

**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



Agenda Date:	May 15, 2023
Action Required:	No Council action required.
Presenter:	Steven Pedigo, Resonance Consultancy
Staff Contacts:	Chris Engel, Director of Economic Development
Title:	<b>Presentation and Review of Draft Economic Development Strategic Plan</b>

**Background**

Coming out of COVID-19, the City Manager and Office of Economic Development agreed the timing was good to pursue the development of a new economic development strategic plan. Following a selection process, Resonance Consultancy was selected to develop a comprehensive economic development strategic plan to help guide the City's development activities for the next five years. The Resonance team has advised organizations around the world and has deep experience with university communities, including several in Virginia. The plan is expected to leverage existing assets and envision a future that builds a more inclusive, resilient business and entrepreneurial community. The project kicked off in January and is expected to conclude by July 2023.

**Discussion**

The plan development is being guided by a 16-member steering committee comprised of business and community leaders involved in the economic development space. The steering committee has met multiple times to provide local insight and guidance to the project. In addition, a community business survey was distributed widely and had 280 participants. A series of nine industry focused stakeholder meetings were held in March.

Steven Pedigo, vice-president of economic development strategy, who is leading the engagement on behalf of Resonance will present the research findings, draft goals and strategies to the council.

**Alignment with City Council's Vision and Strategic Plan**

This action aligns with the Council's Vision for economic sustainability. This action aligns with the City Council's Strategic Plan Goal Four: A Strong Diversified Economy.

**Community Engagement**

As noted above, significant community engagement has occurred in the development of the plan.

**Budgetary Impact**

There is no budgetary impact to this presentation.

### **Recommendation**

There are no recommendations at this point and the presentation is intended to provide an update to City Council and to solicit feedback on the overall draft goals and strategies.

### **Alternatives**

### **Attachments**

1. 22238.4-COC-EcDev Strategy\_Council Presentation\_v2