



Work-session #1: Economic Development and Growth Management

FY 2014-15 Operating and Capital Budget Development

UNION COUNTY

NORTH CAROLINA

Goals for Today

- Outline the Challenges Facing The County
- Discuss Some Economic Development Strategies
- Discuss Some Strategies to Respond to Growth
- Recommendations
- Receive Direction



Challenges Facing the County

- Economic Development
 - Defining Economic Development
 - Historically Fractured Approach to Economic Development
 - Market Limitations
 - Limited Tool Box to Support Development
- Growth
 - Proactive v. Reactive Response to Growth
 - Fractured View of Growth Management
 - Affordability
 - Limited Tool Box to Manage Growth



Strategies to Address these Challenges

- Defining Economic Development
 - County-Wide Economic Development Work Plan
- Unified Approach to Economic Development – Monroe-Union County EDC
- Market Limitations – Focus Economic Efforts on Strengths
- Development of an Ongoing Tool for Investment in Economic Development



Strategies to Address these Challenges

- Proactively Addressing Growth
 - Understanding Growth - “Seek First to Understand”
 - Understand Service Impacts and Changes in Demand
 - Managing Growth ≠ Ending Growth, but Sustainability
- Addressing Growth as a Community
 - Shared Responsibility for Growth
 - Partnering to Address the Changing Needs
- Ensuring Affordability
 - Considering the Impact of Growth on All Residents
- Development of Ongoing Policies and Processes to Identify and Address Growth and the Related Needs



Recommended Actions

- Revitalize Union County's EDC 501(c)(3)
 - Use existing funds of \$400,000 for infrastructure development
 - Create an ongoing \$125,000 annual general fund contribution to fund infrastructure development and economic development investments
 - Ensure Benchmarks and Claw-backs Based on Performance.
 - Similar to Investing in Community Partners



Recommended Actions

- Study Growth in Union County
 - Currently Contracted with Demographer
 - Fully Evaluate the Impact of Growth on Service Demands
- Partner With Local Elected Bodies and Residents to Address the Impacts of Growth and Changing Service Demands
- Planning for the Next Bond Election
 - Projections Indicated Current Direction is Unsustainable
 - What can Current Residents Afford?
 - When is it Needed?



Direction?

