

# Fluvanna County Economic Development Commission



Strategic Plan Update  
Presentation to the Board of Supervisors  
November 4, 2009

# Desire for Economic Development County Survey

## The Citizen Survey

A questionnaire, developed by Fluvanna County, was conducted to assist in the County Comprehensive Plan revision. The survey was sent by mail in April 2006 to all persons who pay personal property tax in the County. The final number of completed surveys was 2,235 survey participants.

### Areas of Lowest Satisfaction

	Satisfied (satisfied plus very satisfied)	Very Satisfied
Satisfaction with county's residential growth	50.6%	11.5%
Satisfaction with affordable housing opportunities	50.3%	16.6%
Satisfaction with county's convenience and availability of retail businesses	46.0%	11.5%
Satisfaction with county's industrial and commercial growth	34.5%	6.9%
Satisfaction with employment opportunities in Fluvanna	28.1%	6.2%

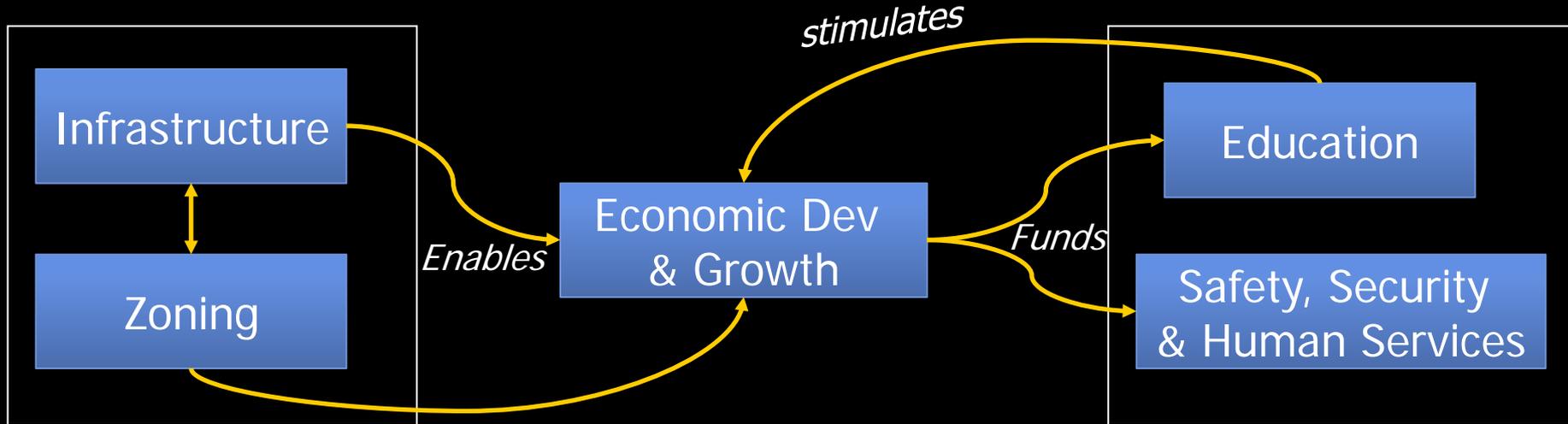
### Areas of Highest Satisfaction

	Satisfied (satisfied plus very satisfied)	Very Satisfied
Satisfaction with fire and rescue services	93.9%	58.2%
Satisfaction with Pleasant Grove and the Heritage Trail	88.3%	50.5%
Satisfaction with public safety and sheriff's office	87.4%	40.7%
Satisfaction with Parks and Recreation Department programs	85.2%	36.7%
Satisfaction with overall visual appearance of county	84.2%	30.5%

Resident property owners constituted 89% with 9% living outside the County. Homeowners were 97% of respondents with 3% renters. The returned surveys were analyzed by the Center for Survey Research at the University of Virginia. Below are examples of some of the types of questions asked by the survey. The survey was a great tool to obtain public feedback on a variety of issues.

# Why do we need a comprehensive Economic Development Strategy?

Fluvanna's top issues are interconnected.



*Any solution must consider the issue holistically.  
Economic Development is a central component.*

# Comprehensive Plan

## Chapter 6 – Economic Development

### Course of Action

#### *Goals*

To protect rural areas through economic development.

To diversity and strengthen the county's tax base.

To develop a stronger regional presence.

To implement the county's community planning areas, as shown on the Future Land Use Map.

To strengthen and clarify the county's commitment to economic development.

# The EDC Framework

Outcome-driven approach for accomplishing desired results



# The Vision

**Sustainable Prosperity** – A strong & prosperous Fluvanna where citizens have a high standard of living that endures by its own right, while preserving the unique character, cleanliness, beauty, natural resources, history and heritage.



# Economic Development Goals

## Support the Vision.



1 - Desirable Businesses and Conveniences



2 - Strong, Sustainable Jobs and Talent



3 - Environmental Efficiency and Attractiveness



4 - Diverse Tax Base



5 - High-quality, Competitive Business Infrastructure



6 - Economic Development Excellence

How are these goals enabled?

- **Accountability.**  
The EDC consists of committees accountable for the Goals.
- **Strategic Action.**  
The Goals are achieved via Strategies with Tactical Action Plans.

# Tactical Action Plans enable our strategy to produce results.

Example

<b>Strategy 1.1</b>	Prioritize desirable goods & services. Identify community priorities for business recruitment and the expenditure of local economic development	
<b>Tactic 1.1.1</b>	Identify and target attractive industries consistent with our economic cluster	
Owner: Stephen Scott / Implementer: Vicki Karabinus & Stephen Scott		
<i>Enablement box</i>		
<b>Baseline Assessment - current condition or need</b>	No industry focus exists. No comprehensive industry related-research exists.	
<b>Targetted Result</b>	Clear definition of desired industries and fact-based rationale	
<b>Expected Timeline for Target Result</b>	By November 30 2009	
<b>Current Status</b>	Unstarted / <u>Underway</u> / Behind schedule / Deferred / Completed / Abandoned	
<b>Status/Results:</b>	<i>Steps 1 &amp; 2 completed. NAICS codes adopted as the industry taxonomy. Analysis performed scoring industries by various factors including ROI, growth, employment, net income, profitability.</i>	
<b>Actual date completed</b>	N/A	
<b>Logical Predecessor (if any) and completion status</b>	None. N/A	
<b>Resources / Inputs needed</b>	<b>Estimated Cost (units or dollars)</b>	<b>Status Committing</b>
Man-hours	15 hours	10 hours
D&B research	\$1000	
<b>Action Plan</b>		
<ol style="list-style-type: none"> <li>1. Identify and adopt an industry taxonomy</li> <li>2. Evaluate industries by ROI and other attributes</li> <li>3. Identify local economic cluster assets</li> <li>4. Evaluate consistency between aspects from (2) and (3)</li> </ol>		
<b>Expected Deliverable / Output</b>		
Prioritized list of industries		

# The EDC “Road Show”

# The EDC Road Show

## Agenda

- **Part I**
  - About Economic Development in Fluvanna
  - The Vision
  - The Fluvanna Economic Development Framework  
– the Strategic Vision
- **Part II**
  - A Walkthrough of the Goals & Strategies
- **Q&A**

# The EDC Road Show Schedule

- Chamber of Commerce – November 3
- Planning Commission – November 9
- Ruritans – November 17
- Lake Monticello Owners' Association – November 18
- Rotary – December 2
- Fork Union Village Project – December 3
- Fluvanna Leadership Development Program – January 11
- League of Women Voters – February 8
- Fluvanna Taxpayers Association – TBA
- Farm Bureau – TBA

Discussion and Input

**QUESTIONS?**