Fail-Safe Economic Development™
From the Ground Up!

360 Degrees of Economic Development
2016 IEDC Annual Conference
Cleveland, Ohio

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Background

- the term “fail-safe” does not mean that systems are designed in a way to make failure an impossibility and improbable
- the program is designed in a way that will prevent precarious consequences if a designed Economic Development program or strategy begins to fail a community
Fail-Safe Economic Development™

• Research and Actual Project Results
  ➢ Rural Florida
  ➢ Grand Bahama Island
  ➢ Unincorporated South Fulton County
  ➢ Marlboro County, South Carolina

• Created as a comprehensive approach to Economic Development based on practical experiences with real life projects
Fail-Safe Eco Dev Process

There are several very important parts to the process:

- Identifying and engaging the stakeholders
- Identifying and addressing all impediments to economic growth
- Identifying and implementing practical and realistic solutions and resources
- Creating a specialized and appropriate Fail-Safe Economic Development Strategy that will generate sustainable solutions/alternative solutions for positive economic growth.
We are competing for businesses in a WORLD Market.

Our businesses bring JOBS!

New Business or an expansion of an existing business brings REVENUE to Counties, States and the U.S.

To provide for a better QUALITY OF LIFE.
REQUEST FOR INFORMATION

PROSPECT

- CID
- Project Managers
- State ED
- Development Authority
- Direct Call
- Real Estate Agents
- Chambers

EDO

- Incentives
  - Local & State

Sites
- New/Existing
  - Power
  - Communications
  - Rail
  - Gas
  - Water
  - Sewer
  - Location
  - Building Size/Freezer Capacity
  - Acreage
  - Suppliers
  - Zoning
  - Product/Process
  - Other

Decision Made

RESULTS:
- Investment
- Increased Tax Base
- Jobs
- Retention
- Sustainability
- Healthy Community

Business Recruitment & Attraction

FINANCING
- Development Authority

CUSTOMERS
- State ED

TRANSPORTATION

DEVELOPMENT SERVICES
- Inspections
- Permits
- Planning & Zoning

DEVELOPMENT
- License

BUSINESS
Technical Assistance
For
Existing and New Businesses

Existing Firm Visit
Review Firm’s Data
Determine Assistance Needs

If RED FLAG Assessment, Address Issues
• Renting/Leasing vs. Owning
• Land Locked Facility
• Markets Changing from Local to State/Regional/National
• Labor Force
• Access to Raw Material

Global Trading Assistance
• Identification of Trade Partners
• Research Export/Import Opportunities

Backward/Forward Linkages
• Research items procured by Major Firms
• Determine Volume of Procurement to Justify Location

Directory
• Website to Include Listing of Firms

Technical Assistance
• Business Planning
• Marketing Planning
• Feasibility Studies
• Business Research

Technology Infusion
• SBIR
• Commercialization of Intellectual Properties
• Website Design

Business Development/Procurement Assistance
• Identification of Commercial Opportunities
• Local/State/Federal Procurement Opportunities
• Referral of Opportunities from External Sources

Supporting Organizations and Business Referrals
• CID
• Merchants Association
• Banks
• Chambers

Technical Assistance Partners:
• Georgia Tech
• University of Georgia
• Atlanta Tech
• AU Center
• AT&T
• Comcast
• Georgia Power
• State of Georgia
• Consultants
Economic Development is **NOT** @ 50,000 Feet in the Air
You Are a Vital Part of 360 Degrees of the Economic Development Process

- Business License
- Infrastructure
- Police
- Code Enforcement
- Development Services
- Stakeholders
- Health Services
- Health and Human Services
- Human Services
- (Emergency Housing)
- Fire
- State Incentives
- Watershed Management
- Planning & Zoning
- Inspections
- District Attorney
- Public Works
A Vital Part of 360 Degrees
FIB Stakeholders
Fail-Safe Takeaway’s

• The approach is aggressive but effective
• Ten steps in the process
• Can be modified based on specific project requirements and the needs of the client
• The end result of the approach means creating an environment where the quality of life is comfortable, wholesome, clean, safe and most importantly economically viable.
From the Ground Up!

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A Challenging Case Study

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Challenges/Impediments Faced when Supporting Existing Industry

• Internal Challenges
  – Staff silos
  – Unrealistic expectations by management
  – Data not available in format needed
  – Do not know or understand ED/R&E
  – Elected officials
Challenges/Impediments Faced when Supporting Existing Industry

• External Challenges
  – Ground “Zero”
  – Security
  – Workforce
  – Markets
  – Infrastructure
  – Lack of available amenities
  – Space/Facilities
  – Taxes
  – Incentives
Problem and Efforts to Combat Ground Zero Challenges

- Streetwalkers, drug dealers, panhandlers, etc. exist all along FIB
- Their “trade” supported by many of the institutions such as the hotels, restaurants, service stations, clubs, etc.
- Many law abiding institutions threatened by these individuals to the point of leaving and not supporting these establishments
- Convened several public safety meetings to address challenges posed by these establishments
- CID added extra patrols especially during evenings and weekends to supplement police force
Existing Firm Support - Extended Suites to Red Roof Inn Transformation

- Major institution supporting criminal activity with over 100 calls for service during 2013
- Closed by Health Department
- Reopened with Red Roof Flag
- Met with to assist with business development options and inspected by USFC EDI and CID
- **Currently** a model business citizen!
Existing Firm Support - Vie de France Yamazaki, Inc.

- Company operated production facilities in California, Chicago, New York and Atlanta
- Wanted to close Chicago facility and move production to one of the remaining locations
- Submitted documentation to Vie de France Yamazaki headquarters in Vienna, VA that extolled the values of FIB, CID and Opportunity Zone
- Atlanta chosen as site to expand with an additional 40 jobs
New Attraction – Central Pipe and Supply, Inc.

- New attraction sought to move to FIB to allow owners as well as a number of employees to live closer to business
- Chose to move to Wendell Drive one of the core streets in “Ground Zero”
- Three months after move in, company continued to experience challenges from AT&T with fiber and internet access
New Attraction – Central Pipe and Supply, Inc. (cont.)

• CID and USFC EDI made contact with AT&T to help facilitate fiber and internet access

• Company now a major champion for USFC EDI and CID to the point that has established a business watch and support group for businesses on their block
Joint Stakeholders Initiatives

- CID Study Input
- Sweeps
- Fiber Infrastructure
- Drug Free Zone
- Redefine Tourist Accommodations' Ordinance
- Support Community Policing and Code Enforcement Initiatives