



Albemarle County

Legislation Text

File #: 17-370, **Version:** 1

AGENDA DATE: 5/26/2017

TITLE:

Draft Economic Development Strategic Plan

SUBJECT/PROPOSAL/REQUEST: Review and discussion regarding consultant work on draft Economic Development Strategic Plan

ITEM TYPE: Regular Information Item

STAFF CONTACT(S): Walker, Letteri, Catlin, Stimart

PRESENTER (S): Lee Catlin, DecideSmart Consultant Team

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 will be reviewed with the Board of Supervisors and the Economic Development Authority (EDA) on May 26 (included as Attachment A). Following this initial review, community stakeholders will have an opportunity to provide feedback prior to bringing a final draft plan back to the Board for consideration in July. 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

Opportunity for feedback from key stakeholders/public - June, 2017

ED Director profile/key skill sets under development - June, 2017

Draft plan with suggested revisions based on stakeholder input back to BOS - 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: Consultant team DecideSmart was selected in February to continue work on the County's draft Economic Development Strategic Plan. The team has completed the following steps in developing a draft plan

including key focus areas to bring to the May 26 joint work session with the Board and the EDA for discussion:

- review of foundational documents critical to the direction of the County's Economic Development program including the Comprehensive Plan, the Three Year Economic Vitality Action Plan, and the Target Industry Study
- review of data compiled by Faith McClintic and the Economic Development Department staff prior to her departure (included as Attachment B)
- review of Board meeting materials and minutes related to economic development topics
- interview of 31 stakeholders including elected officials, appointed officials, business community, education community, advocacy groups, and staff
- day long work session with key County staff

At the joint work session, staff and the consultant team will highlight key data points that illustrate critical economic development realities, report on themes that emerged from the material review and stakeholder interviews, and introduce draft mission and focus areas for discussion by the Board and EDA members. As mentioned above, following this joint work session and an opportunity for stakeholder feedback, a full draft plan will be brought back to the Board for further consideration in July.

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

RECOMMENDATION:

Staff recommends that the Board and EDA provide initial reaction to the mission and key focus areas presented by the consultant in preparation for consideration of a full draft plan in July.

ATTACHMENTS:

Attachment A - Draft Albemarle County Economic Development Strategic Plan

Attachment B - Data Compiled in July 2016