

Ken Wright – Mayor  
Denis Shortal – City Council Post 1  
Adrian Bonser – City Council Post 2  
Douglas Thompson – City Council Post 3  
Robert Wittenstein – City Council Post 4  
Danny Ross – City Council Post 5  
John Heneghan – City Council Post 6

Warren Hutmacher – City Manager  
Brian Anderson – City Attorney

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## **MEMORANDUM**

TO: Mayor and City Council

FROM: Warren Hutmacher, City Manager

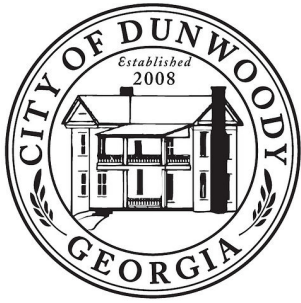
DATE: September 16, 2010

RE: **Dunwoody Economic Development Program - Implementation Plan**

### **BACKGROUND:**

In the early months of the City of Dunwoody's incorporation, the importance of economic development was recognized by the Mayor and City Council as a priority area for future program implementation. The elected officials are aware of an immediate need to bring new businesses into the community, while maintaining the presence of existing quality enterprises. This concern was reinforced last month during the Dunwoody Economic Development Summit with facilitator Craig Lesser (former Economic Development Director for the State of Georgia). During this meeting, it became evident that there was consensus to create an economic development program within our city, especially with the continued uncertainty with the financial market climate.

The recent completion of the Dunwoody Comprehensive Plan also highlighted the need for economic development, based on the language in the city-wide Vision Statement. The document emphasized the necessity for establishing high-quality development in our commercial districts, with a particular emphasis placed within the Perimeter Community Improvement District (PCID) boundaries. The regional attraction of the Class-A office/retail/residential land uses surrounding the Perimeter Mall area places the City of Dunwoody in a very fortunate position for marketing Fortune 500 businesses and urban mixed-use developments into our new municipality.



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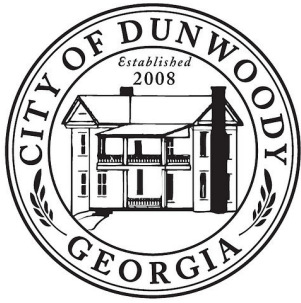
**DISCUSSION:**

The City of Dunwoody already has tremendous community-based partners in the Dunwoody Chamber of Commerce, the Dunwoody Convention and Visitors Bureau and the PCID; all working diligently in the promotion of economic development initiatives at the local/regional level. The integration of a full-time Economic Development Manager representing the City of Dunwoody would help establish a unified team of public and private citizenry dedicated to the promotion and retention of Dunwoody businesses, both today and into the future.

The Economic Development Manager position would be either hired as an employee of Clark Patterson Lee or as a City of Dunwoody employee. This person would work directly within the City Manager's Office in either model.

The new Economic Development Manager will participate in the completion of a Dunwoody-specific economic development strategy in consultation with the various public and private stakeholders within the community. This individual will be an active participant in the two master plan initiatives for the Dunwoody Village and the Georgetown area, as well as the Dunwoody Parks Master Plan effort. The candidate will be the city's point person for implementing the results of the two master plans. The candidate will also be well-versed in the Georgia Redevelopment Powers Act and the associated redevelopment opportunities that may present themselves in the years ahead.

In addition to this full time position, staff recommends funding consulting dollars to supplement the efforts of the Economic Development Manager. This person or firm would work on an "as needed basis" for Dunwoody helping with overall strategy and recruitment and retention efforts for major businesses.



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**RECOMMENDATION:**

At the work session, staff was asked to present two cost proposals for this request: (1) Economic Development Manager as a City of Dunwoody employee and (2) Economic Development Manager as a Clark Patterson Lee employee. Attached is the cost proposal for the City of Dunwoody. Clark Patterson Lee is working on modifying their proposal. I have included their original proposal for comparison purposes only. They will submit a lower cost proposal in the next few days based on some clarifications of the positions duties and responsibilities after further discussions with city staff. Clark Patterson Lee will also submit a more detailed proposal to the City that explains further the value added services they are proposing to supplement the full time position and associated consulting fees.

(1) City of Dunwoody employee:

Fiscal Year (FY)	Salary and Benefits	Operating Expenses	Consulting Fees	Total Cost
FY 2010	\$24,000	\$1,500	\$1,500	\$27,000
FY 2011	\$115,000	\$12,000	\$30,000	\$157,000

(2) Clark Patterson Lee employee:

Fiscal Year (FY)	Contract Fees	Consulting Fees	Total Cost
FY 2010	\$46,500	\$1,500	\$48,000
FY 2011	\$186,000	\$30,000	\$216,000

Funds are available in FY 2010 to pay for this request. Funding for FY 2011 has been requested in the FY 2011 budget.