



Elevate the Quality of your Life

Community and Economic Development

City of LaFayette, Georgia May 1, 2019



Elevate the Quality of your Life

Where we stood

- History of some bad decisions, bad ideas
- History of “Kneejerk” decisions, chasing shiny objects
- Good ideas not carried out, followed through, or carried out poorly
- Some “Economic Realities”
- Lack of clear vision for the future
- Strong desire of community leaders to not embrace change
- Poor self image of community
- Poor community engagement
- Apathy

Overarching lack of faith in Government

Overall lack of ownership of Community

How we started



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- Change the conversation about LaFayette
- Build the team – This has been and continues to be painful
 - Small town politics
 - Hard to recruit
 - Hard to retain talent – see bullet #1
- Engage community leaders and thought leaders
- Develop Strategic Plan with as broad input as possible
- Simultaneous Execution and Marketing of Strategic plan

Get the right people in the right seats on the bus: “First Who, Then What” - Jim Collins “Good to Great”



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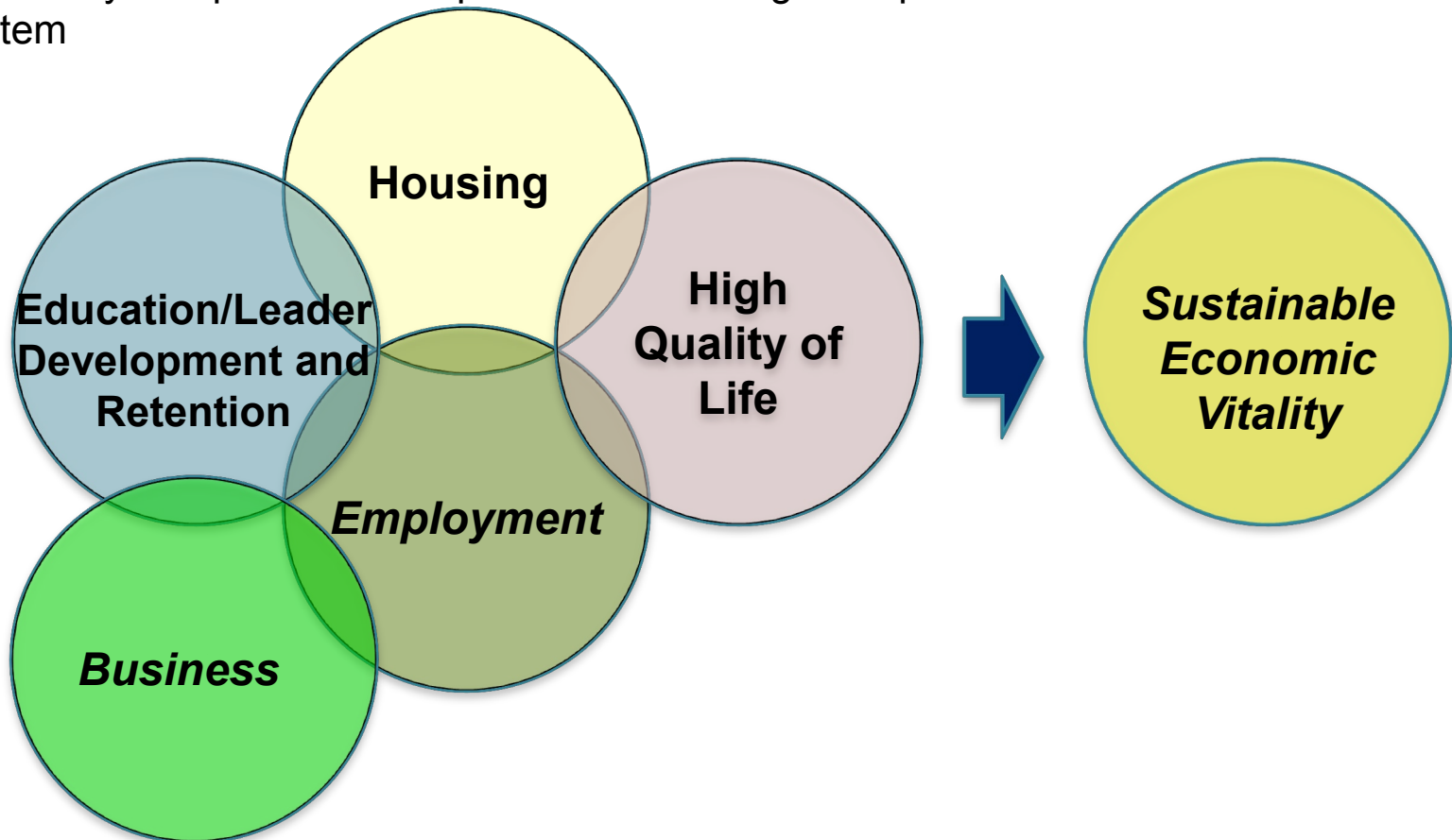
The Plan



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Economic Vitality

Sustainable economic vitality occurs when a plan considers the impact of business, education, leadership, employment, housing and quality of life. The goal must be to view the fundamental components of a community holistically and plan for each part understanding its impact on the entire system





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Vision/Mission Statement

VISION

To be the most flourishing community in the greater Chattanooga area linking strong neighborhoods and the entrepreneurial spirit together

MISSION STATEMENT – Community and Economic Development

Achieve our vision by:

- Strategic investment in infrastructure
- Creating and sustaining a clean, safe and fiscally sound environment that benefits residents, businesses, and the region
- Promoting LaFayette for its location, infrastructure, great climate, prime business sites, excellent utility and public safety services; and other strengths that distinguish LaFayette from other municipalities, such as its recreational/activity opportunities, civic/service group participation, community events and history
- Actively recruiting and retaining businesses, especially those supporting sectors that create quality, good-paying jobs (e.g. technology)
- Leading and fostering an educated and job-ready local workforce by driving the continuous improvement of the academic performance of LaFayette students and by strengthening the connections with businesses, learning institutions, community agencies, service groups and workforce development partnerships
- **Maintain an awareness of demographic shifts and economic trends that affect the local economy and seek to stay ahead of and plan for change**
- **Being nimble and flexible to changing momentum**
- Consistently seeking input from and communicating the vision and progress with the community; its leaders, citizens and stakeholders



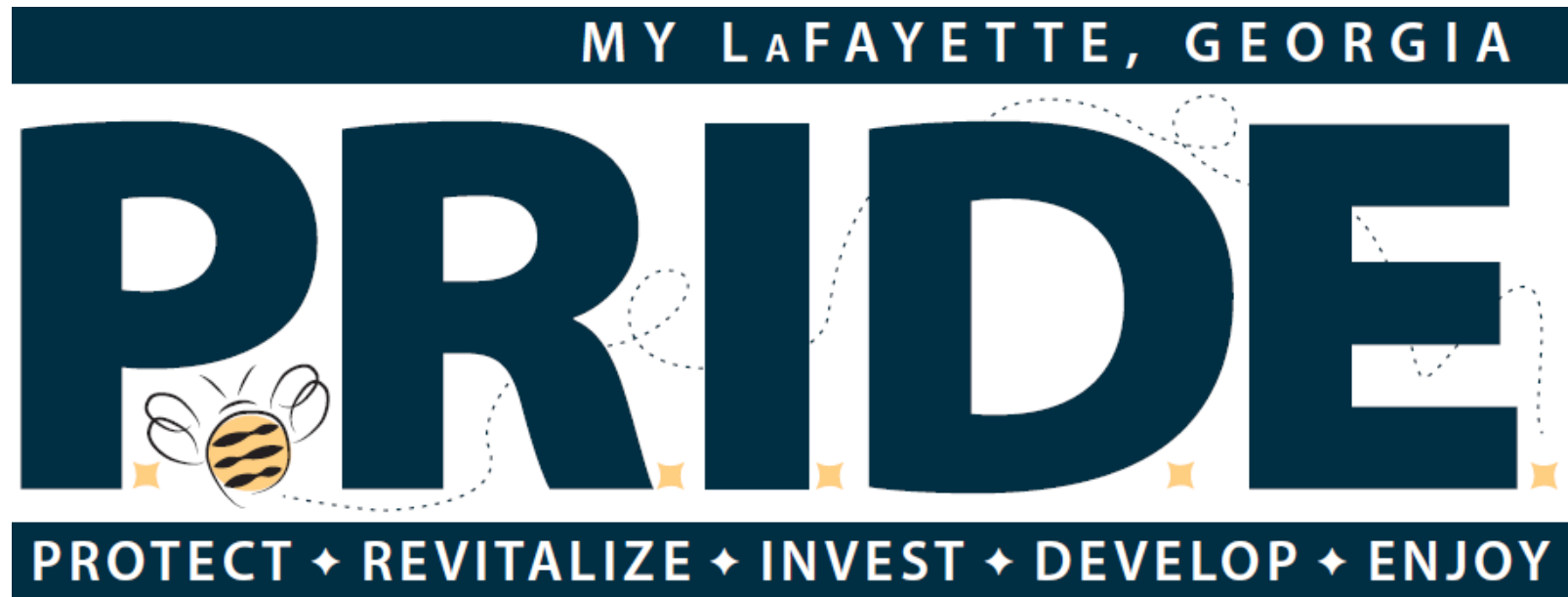
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Focus Areas

