

SYNTHESIS OF HOMEWORK ASSIGNMENT TO INFORM EDC 2018 WORK PLAN

- I. WHERE DO YOU THINK THE EDC CAN HAVE THE MOST IMPACT IN 2018?
 - Attitudes and alignment about mutual achievements of dynamic economy
 - Shift from attraction to nurturing local businesses (arts)
 - Future technologies on business and transportation
 - Strong and mindful presence in front of the County Board providing advice
 - Deeper coordination with Planning Commission and supporting along public schools
 - Look at regional issues
 - Retail issues
 - Relations with other commissions and neighboring counties
 - Creating an "economic development toolbox". What Arlington county, the state of Virginia, and various federal programs do to assist local business and development in the county.
 - Participate in regional planning and create regional partnerships.
 - Create workforce development partnerships with local universities.
 - Ensure portfolio holdings remain diversified but conscious of reinvesting in the local and regional economy.

- II. THE EDC'S ROLE IS TO GIVE "ADVICE" TO THE COUNTY BOARD. WHAT ARE THE THREE AREAS OF "ADVICE" THE EDC SHOULD FOCUS ON IN 2018 IN ORDER OF IMPORTANCE?
 1. New and fresh ideas that counter "we don't do it that way in Arlington"
 - a. Overhaul procurement system to advantage local businesses
 - b. Commercial real estate market
 - c. Streamlining the permitting process
 - d. Address issues in the context of what others are doing
 - e. Create a process for economic development incentives being provided by the County that is open and transparent.
 - f. Funds to support tourism marketing in to the area
 2. Encourage creative solutions and contemporary thinking about issues
 - a. Have county use local banks like credit unions
 - b. Diversification of office space
 - c. Metro, metro, metro.
 - d. Business incentives that will attract new business
 3. Streamline processes
 - a. Stay competitive in technology
 - b. Sustainable revenue generation platform for business and personal travel

How to keep companies from leaving

Infrastructure: Ensure Arlington is taking advantage of Dominion's Strategic Underground Program to ground power lines; Investing in power & utility tracking/mapping technology that would reduce utility outages i.e. water main break in Rosslyn due to drilling mishap by Comcast.

- III. IN 2018, WHERE DO YOU THINK THE EDC SHOULD PUT ITS TIME AND EXPERTISE IN HELPING ARLINGTON BE READY TO MEET THE CURRENT AND FUTURE ECONOMIC DRIVERS OF PROSPERITY FOR BUSINESS AND RESIDENTS? REGIONAL TRANSPORTATION
 - Encouraging lively activity, urbanism tourism and resident engagement
 - Attracting new businesses and tenants that will shape the next generation of the county and give Arlington a particular identify and focus
 - Evolution of office market
 - How to best use arts funding and time
 - Make recruitment program more fair

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- Remove the punitive tendencies of the few that are involved in public process and engender political support for more cooperative business interactions with County
- Streamline public review and input processes
- Acknowledge and embed economic development needs in the decision making process
- Help fix Metro
- Creating an "Economic Development Toolbox"; answer the questions Why Arlington? How?

IV. SUGGESTIONS FOR STREAMLINING COUNTY PROCESSES:

- Boot camp for staff and County Board; put them through process
- Communication has improved,
- Still such demanding procedures for new businesses to go through
- One stop permitting has helped
- All planning efforts take an inordinate amount of time
- Look at school funding and overcrowding
- Economic development incentives procurement process streamlining.
- Community benefits process streamlining.

V. Suggestions for 2018

- Comparison of neighboring strategic plans
- Stop antagonizing the business community and Richmond
- Incubator for the street: Encourage more pop-up retail opportunities in vacant retail space
- Celebrate whole corridor

VI. SPEAKERS

- Steve Moret – VEDP
- TED talk format for all the commissions, community and citizens
- Jason Miller – Greater Washington Partnership
- Leaders of other ED organization in region (Alexandria, Fairfax, Loudoun)
- Leaders of news businesses in Arlington
- To learn and continue to evaluate Arlington's Competitiveness
- Michael Shuman – local economist and author
- Solid evidence of why decisions were made to come or leave Arlington (including metrics)
- John Milliken
- Chris Nassetta – President /CEO of Hilton and Arlington Resident
- SelectUSA - Foreign Investment
- Council of Development Finance Agencies - What's trending across the country
- Yes Virginia - Tools and resources i.e. GIS mapping