



Albemarle County

Legislation Text

File #: 18-584, **Version:** 1

AGENDA DATE: 12/5/2018

TITLE:

Project ENABLE (Economic Development Strategic Plan)

SUBJECT/PROPOSAL/REQUEST: Staff is seeking approval from the Board for Project ENABLE.

ITEM TYPE: Regular Action Item

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

PRESENTER (S): Doug Walker, Roger Johnson, J.T. Newberry

LEGAL REVIEW: Not Required

REVIEWED BY: Jeffrey B. Richardson

BACKGROUND: On September 5, 2018, the Board of Supervisors endorsed the Goals and Objectives of Project ENABLE. Staff then drafted Strategies for each of the endorsed Goals and Objectives using best practices from the International Economic Development Council. Staff next followed a very similar process to review the drafted Strategies as the one used to review the Goals and Objectives. The drafted strategies were refined as a project team, vetted through a cross-departmental team, and finally discussed with a variety of groups throughout October, including the external stakeholder group, the development community, the Chamber of Commerce, CVPED Region 9 Board, and the Economic Development Authority. In addition, two open-houses and an online survey solicited public feedback.

On November 7, 2018, the Board provided feedback to staff and heard comments from the public on the drafted Strategies. The Board directed staff to incorporate their feedback and to bring Project ENABLE back for final approval.

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

DISCUSSION:

Based on the feedback received on November 7, 2018, staff revised Project ENABLE in several key ways.

- Add the word “collaborate” to the definition of “Partner” as well as add a definition for “agribusiness” to the glossary section
- Revised Goal 3 (Readiness to Accommodate Business), Objective 2, to emphasize “growth area” instead of “non-rural area”
- Revise Goal 6, Objective 2 to add “Albemarle County Public Schools” as a key partner for developing an entrepreneurial ecosystem
- Added the following strategies:
 - Under Goal 3, Objective 2 to “Support internal staff efforts to engage in issues of diversity,

- equity and inclusion”
- Under Goal 4, Objective 3 to “Lead the promotion of Opportunity Zones”
- Removed certain objectives and strategies:
 - Under Goal 2 (Improve the Business Climate), Objective 1, “measure and evaluate key factors”
 - Under Goal 5, remove “Objective 2 - Create a marketing campaign to highlight the County’s desirability for start-ups, existing and relocating businesses”

This outlook is supported by the feedback from internal departments, external partners and Economic Development Authority. There is a general consensus this current plan is the right foundation for the next four years and staff looks forward to the adoption of this plan.

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

RECOMMENDATION:

Staff recommends the Board approve Project ENABLE.

ATTACHMENTS:

Attachment A: Final Draft Strategic Plan (“Project ENABLE”) - dated as December 2018