



Albemarle County

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Title: Endorsement of Process and Schedule for the Finalization of the Economic Development Strategic Plan.

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Attachments: 1. Attach. A - Draft Economic Development Strategic Plan, 2. Attach. B - Proposed Finalization Process and Schedule - 6-28-18

Date	Ver.	Action By	Action	Result
7/11/2018	1	Board of Supervisors	approved	Pass

AGENDA DATE: 7/11/2018

TITLE:

Endorsement of Process and Schedule for the Finalization of the Economic Development Strategic Plan

SUBJECT/PROPOSAL/REQUEST: Staff is seeking the Board's endorsement of the proposed process and schedule to finalize the Economic Development Strategic Plan.

ITEM TYPE: Regular Action Item

STAFF CONTACT(S): Richardson, Walker, Johnson, Catlin, Newberry

PRESENTER (S): Roger Johnson, Lee Catlin

LEGAL REVIEW: Not Required

REVIEWED BY: Jeffrey B. Richardson

BACKGROUND: On July 12, 2017, the Board of Supervisors endorsed a framework Economic Development Strategic Plan, including the Mission and Guiding Principles. On October 17, 2017, the Board of Supervisors, Planning Commission, and Economic Development Authority jointly endorsed the Mission and Guiding Principles (shown on page 6 of Attachment A). The Board's adoption of the framework plan provided important direction for several critical steps in the evolution of the Economic Development Office (EDO): 1) completing hiring process for new County Executive, 2) completing the hiring process for the new Director of Economic Development, and 3) finalizing and adopting the Economic Development Strategic Plan.

At the time of framework plan adoption, the Board directed staff to pause in the finalization of the strategic plan until key staff members, specifically the new County Executive and the new Economic Development Director, were onboard to provide critical expertise, leadership and capacity. Now that those positions are filled and fully engaged, staff recommends that the finalization process get underway as expeditiously as possible.

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

DISCUSSION: With a County Executive and Director now in place, the EDO is ready to proceed with the finalization of the draft Economic Development Strategic Plan. Staff is seeking the Board's endorsement of the proposed process and schedule shown in Attachment B.

The proposed finalization process includes engaging several internal work groups, as well as external stakeholders. The internal work groups are comprised of staff from key partners to the EDO, including the County Executive's Office, Community Development, Finance, and County Attorney's Office. The external stakeholder work group will include key community partners such as the City of Charlottesville, University of Virginia, Piedmont Virginia Community College, ACSA and many others. Members of the public will also have opportunities to provide input during the finalization process. The proposed process will allow the Board to consider the final recommended Strategic Plan by November 2018.

The completion of the Strategic Plan will provide essential direction for establishing the EDO's future priorities. Importantly, the proposed schedule allows the finalized Strategic Plan to inform the EDO's work program and budget for FY2020.

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

RECOMMENDATION:

Staff recommends the Board endorse the proposed process and schedule to finalize the Economic Development Strategic Plan.

ATTACHMENTS:

Attachment A: Draft Economic Development Strategic Plan

Attachment B: Proposed Finalization Process and Schedule