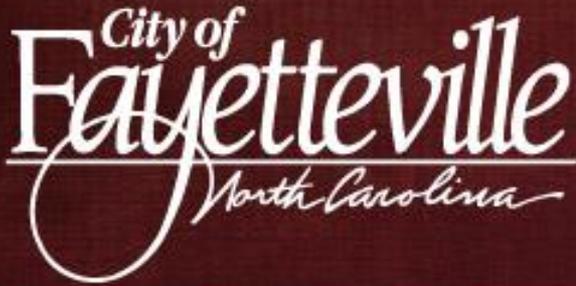


FY 2015 Budget Work Session

FY 2015 Budget Proposal
for the

DEPARTMENT OF ECONOMIC AND
BUSINESS DEVELOPMENT





WHAT IS ECONOMIC DEVELOPMENT In the City of Fayetteville?

Redevelopment

Corridor Revitalization

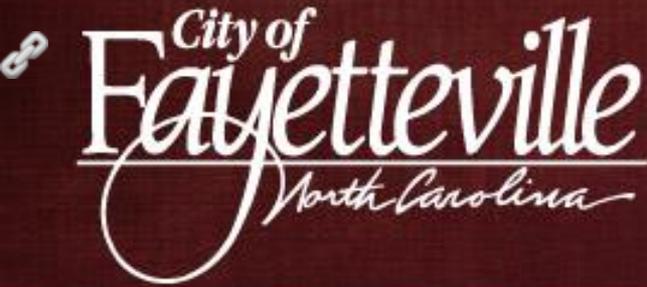
Business Expansion

Job Growth & Employment

Prosperity

Recruitment

Target Sectors

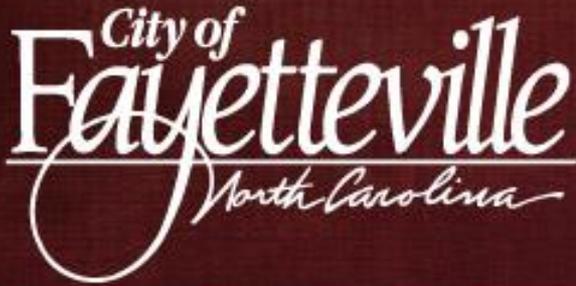


Historical Context of Economic Development

On April 28, 1983 House Bill 566 An Act To Authorize The City of Fayetteville to Exercise Certain Land Acquisition and Disposal Procedures was ratified by the North Carolina General Assembly. This Act is enumerated in City's Charter as *Article 7. ECONOMIC DEVELOPMENT* and provides:

Sec. 8.20. Definition.

In this article **economic development project** means an economic capital development project within a certain defined area or areas of the city as established by the city council, comprised of **one or more buildings or other improvements and including any public and/or private facilities**. Said project may include **programs or facilities for improving downtown redevelopment, "pocket of poverty" or other federal or state assistance programs which the city council determines to be in need of economic capital development or revitalization.**



Historical Context of Economic Development

City Charter Article 7 Economic Development (continued)

Sec. 8.21. Authorization- "...the City may accept grants, expend funds, make grants or loans, acquire property and participate in capital economic development projects which the city council determines will enhance the economic development of the city....."

Sec. 8.22. Property acquisition by the City or the Redevelopment Commission-..." An economic development project may be constructed on property acquired by the developer or developers, or on property directly acquired by the city, or on property acquired by the redevelopment commission or its successors while exercising the powers, duties and responsibilities ..."

Sec. 8.23. Property disposition.

Sec. 8.24. Construction of the project.

Sec. 8.25. Operation.

Sec. 8.26. As Amended-" The redevelopment commission is authorized to issue notes or other evidence of indebtedness to a bank or other private lending source for any purpose for which bonds may be issued and sold under this Article. The redevelopment commission shall also have full power and authority to determine the terms of payment, including interest rates, and the security to be issued, if any, by the redevelopment commission to secure the notes or other evidences of indebtedness."

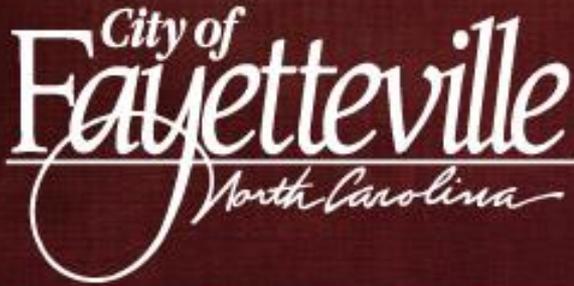
Demolition Ceremony July 28, 1983



Area NC Job Gains Since Bottom of Recession

Charlotte	11.7%
Raleigh/Cary	9.7%
Durham/CH	7.5%
North Carolina	6.7%
Asheville	6.6%
Greenville	6.3%
Burlington	6.1%
Wilmington	5.3%
Greensboro/HP	4.2%
Winston-Salem	3.6%
Jacksonville	3.6%
Hickory	2.2%
Fayetteville	1.9%
Goldsboro	1.9%
Rocky Mount	-2.6%





Current COF Funded Economic Development Programs & Services

THE PARTNERS

City of Fayetteville Community Development Block Grant (CDBG): Federal HUD program administered by the Community Development Department. Provided 73 grants and loans that totaled \$2,030,543 since FY2005. Focus in redevelopment areas and Downtown. Administers GF Property Tax Grant Program.

