



**County of Albemarle**  
**COMMUNITY DEVELOPMENT DEPARTMENT**  
401 McIntire Road, North Wing  
Charlottesville, VA 22902-4579

phone: 434-296-5832  
[www.albemarle.org](http://www.albemarle.org)

## MEMORANDUM

**TO:** Members, Albemarle County Planning Commission

**FROM:** Economic Development Office

**DATE:** October 12, 2023

**RE:** Economic Development Chapter of AC44 Comprehensive Plan Update

### Introduction:

On November 14, 2023, the Planning Commission (PC) will review and discuss the Goals and Objectives for the Economic Development chapter in the AC44 Comprehensive Plan update. To prepare for this meeting, staff will provide an overview of the County's activities under its first economic development strategic plan, [Project ENABLE](#), at the PC meeting on October 24, 2023.

### History:

In July 2017, the Board of Supervisors, PC, and Economic Development Authority jointly endorsed the Mission and Guiding Principles for an economic development strategic plan. The eight guiding principles were:

1. Economic Diversity
2. Organizational Collaboration
3. Entrepreneurship/Organic Growth
4. Build Awareness of Local Opportunities
5. Educational Achievement and Partnership
6. Leverage Intellectual Capital
7. Support Critical Infrastructure
8. Encourage Attraction of Private Capital/Direct Investment

Using this guidance, a total of seven goals were established in Project ENABLE (see attached). An important aim of the plan was to provide services that were distinct from other providers in the community. As a result, there is a glossary on page 11 to help clarify the intended role of the Economic Development Office (e.g. "lead", "follow", "refer", "support", etc.) in various goals, objectives, and strategies. The seven goals are:

1. Strengthen Existing Business Retention and/or Expansion (BRE) to Help Existing Businesses Be Successful
2. Improve the Business Climate
3. Lead the County's Readiness to Accommodate Business
4. Seek Private Investment to Further the Public Good
5. Educate the Community and Enhance the Visibility of Economic Development
6. Lead External Efforts to Create Strategic Partnerships with Economic Development Institutions
7. Partner to Expand Efforts to Build the County's Tourism Sector

### Presentation:

Staff intends to present highlights of information related to each of the seven goals as well as an overview of a large economic development project called Rivanna Futures. More information about Rivanna Futures is available on the County's Economic Development website: <https://www.enablealbemarle.org/invest-here/rivanna-station-futures>