



TO: Emma Darnell, Commissioner
FROM: Al Nash, Executive Director
DATE: January 24, 2017
SUBJECT: 2017 Program Goals & Performance Indicators

This memo serves as a response to your request regarding Select Fulton: Economic Development Initiative Program Goals/Indicators, Q1 2017.

The 2017 Program Goals and Performance Indicators, including Q1 2017 goals, are captured in the table below.

2017 Proposed Measures & Initiatives

<u>Key Performance Indicator</u>	<u>Program Name & Measure</u>	<u>2017 Target</u>	<u>Q1 2017 Target</u>
The number and size of businesses in the county is growing	The proposed total investment of companies considering Fulton County (attraction) and existing companies expanding in Fulton County	\$250m	\$60m
The number and size of businesses in the county is growing	Percentage of businesses who say that Fulton County is a great place to do business	75%	N/A
More people are working and earning more	– Estimated number of jobs based on attraction, recruiting, and retention of businesses that employ a mix of low and high-skilled workers.	1,500	375
More people are working and earning more	Average wage of jobs for attraction and retention	\$56,000	\$56,000

In addition, Select Fulton has identified four key initiatives for development during 2017.

Strategic Initiatives

- Develop strategic partnerships with internal organizations, such as Housing & Human Services and Fulton County Police, to improve economic outlook of Old National Highway & Fulton Industrial Boulevard
- Develop and execute on a redevelopment strategy focused on aging commercial and industrial corridors
- Develop and execute on a comprehensive marketing and branding campaign
- Convene local stakeholders focusing on:
 - Workforce development;

- Small business program development;
- Etc.

During Q1 2017, Select Fulton's goals for strategic initiatives are:

- Secure additional funding to support development and execution of the comprehensive marketing and branding campaign;
- Commence development of the redevelopment workplan;
- Finalize the Urban Land Institute's project design for the Old National Corridor study; and
- Meet with the Office of Workforce Development to identify potential collaborative projects.

Please let me know if you have any questions.

cc:

Dick Anderson, County Manager
Anna Roach, Chief Strategy Officer