

Statement of Purpose

The next step in the County’s Economic Development Program involves the adoption of a Strategic Plan that identifies economic development priorities by establishing goals, objectives, and strategies for the following four years. Hereafter, the Economic Development Strategic Plan is called “Project ENABLE” because its primary purpose is to ENable A Better Life Economically. These priorities shall align with community development goals, the Comprehensive Plan and the County’s overall Strategic Plan. Together, they create an economy driven by business, industry, and institutions in a way that complements growth management.

Project ENABLE will utilize the labor force, resources, and structures to export goods and services that reflect the County’s comparative economic advantages, as outlined in the 2012 Target Industry Study and the Region 9 Growth and Diversification Plan. This approach will maximize Albemarle’s economic vitality and import wealth into the area. Its success will require a cross-functional internal team as well as the inclusion of external partners. Project ENABLE will inform budgetary, capital, infrastructure, and work plans for the impacted departments and the County overall. It will provide clear direction and prioritization while remaining flexible enough to adjust to changing conditions.

Project ENABLE

The County recognizes that economic development is most successful as a “team sport” which requires successful internal and external partnerships to fulfill the mission of Project ENABLE. The strategic plans of key partners at the local and state level have been considered in the development of this plan, including [UVA.](#), the [Central Virginia Partnership for Economic Development](#), and the [Virginia Partnership for Economic Development](#).

To help clarify the role played by the County in these partnerships, a glossary of terms is provided below. This glossary provides context-specific definitions to better understand the roles and responsibilities of the County throughout Project ENABLE.

Glossary

Business Process Optimization – a County-wide effort to improve service delivery through better collaboration and a reduction in the duplication of efforts

Business Cluster Strategy – convening a group of interconnected businesses, suppliers, and others in a local geography to increase productivity and competitiveness within a given sector

Consumptive business – an establishment that primarily provides a good or service locally (within the Charlottesville MSA)

Delta Strikeforce – a parallel organization comprised of several team members from internal departments (such as Community Development, Finance, Parks and Recreation, County Attorney, and County Executive’s Office) that collaborate on Economic Development projects on an as-needed basis

Desired business – businesses and sectors that do not conflict with the Comprehensive Plan

Economic Gardening – an economic development strategy aimed at growing second-stage companies (i.e. primary businesses with 10-100 employees)

Follow – respond, “Do no harm”

Institutional – governmental and quasi-governmental organizations

Lead – develop, initiate, organize, coordinate, direct, guide, manage the effort and be accountable to the result

Monitor – regularly observe and take notice of collected data or efforts by others

Charlottesville Metropolitan Statistical Area (MSA) – currently defined by the U.S. Census Bureau as Albemarle, Greene, Nelson, Fluvanna and Buckingham counties, as well as the City of Charlottesville

Primary business – an establishment that produces a good or service locally and primarily sells it outside of the Charlottesville MSA

Partner – equally share the responsibility of leading an effort and sharing accountability in the result

Participate – actively cooperate, engage, collaborate in the effort and contribute to the result

Refer – encourage the use of other resources

Scorecard – a graphical representation of the Economic Development Office’s performance

Support – actively or passively contribute by providing consultation and/or financial resources to purposefully avoid duplicating efforts

Technology Transfer – the process of transferring technology from its origination to wider distribution

VEDP’s VALET Program – a two-year business acceleration program aimed at increasing international exports

Organizational Key

CACVB – Charlottesville-Albemarle Convention and Visitors Bureau

CVPED – Central Virginia Partnership for Economic Development

EDO – Economic Development Office

EDA – Economic Development Authority

GO Virginia, Region 9 Partners – Albemarle County, City of Charlottesville, Culpeper County, Fauquier County, Fluvanna County, Greene County, Louisa County, Madison County, Nelson County, Orange County, Rappahannock County

PVCC – Piedmont Virginia Community College

TJPDC – Thomas Jefferson Planning District Commission

VEDP – Virginia Economic Development Partnership