

## Appendix B

## Oconee – Athens Clarke Counties Region Economic Development

### Critical Success Factors:

- 1) Develop a mutually supportive relationship with the state government and statewide developers; including keeping databases up to date and maintaining an aggressive public awareness program with economic development leaders in Atlanta.
- 2) Reach a clear consensus on the mission of the organization (what the region wants and does not want), based on a community-driven, grassroots process.
- 3) Develop one or more “ready now” industrial sites with infrastructure and intergovernmental agreements.
- 4) In place zoning ordinances and patterns that create and protect commercial and industrial development sites.
- 5) Develop, gain acceptance to, and communicate the economic model for the region which demonstrates the “win-win” nature of development, whether in one governmental unit or another.
- 6) Develop comprehensive regional marketing plan:
  - a. Web site
  - b. Brochure
  - c. Familiarity tours,
  - d. Etc
- 7) Create / enhance existing industry programs.
- 8) From Fantus (Sept 9, 2004)
  - a. Intangibles play a key role (Ombudsman, expedited approvals, one stop shopping, partnership)
  - b. Improved transportation access (air & ground)
  - c. Change educations system reality / perception
  - d. Develop workforce availability and skills
  - e. Consolidate and improve total incentive portfolio
  - f. Improve, speed up permitting process
  - g. Create links to venture capital
  - h. Arrest to loss of existing industry jobs
  - i. Consolidate development efforts in surrounding counties
- 9) Aligned leadership
- 10) Clear understanding of permitting procedures and timelines (one stop shopping if possible.)
- 11) Build increasing levels of trust between governments and agencies.
- 12) Change perception of Region inside and outside the region itself.
- 13) Align with and work constructively with Innovation Crescent and other broader economic development efforts.
- 14) Hire results-oriented, world-class leadership knowledgeable of the region and skilled at relationship building, fundraising and communication.
- 15) Develop strong fundraising capability.
- 16) Develop “Graduation Space.” Companies that are moving from incubator space to true start up do not have economical space.
- 17) Increase the Georgia contribution to Venture Capital funding.
- 18) Critical mass funding over several years to allow proactive marketing effort.
- 19) Appoint an active, knowledgeable and committed board, comprised of both public and private sector members.