



Ken Wright – Mayor
Denis Shortal – City Council Post 1
Adrian Bonser – City Council Post 2
Douglas Thompson – City Council Post 3
Robert Wittenstein – City Council Post 4
Danny Ross – City Council Post 5
John Heneghan – City Council Post 6

Warren Hutmacher – City Manager
Brian Anderson – City Attorney

MEMORANDUM

To: Mayor and City Council

From: Warren Hutmacher, City Manager

Date: September 13, 2010

Re: **Dunwoody Economic Development Program - Implementation Plan**

BACKGROUND

In the early months of the City of Dunwoody's incorporation, the importance of economic development was recognized by the Mayor and City Council as a priority area for future program implementation. The elected officials are aware of an immediate need to bring new businesses into the community, while maintaining the presence of existing quality enterprises. This concern was reinforced last month during the Dunwoody Economic Development Summit with facilitator Craig Lesser (former Economic Development Director for the State of Georgia). During this meeting, it became evident that there was consensus to create an economic development program within our city, especially with the continued uncertainty with the financial market climate.

The recent completion of the Dunwoody Comprehensive Plan also highlighted the need for economic development, based on the language in the city-wide Vision Statement. The document emphasized the necessity for establishing high-quality development in our commercial districts, with a particular emphasis placed within the Perimeter Community Improvement District (PCID) boundaries. The regional attraction of the Class-A office/retail/residential land uses surrounding the Perimeter Mall area places the City of Dunwoody in a very fortunate position for marketing Fortune 500 businesses and urban mixed-use developments into our new municipality.

DISCUSSION

The City of Dunwoody already has tremendous community-based partners in the Dunwoody Chamber of Commerce, the Dunwoody Convention and Visitors Bureau and the PCID; all working diligently in the promotion of economic development initiatives at the local/regional level. The integration of a full-time Economic Development Manager representing the City of Dunwoody would help establish a unified team of public and private citizenry dedicated to the promotion and retention of Dunwoody businesses, both today and into the future.

City of Dunwoody

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The Economic Development Manager position would be an employee hired through the Community Development Department, yet the position would actually work directly within the City Manager's Office from an operational perspective.

The new Economic Development Manager will participate in the completion of a Dunwoody-specific economic development strategy in consultation with the various public and private stakeholders within the community. This individual will be an active participant in the two master plan initiatives for the Dunwoody Village and the Georgetown area, as well as the Dunwoody Parks Master Plan effort. The candidate will be the city's point person for implementing the results of the two master plans. The candidate will also be well-versed in the Georgia Redevelopment Powers Act and the associated redevelopment opportunities that may present themselves in the years ahead.

In addition to this full time position, staff recommends funding a consultant position to supplement the efforts of the Economic Development Manager. This person or firm would work on an "as needed basis" for Dunwoody helping with overall strategy and recruitment and retention efforts for major businesses.

RECOMMENDATION

Staff recommends that the Mayor and City Council approve a change order to the existing contract with Clark Patterson Lee in the amount of \$50,000 (\$46,500 for FT position and \$3,500 for consulting fees) for FY 2010 and \$216,000 (\$186,000 for FY position and \$30,000 for consulting fees) for FY 2011. Funds are available within the existing FY 2010 Community Development budget within the professional services line item. Funding for FY 2011 has been requested in the FY 2011 budget. No budget amendment would be necessary.

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