

# One Amherst

## 2017 Strategic Plan Update

The Economic Development Authority of Amherst County (EDA) held a board planning meeting on August 29, 2017. The purpose was to review the 2016 Economic Development Strategic Plan and make updates based on new opportunities. The agenda for the meeting included discussion on trends in economic development, a review of strategic plan accomplishments, brainstorming new assets, challenges and opportunities, and planning for the coming year.

The board updated two initiatives in the strategic plan: Small Business and Entrepreneur Development and Space for Businesses to Grow. The new action steps are priorities for fiscal year 2018-2019. The strategic plan matrix has been updated and is attached to this document.

### **Small Business and Entrepreneur Development**

Goal: Make Amherst County more business friendly.

Strategy: Recommend policy changes to the County

#### **Action Steps:**

- ! The EDA and Planning Commission have been charged by the County to research the perception of business unfriendliness and recommend changes to policies that will make the County more business friendly.
  - o Research best practices for a "business one stop"
  - o Review all business-related fees and compare to similar communities
  - o Advocate for a Planning Commission review of ordinances based on best practice communities
    - Include business leaders and developers on the review team

Strategy: Support small business through incentives and financing

#### **Action Steps:**

- ! Consider a new incentive program for small businesses
- ! Through EDA small business partners and discussions/surveys/interviews of small businesses, explore the need for a small business revolving loan program

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The board reinforced the strategies related to broadband and cellular communications services.

## **Space for Businesses to Grow**

### Strategy 5: Redevelopment of existing facilities

#### **Action Steps:**

- ! The EDA has been charged by the county to determine the highest and best reuse of the Winton Country Club property, issue an RFP to developers, and make a recommendation on a proposal(s).
  - o Develop RFP and issue to real estate developers
    - See outside support (finance, legal, utilities, etc.) to review the proposals. State and private assistance for reviews may be needed.
  - o Develop a public relations approach for the recommend proposal. Consider contracting for public relations expertise and support.
- ! EDA is assisting in the redevelopment of the former Phelps Road school.
- ! EDA has been charged by the county to participate in marketing the former Pleasant View School for reuse.

### Strategy 6: Redevelopment of the Central Virginia Training Center (CVTC)

#### **Acton Step:**

- ! Seek special legislative funding for additional assessments at CVTC
  - o Raise funds for lobbyist to advocate for legislative funding
  - o Explore potential CVTC funding from the Tobacco Commission because of the project's regional impact



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Based on changes to the work plan, we propose the following updates to the strategic plan timeline: