

City of Chamblee, Georgia

KICKOFF MEETING

STRATEGIC ECONOMIC DEVELOPMENT PLAN

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Presented By:

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The logo for RKG Associates Inc. features the letters "RKG" in a large, bold, red, sans-serif font. Below "RKG", the words "ASSOCIATES INC" are written in a smaller, black, all-caps, sans-serif font. The logo is positioned at the bottom right of the slide, partially overlapping a vertical red bar that runs down the right side of the page.

RKG
ASSOCIATES INC

ICE BREAKER QUESTION

What does **ECONOMIC DEVELOPMENT** mean to you?

WHAT IS ECONOMIC DEVELOPMENT?

- **International Economic Development Council**
 - A program, group of policies, or activities that seek to improve the economic well-being and quality of life for a community, by creating and/or retaining jobs that facilitate growth and provide a stable tax base.
- **Encyclopedia Britannica**
 - Process whereby simple, low-income national economies are transformed into modern industrial economies.
- **Prof. Alan V. Deardorff (University of Michigan)**
 - Sustained increase in the economic standard of living of a country's population, normally accomplished by increasing its stocks of physical and human capital and improving its technology.

RKG ASSOCIATES DEFINITION

Economic Development is a series of strategic actions and investments made by a jurisdiction (or group of jurisdictions) with the intent of leveraging public assets to attract private investment targeted towards improving the financial, fiscal, and economic well being of the community.

HOW IS SUCCESS DEFINED?

- Benchmarks vary greatly, but all are relevant
 - Business attraction
 - Business retention / expansion
 - Job creation (primary and indirect)
 - Tax base development
 - Quality of life
 - Preservation
 - Entrepreneurial growth
 - Sustainability
 - Environmental enhancement
 - Tourism development
- **LOCAL PRIORITIES DEFINE SUCCESS; FRAME IMPLEMENTATION**

WHAT WOULD YOU CHOOSE?

OPTION A

- \$2,500,000 of annual tax base
- No Jobs

OPTION B

- \$500,000 of annual tax base
- 25 jobs paying \$50,000

WHAT WOULD YOU CHOOSE?

OPTION A

- \$2,500,000 of annual tax base
- No Jobs

OPTION B

- \$500,000 of annual tax base
- 50 jobs paying \$50,000

WHAT WOULD YOU CHOOSE?

OPTION A

- \$2,500,000 of annual tax base
- No Jobs

OPTION B

- \$500,000 of annual tax base
- 25 jobs paying \$50,000
- Early Childhood Development Center

WHAT WOULD YOU CHOOSE?

OPTION A

- \$2,500,000 of annual tax base
- No Jobs
- 2-Acre Park

OPTION B

- \$500,000 of annual tax base
- 50 jobs paying \$50,000
- Early Childhood Development Center

WHAT THE EDSP IS...

- **Objective assessment of Chamblee**
 - Market climate
 - Competitive position
 - SWOT
 - Workforce
 - Entrepreneurial spirit
- **Identification of opportunities**
 - Testing of existing concepts
 - Target industries
 - Location-based concepts
 - Options / ranges
- **Implementation strategy**
 - Discrete action steps
 - Tools
 - Deployment of assets / leveraging

WHAT THE EDSP IS **NOT**...

- **“THE” Answer**
 - Plan must be focused, but flexible
 - Mindful of investment motivations
- **A “Cheerleader”**
 - Honest assessment of all challenges
 - For better or for worse...
- **One size fits all**
 - Concepts relevant to Chamblee; DeKalb County; ITP communities
 - Customized to community / areas of community / vision
- **Parcel by parcel**
 - Citywide
 - Area specific
 - Context appropriate

BENEFITS OF A PLAN

- **Unity of vision**
 - Clearly defined set of goals and objectives
 - Buy-in and support from community and administration
 - Understanding of challenges
- **Awareness**
 - Public
 - Business community
 - Investors and developers
- **A “roadmap”**
 - Implementation strategy
 - Benchmarking
 - Accountability
 - Marketing

STEERING COMMITTEE RESPONSIBILITIES

- The ESDP process is interactive
 - Plan development
 - Listening
 - Learning
 - Assessing
 - Brainstorming
 - Challenging
 - Plan approval
 - Recommending
 - Adopting
 - Plan implementation
 - Supporting
 - Championing
 - Doing

The Steering Committee forms the plan with guidance from staff and the Consultant, and input from the community.

OUR EXPECTATIONS OF THE COMMITTEE

■ Attend meetings

- The key to successful meetings is the participants having an understanding where we have been and where we are going.

■ Participate in discussions

- The discussion should focus within the steering committee, and not with staff or the consultants.

■ (Have) Question(s for) everything

- If you don't know or understand what is being discussed, ask!

■ Provide solutions with your concerns

- No bomb throwing or “gotcha!”, please.

■ Make tough decisions

- There are no absolute “right or wrong” answers. However, priorities and decisions need to be made... by you!

CITY COUNCIL INVOLVEMENT

■ Plan Development

- Interim briefings from staff and the consultant
- Provide input and feedback

■ Plan Approval

- Approve the plan

■ Plan Implementation

- Familiarize with the plan contents
- Champion the cause with constituents
- Build (up) relationships with stakeholders
- Enact regulatory policies consistent with goals
- Promote unity with the message

DISCUSSION QUESTIONS

What are **YOUR** economic development goals for Chamblee?

DISCUSSION QUESTIONS

What are the City's competitive advantages in meeting these goals?

DISCUSSION QUESTIONS

What are the City's challenges in meeting these goals?

DISCUSSION QUESTIONS

What are some of the “issues” we will have to address in this process?

DISCUSSION QUESTIONS

What immediate opportunities exist to meet these goals?

DISCUSSION QUESTIONS

Who are the key community stakeholders for implementation?