriate projects
-  Partner to revise the existing criteria of the Priority Review Process to capture more business opportunities aligned with Project ENABLE

### OBJECTIVE 5 | Support a skilled and trained workforce

- ☒ Support ACPS, PVCC's Network2Work, CATEC, Piedmont Workforce Network, and/or the City of Charlottesville's GO workforce training programs

### OBJECTIVE 6 | Lead and support agribusinesses

- ☒ Partner with others "to promote agriculture, forestry, and agribusiness enterprises in the Rural Area that help support the Rural Area goals for a strong agricultural and forestal economy" consistent with the Comprehensive Plan (Chapter 6, Strategy 1b.)
- ☒ Connect existing primary businesses to state and federal resources such as AFID grants, USDA
-  Convene stakeholders from the winery, brewery, cidery, and distillery industries to identify opportunities to successfully become or grow as a primary business
- ☒ Monitor existing agribusiness roundtables led by the Chamber of Commerce, VADO, and other similar institutional partners
- ☒ Monitor existing non-profit and private sector agribusiness organizations like the Farm Bureau and Community of Charlottesville Wedding and Event Professionals (CCWEP)





## EDUCATE THE COMMUNITY & ENHANCE THE VISIBILITY OF ECONOMIC DEVELOPMENT

### OBJECTIVE 1 | Build community awareness for Economic D initiatives

- ☒ Lead the development of an EDO website
- ☒ Lead the creation of a recurring communication to the public
- ☒ Utilize social media to inform and educate the public and highlight successes
- ☒ Lead the creation of a written and verbal annual report

### OBJECTIVE 2 | Identify, track and publish regular analytics that benchmark performance

- ☒ Report progress to the Board of Supervisors, EDA, business community, and other stakeholders via an economic development scorecard.



## SEEK PRIVATE INVESTMENT TO FURTHER PUBLIC GOOD

### OBJECTIVE 1 | Partner to develop projects that result in a public good or enhance natural resources

- ☒ Partner with willing developers to jointly create a built environment with public components consistent with the Comprehensive Plan

### OBJECTIVE 2 | Support development projects that capitalize on our assets, inspiration, and potential to create unique and community-based public spaces

- ☒ Partner with Community Development Dept. on place-making, mixed-use, and redevelopment opportunities

### OBJECTIVE 3 | Lead the development of public-private partnerships that increase direct private investment

- ☒ IN PROGRESS Review County-owned properties for a higher and better use
- ☒ Recommend criteria that allows anyone to share partnership ideas or interests with Albemarle County
- ☒ Recommend customized solutions to enable economic development projects to go forward that otherwise infeasible through the use of synthetic tax increment financing, historic tax credits, parking, infrastructure, grants, etc.
- ☒ Lead the promotion of Opportunity Zones


## DEVELOP STRATEGIC PARTNERSHIPS WITH ECONOMIC DEVELOPMENT INSTITUTIONS

**OBJECTIVE 1 | Create partnerships to advance County's strategic and economic development goals**

- ✓ Support Region 9 Growth and Diversification Plan

**OBJECTIVE 2 | Lead the formalization of operating protocols with regional partners to further develop the innovation and entrepreneurial ecosystem**


- ✓ Support UVA, PVCC, ACPS and CATEC to leverage technology transfer
- ✓ Support GO Virginia and similar grants that are consistent with Project ENABLE

-  Support TJPDC's Comprehensive Economic Development Strategy (CEDs)

- ✓ Partner with UVA, City of Charlottesville and others to work collectively by developing a more cohesive, regional community of entrepreneurs and supporters that help new high growth ventures form, survive and expand. The partners will work cooperatively to solicit ideas, establish a vision, create a plan, secure buy-in from stakeholders, and begin implementation with alacrity (i.e. create an innovation and entrepreneurial ecosystem)



**OBJECTIVE 3 | Strengthen effective working partnership with the Economic Development Authority**

- ✓ Research and benchmark specialized roles and fees charged by other communities
-  Partner with the Board of Supervisors and EDA to clarify the EDA role and create specific goals
- ✓ Schedule regular information sessions to discuss direction and activities



Project Enable Strategic Plan Update October 2021

## PARTNER TO EXPAND EFFORTS TO BUILD THE COUNTY'S TOURISM SECTOR

- ✓ Objective 1 | Partner with CACVB Executive Board and staff to support regional tourism priorities
- ✓ Objective 2 | Support existing and new tourism products in Albemarle County
- ✓ Objective 3 | Partner with others to leverage Virginia Tourism Corporation (VTC) resources

### LEGEND



Completed/Ongoing



Pending



In Progress