

OVERVIEW

These updated data trends, public feedback, stakeholder conversations, and target industries culminate together to shape DeKalb County's economic development roadmap over the next five years. The previous SEDP outlines broad overarching goals with objectives to assist the County and Decide DeKalb with creating a base for its initial five-year strategy. This updated Action Plan builds on these successes to determine next steps as well as incorporates aspects of the prior plan that still need to be implemented.

The goals for this updated Strategic Economic Development Plan are as follows:

BUSINESS RETENTION & EXPANSION (BRE)

1. *Maximize programming, services, and partnerships to ensure Decide DeKalb can address the needs of businesses across all life stages*
2. *Maintain retention of existing employers tied to key sectors within DeKalb County*
3. *Expand workforce development programs and services to keep talent within DeKalb County and provide economic opportunity to residents*

BUSINESS RECRUITMENT & ATTRACTION (BRA)

1. *Adjust BRA efforts to reflect new industry focus and expand opportunity to underserved areas of the County*
2. *Maximize marketing of resources for new business creation and attraction*
3. *Maintain incentives that are competitive with peer communities*

REDEVELOPMENT

1. *Leverage existing partnerships to assist redevelopment efforts*
2. *Maximize TAD programming potential*
3. *Expand redevelopment strategies and initiatives*

ORGANIZATION, CAPACITY, & BRANDING

1. *Evaluate internal capacity and resources to ensure proper staffing and funding to meet the aforementioned goals*
2. *Continue to serve as a convener with economic development partners*
3. *Continue serve as DeKalb County's economic development arm*