

**ACTION ITEM
BOARD OF SUPERVISORS**

DATE: February 16, 2010

TO: Board of Supervisors
FROM: Timothy J. Barody
Deputy County Administrator
ISSUE: Economic Development Action Plan 2010

BUDGET IMPACT: N/A

TIME SENSITIVITY: N/A

ATTACHMENTS: (2)

- [1] Background Report [] Reso/Ord/Proc #
- [2] Action Plan 2010 [] Reso/Ord/Proc #
- [] [] Reso/Ord/Proc #

REVIEW: [X] County Administrator's Office



- [] Consent Agenda [] Other Business [] Public Hearing
- [] Discussion Item [] Presentation [] Unfinished Business
- [] New Business [X] Work Session

PRESENTATION BY: Tim Barody

ELECTION DISTRICT: N/A

BACKGROUND REPORT

Staff was directed to add context to Economic Development's Ten Point Action Plan which is attached for your review and discussion.

Stafford County Board of Supervisor's Economic Development Action Plan 2010



- 1. Improve Overall Fiscal Competitiveness**
 - a. Adhere to current strict financial guidelines
 - b. Focus on staying a low-cost leader as measured by the Stafford Value Index
 - c. Improve Bond rating – to highest AA

- 2. Enact Business Friendly Policy Initiatives**
 - a. Create Community Development related ordinances to promote business location or expansion
 - b. Create a business related taxes structure that ensures competitive advantage in the region
 - c. Create policy recommendations for time limits to respond to permit applications, and for timing of Planning Commission response to commercial applications
 - d. Create Ombudsman Position, Step toward the creation of a Stafford "One Stop Permit Center"
 - e. Reevaluate fee recovery structure for Community Development Agencies

- 3. Improve Stafford's Ability To Attract And Retain High Quality Workforce**
 - a. and initiate new Workforce Development Focus Group Survey

- 4. Improve Stafford Transportation/Public Safety Infrastructure**
 - a. Implement CIP as allowed by economic conditions

- 5. Implement Redevelopment Activities**
 - a. Pilot project in the South East quadrant of the Courthouse Area
 - b. Redevelopment Areas follow on a parallel track
 - c. To ensure groundwork is laid for eventual funding mechanisms to support needed infrastructure
 - d. Continue Streetscape efforts in earnest in Redevelopment Areas

- 6. Create Opportunities To Gain More Input On Economic Development Policies From The Private Sector**
 - a. Development Community advisory committee to advise the Board of Supervisors on ED policy matters
 - b. Conduct 4th Biennial Business Survey

- 7. Enhance Small Business Assistance Programs**
 - a. Create Small Business mentoring/counseling office at Germanna Community College Stafford Center
 - b. Update Stafford's Comprehensive Small Business Assistance CD
 - c. Host Small Business Forums quarterly in region

- 8. Create Economic Development Incentive Program**
 - a. To coincide with newly created Technology Zone, collaborate with Germanna Community College to offer reduced fees for new and expanding businesses seeking workforce development support
 - b. Establish a "Stafford Opportunity Fund"

- 9. Reinvigorate The Business Retention And Expansion (BRE) Initiative**
 - a. Accomplish at least 150 face to face visits annually
 - b. Fully utilize existing Executive Pulse software to track progress, and ensure proper business follow up
 - c. Report quarterly to Board of Supervisors on effort
 - d. Ensure continued proactive outreach, through QGMC and other means, to defense related businesses

- 10. Enhance FY2010 Economic Development Marketing Plan**
 - a. Amend marketing campaign on WTOP and WBJ to announce BPOL elimination
 - b. Create Cooperative marketing initiative to leverage Stafford marketing dollars with business dollars
 - c. Update printed and online marketing material to include business tax advantage language
 - d. Create and support a marketing plan for the Stafford Regional Airport