



CITY OF WOODBURY STRATEGIC ASSESSMENT

LEIGH HOPKINS, AICP
CITY OF WOODBURY CITY COUNCIL MEETING
MAY 18, 2020

CREATING THE NEXT™





How can we help your community?

Our talented economic development professionals have the research and implementation experience needed to help economic developers, community leaders, and industries alike understand the **opportunities and challenges** in fostering local economic development.

See Our Services

The Center for Economic Development Research is a unit of Georgia Tech's **Enterprise Innovation Institute**.



Contact Us

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What Are We Doing?

Strategic Planning Elements

- SWOT Analysis
- Current state of downtown
- Conditions causing need for redevelopment
- Create a vision: what can Woodbury be long-term?
- Implementation actions during 5-year designation
- Desired businesses downtown

GOAL >> to help the city obtain DCA's Rural Zone designation



Benefits of the Rural Zone



- Up to 10 zones designated per year
- 5-year designation
- Tax credits for: job creation, investment, and rehabilitation
- Eligibility based on:
 - Pop. < 15,000
 - Concentration of historic buildings
 - Economic “distress”
- Credits can be combined with each other, but **job creation** is the basis for claiming credits
- A **strategic plan** is one requirement of the application



Chicken & Egg



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Economic Development Research Program



Providing
Communities
Affordable
Economic
Development
Research

The mission of the **Economic Development Research Program (EDRP)** is to assist local communities by providing affordable economic development and policy research to enhance their competitive positions.

EDRP's goal is to provide communities with much-needed economic development research that they may not otherwise be able to afford.



www.cedr.gatech.edu/edrp

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EDRP Project Types



- Strategic Planning and Visioning
- Downtown Development Planning
- Economic Forecasting
- Feasibility Studies
- Fiscal & Economic Impact Studies
- Workforce Development Planning
- Quantifying Benefits of Community “Intangibles” (e.g., trails, urban greenspace)
- *And much more...*

*We work with communities throughout the proposal process
and tailor the project to fit your community's needs!*

Highlighted Projects



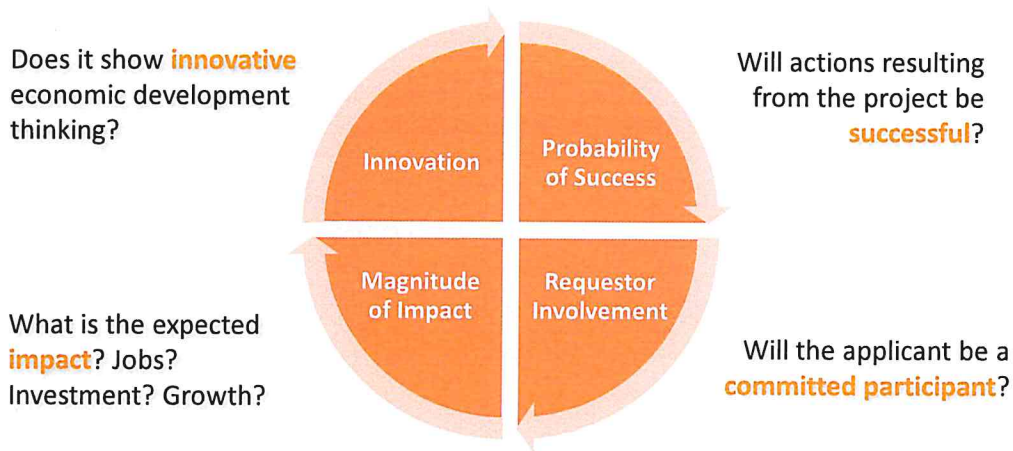
City of Rosville Strategic Priorities (2019)

- Goal: prioritize projects that will bring greater investment into the city based on its strengths, real and tourism estate assets, and proximity to regional economic hubs.
- Tasks: community assessment, stakeholder and state partner interviews, SWOT analysis, a review of recent studies, and direction for the community to leverage its federal opportunity zone (OZ) designation.
- **Result:** *Received Rural Zone designation from DCA. Community leaders gained a better understanding of how to prioritize recommendations for economic growth.*

Washington County Workforce Analysis (2018)

- Goal: evaluate the jobs available to the community, the skills held by members of the labor force, and the skills and training required by the county's focus industries.
- Tasks: assess workforce supply and demand through analysis of demographic data, commuting patterns, and industry and occupation data.
- **Result:** *Provided community with recommendations for workforce development and retention, industry engagement, educational partnerships, and community development.*

Primary Criteria for Selection



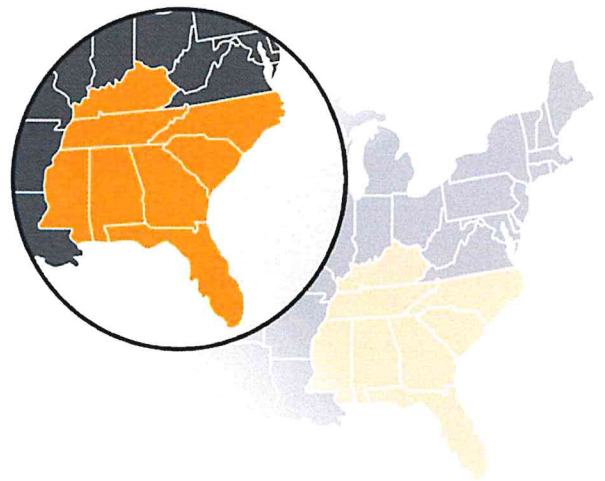
Some **financial commitment from the community** is required. Local funding extends our resources so more can be done and ensures the community is committed.

Who is Eligible to Apply?



Communities or economic development organizations in **Georgia, Kentucky, Tennessee, North Carolina, South Carolina, Mississippi, Alabama, and Florida** are eligible for the program.

Registration is open throughout the year. Applications are fast and easy and can be found online at <http://cedr.gatech.edu/edrp>



What's Next?



Strategic Planning Elements

- **Complete the Community Survey:**
<https://www.surveymonkey.com/r/woodburyruralzone>
- **Community Forum:** Monday, June 1st 6pm
In-Person and Virtual options to attend!
- Finish the strategic assessment and submit the Rural Zone application (August 2020)



Scan the code to take the survey!

Questions?



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Economy



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