



bae urban economics

PROPOSAL FOR ECONOMIC DEVELOPMENT STRATEGIC PLAN

February 22, 2019

ABOUT BAE



Award-winning urban economics practice with more than 2,200 engagements since 1986



Areas of expertise include economic development, economic and fiscal impacts, market and feasibility studies, P3 transactions, urban parks, transit-oriented development, affordable housing development and policy



Offices in Washington D.C., New York City, Los Angeles, San Francisco, and Sacramento.

PROJECT TEAM

**Sherry
Okun-Rudnak,
Principal**



***Project Role:
Principal-in-Charge***

MA, Economics,
California State University,
Sacramento

BA, Economics,
Georgia State University

Joined BAE in 2002

Fulton County Native

**Mary
Burkholder,
Vice President**



***Project Role:
Project Manager***

Master of
Community Planning,
University of Maryland

BA, Political Science,
University of Michigan

Joined BAE in 2017

**Laura
Sellmansberger,
Associate**



***Project Role:
Research & Analytical
Support***

Master of Urban Planning,
New York University

BSc, Business Administration,
University of Alabama

Joined BAE in 2017

Metro Atlanta Area Native
(Gwinnett County)

**Denim Ohmit,
Analyst**



***Project Role:
Research & Analytical
Support***

BA, Urban Studies,
University of California,
Berkeley

Joined BAE in 2016

RELEVANT PAST PROJECTS

MARTA Equitable TOD Strategy

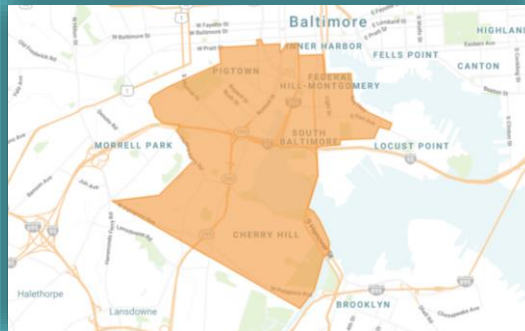


- Analysis of demographic and market conditions and trends
- Evaluation of private investment and value capture potential along the proposed MARTA route
- Strategies to increase local economic opportunity and minimize displacement of existing residents

BAE Team Members:

Sherry Okun-Rudnak
Laura Sellmansberger
Denim Ohmit

South Baltimore Gateway Industrial Analysis & Strategy

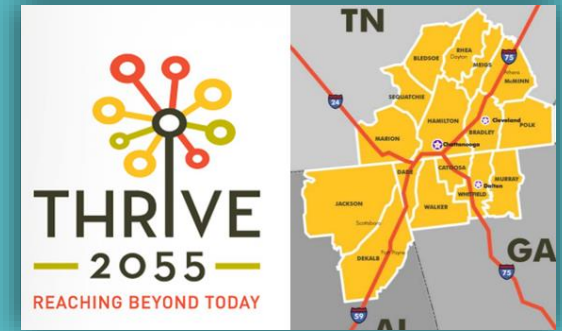


- Analysis of industrial real estate market conditions and industrial employment trends
- “Future Opportunities Analysis and Strategy,” including assessment of the area’s strengths and weaknesses, identification of redevelopment sites, and policy recommendations

BAE Team Members:

Mary Burkholder
Laura Sellmansberger

Thrive 2055: Chattanooga Regional Economic Development Blueprint



- Economic assessment report including economic historic trends, existing conditions, and future outlook for the region
- Industry cluster analysis
- Comprehensive economic development strategy

BAE Team Members:

Sherry Okun-Rudnak

APPROACH

BAE's approach will emphasize the following:

- Thorough evaluation and analysis of data
- Strong and interactive public engagement
- Strategies grounded in feasible solutions
- Cost-effective services
- Clear communication

APPROACH

Task 1

Task 1: Start-Up Meetings

- Kick-off meeting with City staff
- Tour of key areas
- Meeting with steering committee
- Meeting with key stakeholders

Key Deliverables

No deliverables for this task

APPROACH

Task 2

Task 2: Demographic & Economic Conditions & Trends

- Demographic profile
- Economic conditions and trends profile
- Real estate conditions
- Review of current policies and incentives
- Competitive assessment
- Existing economic conditions assessment

Key Deliverables

- Draft Existing Economic Conditions Assessment

APPROACH

Task 3

Task 3: Focus Groups and Community SWOT Analysis

- City staff/steering committee meeting
- Focus groups
- Community SWOT analysis

Key Deliverables

- Interim Progress Report

APPROACH

Task 4

Task 4: Target Industry Sector and Subsector Analysis

- Identify target industry sectors
- Research business development strategies for targeted industries

Task 5

Task 5: Organizational Analysis

- Operations review
- Policies and procedures review

Key Deliverables

- Interim Progress Report

APPROACH

Task 6

Task 6: Prepare Draft Economic Development Strategic Plan

- Develop strategies, goals and recommendations
- Development implementation plan
- Presentation of Draft Strategic Economic Development Plan

Key Deliverables

- Draft Plan

APPROACH

Task 7

Task 7: Prepare Final Economic Development Strategic Plan

- After one set of comments and edits from City staff

Task 8

Task 8: Prepare Final Economic Development Strategic Plan

- At a public meeting before the South Fulton City Council; will answer questions from Council members and the public

Key Deliverables

- Final Plan
- Presentation (PowerPoint)

SCHEDULE

Tasks

1. Start-Up Meetings
2. Demographic/Economic Conditions Assessment
3. Focus Groups/Community SWOT Analysis
4. Target Industry Sector Analysis
5. Organizational Analysis
6. Draft Economic Strategic Plan
7. Final Economic Development Strategic Plan
8. Presentation

Asterisks denote the submittal of a deliverable.

Proposed Project Schedule (Weeks)																									
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WHY BAE?

- 1 National experts in economic development strategies
- 2 Extensive public sector experience
- 3 Deep familiarity with the Metro Atlanta Area
- 4 Clearly written and engaging deliverables
- 5 Short learning curve and quick start-up time