



Albemarle County

Legislation Details (With Text)

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Attachments: 1. Att. A - PVCC-Albemarle Dialogue Next Steps, 2. Att. B - Draft ED Strategic Plan

Date	Ver.	Action By	Action	Result
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AGENDA DATE: 7/12/2017

TITLE:
Draft Economic Development Strategic Plan

SUBJECT/PROPOSAL/REQUEST: Follow up discussion on more detailed version of the draft economic development strategic plan

ITEM TYPE: Regular Action Item

STAFF CONTACT(S): Doug Walker, Lee Catlin, Susan Stimart

PRESENTER (S): Doug Walker, Lee Catlin

LEGAL REVIEW: Not Required

REVIEWED BY: Douglas C. Walker

BACKGROUND: An Economic Development Strategic Plan was partially completed prior to the departure of the County's Economic Development Director in November, 2016. DecideSmart, a consultant team from Richmond with significant experience in local government economic development, was selected to work with staff to complete a draft strategic plan. The draft plan including recommended focus areas was reviewed with the Board of Supervisors and the Economic Development Authority (EDA) on May 26 and feedback was provided, including a request for more specifics on the goals, objectives and strategies. Community stakeholders also had an opportunity to provide feedback in person and on line. The revised draft plan reflects feedback from the work session and stakeholders and provides additional details. Priorities of the draft Economic Development Strategic Plan are important for informing the Economic Development Director hiring process, which will be reviewed with the Board at this meeting. Approval of a draft strategic plan, along with the hiring of the new County Executive, are key milestones in the process of hiring the Economic Development Director as outlined below:

Joint work session to review draft concepts - May 26, 2017 - **completed**
Opportunity for feedback from key stakeholders/public - June, 2017 - **completed**

Economic Development Director hiring process under development - June, 2017 - initial draft completed for review with the Board

Draft plan with suggested revisions based on input back to BOS for endorsement - July, 2017

ED Director hiring plan finalized - July, 2017

Hiring of New County Executive - on-board by September, 2017

Selection process initiated for new Director of Economic Development - October, 2017

Adoption of final plan and development of additional necessary action steps - pending hiring of County Executive and Director of Economic Development

STRATEGIC PLAN: Economic Prosperity: Foster an environment that stimulates diversified job creation, capital investments, and tax revenues that support community goals

DISCUSSION:

At the joint work session on May 26, staff and the consultant team highlighted key data points that illustrate critical economic development realities, reported on themes that emerged from the material review and stakeholder interviews, and introduced draft mission and focus areas for discussion by the Board and EDA members. The revised plan reflects the following major revisions along with some relatively minor adjustments:

Mission statement - edited to substitute “promote” for “foster and encourage” and to incorporate natural resources and character into the list of other outcomes.

Guiding principles - edited to combine elements and reduce the number of principles to a more manageable number.

Proposed Focus Areas - edited and expanded upon to create a more standard, detailed strategic plan format including goals, objectives and specific strategies.

Action Items Underway - while full action planning and implementation of the Economic Development Strategic Plan will depend on the capacity, expertise and leadership that will be provided by a permanent County Executive and a new Economic Development Director, there are many initiatives already underway in support of the plan goals that will continue to be pursued - major actions currently underway are identified in the plan.

Glossary of Terms - definitions will be added for terms that might be unfamiliar or unclear to the public.

Piedmont Virginia Community College Next Steps - the draft Strategic Plan includes some initial items related to workforce development involving PVCC. In the last several days, PVCC President Frank Friedman has provided a set of possible next steps based on the June 19 joint meeting - that document is provided as Attachment A for further discussion on July 12.

*The revised draft Economic Development Strategic Plan will be provided as a separate attachment by the close of business on Friday afternoon, July 7. *Provided as Attachment B**

The priority elements of the Economic Development Strategic Plan will provide an important framework for the hiring of a new Economic Development Director. Human Resources Director Lorna Gerome will be present at the meeting to present a proposed hiring plan for that selection process, which will be initiated immediately following the County Executive hiring process. Once these two key leadership positions are filled, the draft Economic Development Strategic Plan will be finalized, including complete action plans, and full implementation will get underway.

BUDGET IMPACT: There is no direct budget impact associated with this agenda item.

RECOMMENDATION:

Staff recommends that the Board 1) Endorse the Draft Economic Development Strategic Plan; and 2) Endorse the proposed Economic Development Director hiring process.

ATTACHMENTS:

Attachment A - PVCC-Albemarle Dialogue Next Steps

Attachment B - Draft Economic Development Strategic Plan