City of Fayetteville Development Services Department: Planning, Zoning, UDO, Design Standards, Privilege Licenses, Permitting, Inspections

City of Fayetteville Engineering and Infrastructure Department: Real Estate, Roads, Project Management

Fayetteville's Public Works Commission: Provides economic development incentives for utility rates and connection fees for high consumption users.

The Alliance: Target sectors: Manufacturing, Industrial, Corporate
Funded by COF/GF (\$100k) and PWC (\$115k)

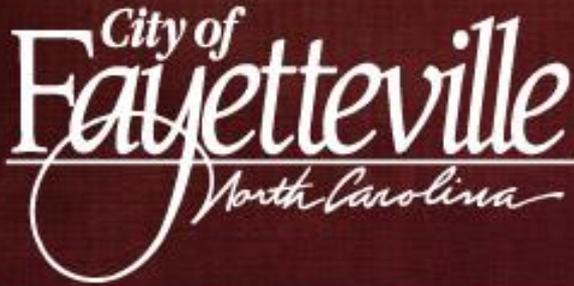


Center for Economic Development:
Funded by COF/CDBG (\$ k) and COF/GF (\$ k)



Current Collaboration





What Are Other Cities Doing?

Greenville, SC

Dept. of Economic Dev.

Director
Project Manager
Downtown Dev. Mgr.
Econ. Dev. Mgr.
Economic Dev. Analyst
Econ. Dev. Representative
Administrative Assistant

Small Bus. Dev.
Real Estate acquisition to facilitate public/private development
Coord. of financial assistance for private development
Management of Development Projects
Marketing
Corridor Planning & Implementation
Local Business recruitment and retention
Coordination with local economic development agencies

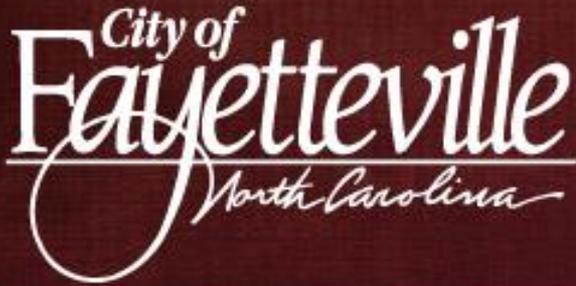
www.greenvillesc.gov

Portsmouth, VA

Dept. of Economic Dev.

Director
Development Manager
Econ. Dev. Representative
Executive Assist.
Admin. Coordinator

Business Center
Redevelopment Projects
Local Business recruitment and retention
Coordination with local economic development agencies
Referral Services
Marketing
Small Business Devel. & MWBE Program
Enterprise Zones
Coordination with Local ED Agencies
Retail and Commercial Recruitment



What Are Other Cities Doing?

Greensboro, NC

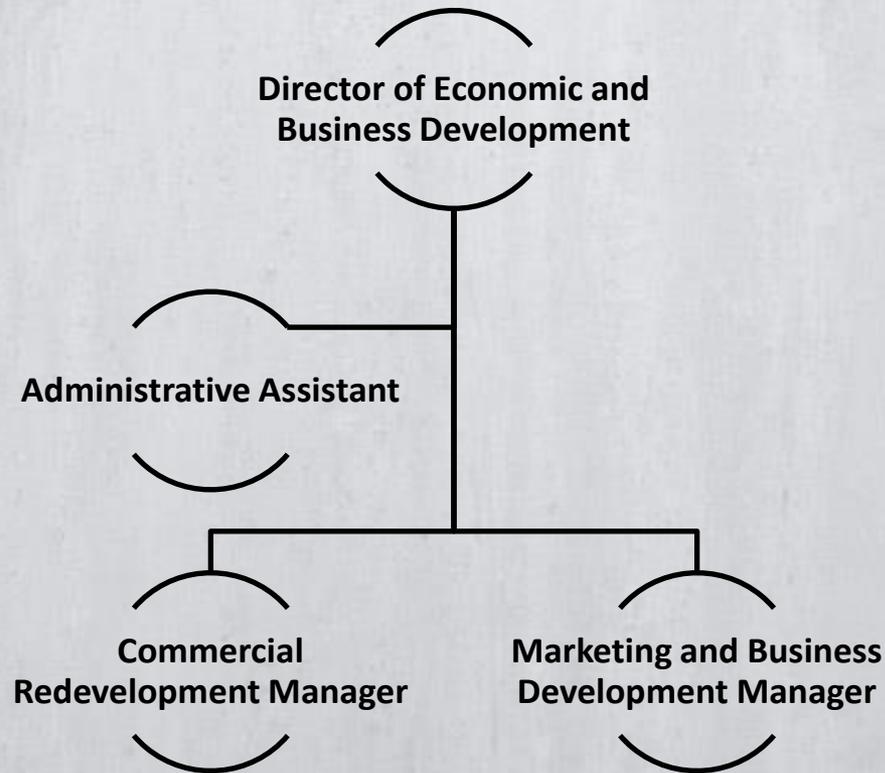
Office of Economic Dev.
& Business support

