

Policy Briefing Summary

City Council



Regarding:	Strategic Outcome Area Report - Economic Prosperity
Staff Contact(s):	Ashley Marshall, Deputy City Manager, Chris Engel, Director of Economic Development, Todd Niemeier, Director of Human Rights
Presenter:	Ashley Marshall, Deputy City Manager, Chris Engel, Director of Economic Development
Date of Proposed Action:	August 18, 2025

Issue

The City of Charlottesville's Strategic Plan includes a goal of economic prosperity. This report provides the City Council with an update on the City's progress on the strategies identified under this strategic goal.

Background / Rule

In its last Strategic Plan, the City Council determined that it would clearly focus on economic prosperity. The council stated, "Charlottesville develops strategies and economic development opportunities that drive economic prosperity for all."

This report will provide an update to the City Council on the work that has been accomplished by the Office of Economic Development and the Office of Social Equity, specifically, focused on economic prosperity. It will also provide an update on the progress that the Office of Economic Development has made in its strategic plan, which focuses on economic mobility and opportunity and was also incorporated into the Charlottesville Strategic Outcome Areas & Strategies (<https://www.charlottesville.gov/DocumentCenter/View/13805/Strategic-Outcome-Book-Print>).

Analysis

Financial Impact

There is no financial impact on the general fund budget at this time. Grant funding was awarded to the City of Charlottesville to help support the work within the external programs from ICMA and NLC.

Recommendation

Report only.

Recommended Motion (if Applicable)

Attachments

None