- 1) Improve LaFayette image and branding (reputation) and market the City to a much wider, broader target market and segments
- 2) Strengthen partnerships and collaboration with education to enhance/maximize twenty-first century work skills
- 3) Increase work skills/employment opportunities for targeted industry/business clusters
- 4) Retain and strengthen existing businesses
- 5) **Create/promote entrepreneur climate for small/micro/medium business development and retention**
- 6) Attract businesses that offer new employment opportunities/new sources of revenue
- 7) Recognize, develop, link and leverage strategic relationships, leaders, businesses, partnerships, service groups and stakeholders that make LaFayette a vibrant community
- 8) Promote Main Street and Downtown District preservation and development
- 9) Improve or redevelop distressed neighborhoods and underperforming shopping areas
- 10) **Invest in enhancement/expansion of infrastructure (utility, parks, lake etc.)**
- 11) Strategic investment in LaFayette recreational assets and parks to strengthen community and interconnect recreation/activities/facilities stimulating high-quality development/re-development and improving quality of life and health
- 12) **Expand community events/attractions to gain more attention from a broader market**
- 13) Identify and improve undeveloped and underdeveloped properties along major corridors/identified growth areas to meet the objectives of the Plan
- 14) Promote new growth/development located along major transit lines and proximate to retail and service hubs to increase the customer base for LaFayette businesses
- 15) Improve the quality and availability of single family residences and mixed-use housing by encouraging reinvestment in existing within or proximate to LaFayette
- 16) Encourage new single family housing and condominium development to complement existing housing stock and bolster local property values



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Neighborhood Revitalization Initiative

- Positive Reinforcement
- Property Maintenance
- Nuisance Abatement

WORKFORCE DEVELOPMENT



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WALKER COUNTY LAUNCH – FALL 2018 Modeled after College & Career Academy

- Partnership with Northwestern Technical College
- Opportunity for High School Students to achieve Certificates in skilled trades while attending High School
- Employability, Soft Skills, Personal Finance Training
- Industry Driven program including Mentorship program

Computer Science added as curriculum by 2020 (Already in Middle School)

Dual Enrollment available through University System

Extended Campus begins 2019 – Online learning available

Develop technical, skilled workforce that values Education

“If your plan is for 1 year plant a vegetable garden. If your plan is for 10 years plant trees. If your plan is for 100 years educate children”



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MAYOR

DAVID HAMILTON
CITY MANAGER

The City of LaFayette and Rea Ventures Group, LLC of Atlanta, GA are excited to announce the next phase in a yearlong collaborative effort to reimagine and revitalize portions of our City. This visioning, planning and hard work has resulted in Rea Ventures, the Georgia Department of Community Affairs, and its investment partners making a commitment to invest \$10.8 million for new housing construction in the area formerly known as Linwood.

LaFayette's overall Strategic Plan includes comprehensive neighborhood revitalization focused on encouraging investment designed to address and achieve core goals of community development in people, housing, neighborhoods, and businesses. To achieve these core goals, we organized stakeholder team meetings over the last year and received broad public input during public visioning sessions. This ultimately resulted in the City of LaFayette Strategic Plan which includes a focused plan known as the West LaFayette Transformation Plan, which became the guiding document for the revitalization and reinvestment resulting in the new units now planned.

We are excited about this new investment in our City and the tangible realization of our strategic goals. This next phase of neighborhood revitalization will provide housing to attract workers from the growing local industry enabling them to live and work in LaFayette. It will stimulate the local economy by providing local businesses the opportunity to supply goods and services to Rea Ventures for this project and provide a catalyst for continued revitalization and redevelopment. In addition, this revitalization effort will spark continued transformation of the surrounding neighborhoods producing positive outcomes for the Community as a whole.



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Focus Area 10 Objectives

Invest in enhancement/expansion of infrastructure (utility, parks, lake etc.)

- ❖ Add highest speed internet service to our current utility offering to the widest area possible
- ❖ Add public boat launches, ramps and docks for lake promotion and development
- ❖ Develop golf cart trails to interconnect key neighborhoods
- ❖ Develop walking, running, bicycling trail around lake and ultimately connect this trail to other trails leading into and around downtown, Rec centers, Walking Trail (aka Chattooga River Greenway Trail) and Ross Abney Complex
- ❖ Develop wheelchair paths in appropriate areas
- ❖ Develop bike paths
- ❖ Develop infrastructure for drone delivery services
- ❖ Study autonomous cars and local infrastructure development
- ❖ Electric car charger on square
- ❖ Develop restaurant along Town Creek
- ❖ Study LED sign for City advertising
- ❖ Erect invitational markers at entryway to gateway corridors
- ❖ Establish specific “character” areas in the City via deeper planning in land use, zoning and neighborhood development/re-development
- ❖ Develop/encourage alternative energy sources **ex. Solar**
- ❖ Find parking solution for Chattanooga Street anchor buildings? (trolley help?)