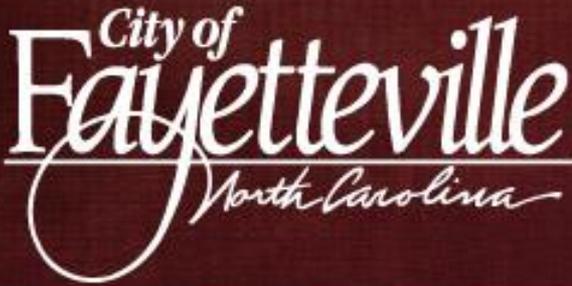
Director
ED & Business Support Mgr.
M/WBE Outreach Coord.
Small Business Coordinator

Dedicated 311 Line
Business Recruitment & Retention
Marketing
Redevelopment Projects in Commercial Areas
Financial Assistance
Small Business Devel. & MWBE Program
Enterprise Zones
Coordination with Local ED Agencies
Assist Business with City's regulatory requirements
Long Term Vacant Big Box Program and Incentives
Shovel Ready Industrial Site Grading City Loan

[Economic Development, EDBS Manager](http://www.youtube.com/watch?v=q5Aepnl-JGE)

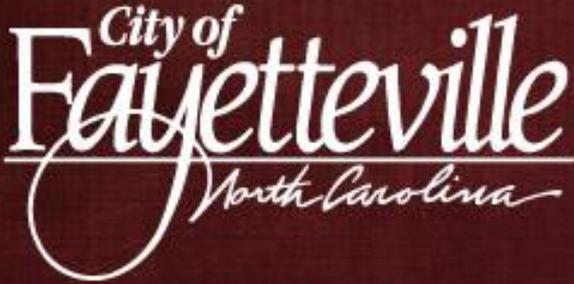
<http://www.youtube.com/watch?v=q5Aepnl-JGE>





Proposed Department of Economic and Business Development Staffing Responsibilities

- **Director of Economic and Business Development (Reclassification of Existing Position)** Provides leadership and direction to the Department. Develops and implements strategic plans and initiatives consistent with departmental mission. Directs corridor redevelopment and major projects. Directs marketing efforts to assure business retention, expansion and attraction. Oversees outreach programs for small business. Works collaboratively with strategic partners at the local, state and national level to bring job growth to the city. Manage the Incentive portfolio offered by the city.
- **Commercial Redevelopment Manager (New Position)** Responsible for revitalizing distressed business corridors, target development in redevelopment areas, tax base expansion and job creation through public-private real estate partnerships. Serves as the principal point of contact with external and internal constituencies on public-private partnership for economic development through commercial real estate activities. Negotiate, develop and monitor Property Tax Grant Back agreements and other forms incentives.
- **Marketing and Business Development Manager (New Position)** Responsible for marketing the city's efforts to assure business retention, expansion and attraction. Markets the strategic initiatives, redevelopment tools and business assistance resources. Assist in the development of an inventory of city owned properties, commercial and retail sites. Develop and administer business assistance programs to assist small businesses citywide. Provides counseling, guidance, and referrals to start-up and established businesses.
- **Administrative Assistant (New Position)** Responsible for providing day-to day business support to the department.

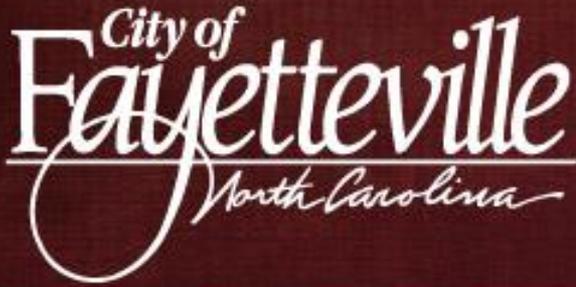


Proposed
Department of Economic and Business Development

OTHER PROPOSED INITIATIVES

- Establish an EBD Fund at \$500,000 (guidelines to be approved by City Council) to leverage private participation to assist and incentivize city-wide business recruitment, retention and expansion.
- Develop an Economic Development Strategic Plan.
- Develop a comprehensive marketing program for Economic and Business Development.
- Organize the economic development partners of the city into a Council to work collaboratively and support all of the many services and programs available to our business and corporate community.





QUESTIONS?