



DATE: March 27, 2013

ISSUE SUMMARY: Support of the Regional Competitiveness Strategy – FIRST READ

FROM: Dan Reuter, *Manager*, Community Development

IMPORTANCE:

During 2012, ARC completed the Regional Competitiveness (i.e. economic) Strategy, through a collaborative process that brought together multiple stakeholders in the public, private and non-profit sectors. The final product supports the goals of ARC's PLAN 2040 regional plan and meets the federal Economic Development Administration's requirements for a Comprehensive Economic Development Strategy (CEDS). The process was facilitated by ARC with assistance from Market Street Services, an economic strategy consulting firm, and supported by the leadership of a Work Group and Steering Committee.

The Strategy components include:

- Strategic Initiative Inventory – Market Street and ARC developed an inventory to assess the current local and state economic development priorities, goals and strategies, with input and assistance from the Work Group.
- Public Input – Public input was received by the consultants relying upon information received in recent years during the Fifty Forward and PLAN 2040 processes as well as focus groups conducted throughout the 10-county region and online survey.
- Competitive Assessment – A thorough Competitive Assessment was completed, analyzing the key strengths, weaknesses, opportunities and challenges facing the Atlanta region.
- Economic Cluster Review – The Economic Cluster Review evaluated the competitiveness of various business sectors that are currently being targeted by local, regional and state economic development partners for growth and development.
- Strategy and Implementation Plan – The five-year Regional Economic Development Strategy represents the culmination of the three previous phases and the beginning of the in-depth dialogues about the strategic goals and objectives that can best address regional challenges and capitalize on competitive advantages and assets.

ACTION REQUIRED:

Staff has been holding meetings with regional partner organizations to coordinate implementation actions. ARC will incorporate the Strategy into PLAN 2040 during 2013 for adoption later in the year and outline a work program for implementation. Staff requests that ELUC approve a resolution to support the Regional Competitiveness Strategy and document.

**RESOLUTION BY THE ATLANTA REGIONAL COMMISSION
TO SUPPORT THE REGIONAL COMPETITIVENESS STRATEGY**

WHEREAS, since 1952 the Atlanta Regional Commission has developed and adopted regional plans for the Atlanta region; and

WHEREAS, PLAN 2040 addresses the comprehensive needs for the ten county area; and the Regional Transportation Plan (RTP) and associated Transportation Improvement Program (TIP) for the eighteen county area, and

WHEREAS, PLAN 2040 must be prepared pursuant to the Georgia Planning Act of 1989 and consistent with Minimum Standards and Procedures for Regional Planning developed by the Georgia Department of Community Affairs (DCA); and

WHEREAS, ARC developed a regional unified plan and strategic vision for PLAN 2040 and has sought comprehensive approaches to accommodate economic and population growth sustainably in the Atlanta region during the next 30 years; and

WHEREAS, ARC seeks to improve the regions quality of life, improve and maintain infrastructure, support job creation and economic progress for all areas of metro Atlanta;

WHEREAS, during 2012, ARC completed the Regional Competitiveness Strategy, through a collaborative process that brought together multiple stakeholders in the public, private and non-profit sectors;

WHEREAS, the final product supports the goals of PLAN 2040 and meets the federal Economic Development Administration's requirements for a Comprehensive Economic Development Strategy (CEDS);

WHEREAS, the process was facilitated by ARC with assistance from Market Street Services and supported by the leadership of a Work Group and Steering Committee;

NOW, THEREFORE, BE IT RESOLVED that the Commission supports the findings and document produced through the Regional Competitiveness Strategy process and directs ARC staff to begin to outline actions to implement the Strategy through ARC's work program in close coordination with regional partner organizations.