Focus Area 10 Objectives

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Expand & Enhance Fiber internet service to the widest area possible





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Focus Area 11 Objectives

Make strategic investments in expanding LaFayette parks and open space system to strengthen community, interconnect recreation/activities/facilities stimulating high-quality development/re-development and improving quality of life and health

- ❖ Continue to develop Walking Trail aka Chattooga River Greenway Trail
- ❖ Continue to develop Ross Abney complex as a central anchor for major community activities
- ❖ Develop Queen City Lake
- ❖ Partner with Bike! Walk! Northwest Georgia to develop bike path from Chattanooga to/through LaFayette
- ❖ Develop walking/running trail behind high school and around lake and interconnect to recreation facilities, parks and through Downtown
- ❖ Develop bike paths
- ❖ Develop a music/concert venue
- ❖ Develop a drive in movie theater
- ❖ Develop bike trails interconnected to recreation facilities, parks and through downtown
- ❖ Develop landscape guidelines and ordinances
- ❖ Dog Park “Bark Walk”
- ❖ Establish specific “character” areas in the City via deeper planning in land use, zoning and neighborhood development/re-development



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Honeybee Festival

Create one Honeybee event (Festival) that all can rally around to protect and promote the Honeybee

- Georgia State Insect
- Queen Bee - Queen City of the Highlands
- Hold an annual Bee-Keeping festival and convention/trade show
- Partner with UGA Apiary studies
- Try to attract new beekeepers to area
- Start a Bee Study Institute in LaFayette
- Have a post secondary extension in LaFayette for Apiary Studies
- More Bees = more flowers and fruits = beautiful landscape as they pollinate (risk - increased bee stings for kids and people with allergies)
- Create artwork, graphics and logo to use as part of LaFayette City



LaFayette “Hive”



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It's a “Friends of LaFayette”

People coming together with a goal of making our community a great place to “**Live, Work, and Play.**”

We Are LaFayette!

We have several specified teams working on focus areas to accomplish goals that have been identified to strengthen our community.

Those teams consist of

- 1) Recreation & Outdoors
- 2) Events
- 3) Planning/Zoning & Architecture
- 4) Beautification
- 5) Business Recruitment & Development.

Follow the Hive at
facebook.com/lafayettehive



Thriving Communities



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Thrive Regional Partnership has accepted Bridgeport, Alabama, Dayton, Tennessee, and LaFayette, Georgia into the third round of the Thriving Communities creative placemaking program.

Thriving Communities program is a community accelerator program designed to enhance leadership and community development throughout the region through creative placemaking. Participating teams learn strategic approaches to leverage their artistic and cultural assets in order to spark economic vibrancy and growth from within their communities. At the end of the program, each team is eligible to apply for a seed grant from the Lyndhurst Foundation to make their community strategy a reality.

Cities and towns from the 16-county region are eligible to apply with teams representing various backgrounds and roles within their communities. The teams are selected by a committee of professionals in the fields of urban planning, arts, culture, and philanthropy.



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Holistic Approach

- ✓Locational (Natural beauty, resources and assets plus proximity to larger city)
- ✓Recreational (Fun/High Quality of Life)
- ✓Structural (Infrastructure, parks, roads/streets, utilities)
- ✓Transactional (Business retention and attraction; retail/shopping other than just big box)
- ✓Vocational (Higher job skills higher paying jobs)
- ✓Promotional (Good City image)
- ✓Educational (Excellent schools)
- ✓Informational (City communication and transparency)
- ✓Relational (City leaders/government/City workers with community leaders, citizens and customers)

Clean it up, Talk it up, Build it up!
A City to work in AND Live In

DRAFT



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“Wholeistic” Approach



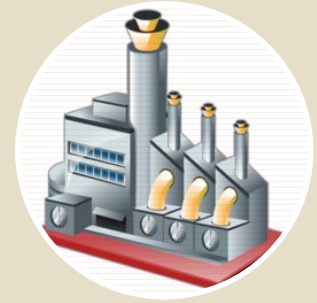
Public
Sector



Non-
Profit
Sector



Education



Private
Sector



The best way to predict our future is to **Build Our Future!**