

COUNTY OF ALBEMARLE

EXECUTIVE SUMMARY

AGENDA TITLE: Economic Development Action Plan	AGENDA DATE: July 14, 2010
SUBJECT/PROPOSAL/REQUEST: Adoption of Revised Economic Development Action Plan	ACTION: X INFORMATION:
STAFF CONTACT(S): Messrs. Tucker, Foley, Davis, Kamptner, and Graham; and Ms. Stimart and Ms. Catlin	CONSENT AGENDA: ACTION: INFORMATION:
LEGAL REVIEW: Yes	ATTACHMENTS: Yes
	REVIEWED BY:

BACKGROUND:

The draft Economic Development Action (“EDA”) Plan was originally presented to the Board at its May 5, 2010 meeting. The EDA Plan was created in response to the 2010 Albemarle County Action Plan approved by the Board on January 6, 2010, which included direction to staff to “work closely with the Partnership for Economic Development and the Chamber of Commerce to develop a plan in the first six months of 2010 to significantly increase non-personal tax revenues through economic growth.”

At the May 5 meeting, the Board heard an overview of the draft EDA Plan and scheduled a work session for June 2. At the June 2 work session, the Board received public input on the plan and Board members provided suggested revisions. The Board also directed staff to conduct two roundtable sessions to allow members of the public to comment on the draft Plan and scheduled a public hearing on July 14. This executive summary provides information about the public input and incorporates major themes from the public input into a revised EDA Plan for the Board's consideration.

STRATEGIC PLAN:

N/A - The County's new FY 10/11 to FY 12/13 Strategic Action Plan is currently being finalized.

DISCUSSION:

Public Input Summary

Staff revised the draft EDA Plan incorporating the Board's June 2nd comments and posted the revised Plan on the County website. Staff also conducted two roundtable sessions that were open to the public to discuss any proposed changes to the Plan's language for the Board's consideration on July 14th. The roundtable schedule was distributed by AMail, communicated to the media in a press release, emailed directly to specific stakeholder groups and advertised on the County website.

All comments from the roundtables and all emails and written comments received from individuals and organizations are provided in Attachments B and C. It is important to note that the roundtables were very well attended and involved energetic and insightful dialogue about the proposed EDA Plan and related topics. The great majority of the comments were productive and thoughtful, and occurred in an atmosphere of civility and mutual respect that reflected the importance of this topic to the roundtable attendees.

Details of the public input to date:

85 total roundtable attendees

23 emails received

15 stakeholder groups represented, including the following:

- ASAP
- Blue Ridge Home Builders Association
- Charlottesville-Albemarle Chamber of Commerce
- Charlottesville Albemarle Convention and Visitors Bureau (CACVB)
- Charlottesville Technology Incubator
- Economic Development Authority
- Economic Development of Scottsville
- Free Enterprise Forum
- Local Food Hub
- Natural Heritage Committee
- Piedmont Environmental Council
- Piedmont Group of Sierra Club
- PVCC –Workforce Services
- UVA Environmental Services
- UVA Foundation

Revised Action Plan

Because there is a significant amount of material to consider, staff has provided analysis below to identify major themes and areas of consensus that appear to fit the intent and scope of the EDA Plan. These major themes and areas of consensus have been incorporated into the revised Plan (Attachment A) for the Board's consideration at the July 14th meeting. The revised Plan also includes wording and formatting changes suggested by the public to improve the Plan's clarity and readability. Comments that staff believe are addressed by other areas of the Comprehensive Plan and would be redundant in this document or that were considered to be outside the scope of this focused, three year Plan were not incorporated into this revised draft Plan. **All** comments are provided in Attachments B and C and can be revisited during the meeting at the request of the Board.

A substantial number of significant issues were identified and productive suggestions made by the public that will be important elements in the implementation of the Plan or that may be incorporated into possible future phases of the Plan once its initial objectives are met. Staff recommends that all of the public comments be retained for reference as the Plan is implemented.

Although no specific comments were provided by the School Division during the roundtable sessions, staff believes that the School Division is an integral component of a successful EDA Plan and recommends that the County include the School Division in all appropriate stages of the Plan's implementation.

Major public input themes that fit within the EDA Plan's intent and scope:

- *Concern that the Plan did not provide adequate references to resource protection and quality of life* – staff addressed this by including specific references in the preamble to other sections of the Comprehensive Plan – Natural Resources and Cultural Assets Component of the Comprehensive Plan, Rural Areas Plan, Growth Management Strategies of the Land Use Plan - that provide an established framework within which this Plan will operate and by revising the language in Objective II.
- *Concern that the preamble overstates the County's success in achieving managed growth* – staff addressed this by revising the preamble using language suggested in the roundtable sessions.
- *Concern that the primary goal did not mention jobs, and that the Plan did not adequately stress the importance of jobs for current County residents* – staff addressed both of these issues by revising the primary goal and by stressing a focus on good jobs for current residents in several places in the Plan, including Objective III.
- *Concern that the measures outlined in the primary goal section did not reflect any rural economy measures* – staff addressed this by adding a requirement to identify and include such metrics.
- *Concern that the Plan's focus should be on nurturing existing enterprises rather than attracting new business ventures* – staff addressed this by revising the language in the primary goal and in Objective III.
- *Concern about the concept of determining "target industries" and what the criteria might be* – staff addressed this by revising the language in Objective III.
- *Concern about whether the Plan encourages expansion of the Development Areas* – staff addressed this in Objective IV by emphasizing that the Plan is focused on activity within current designated Development Areas.
- *Concern about whether the rural economy and agriculture is adequately represented apart from agribusiness and tourism* – staff addressed this by revising the language in Objective V.

BUDGET IMPACT:

The revised Economic Development Action Plan was developed to be implemented with existing resources. If other outcomes or objectives/strategies are added to the Plan, it could create a need for additional resources.

RECOMMENDATIONS:

After conducting a public hearing, staff recommends that the Board adopt the revised Economic Development Action Plan (Attachment A).

ATTACHMENTS

[A – Proposed Economic Development Action Plan](#)

[B – Written Comments](#)

[C – Roundtable Verbal Comments](#)

[Return to regular agenda](#)