

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 14, 2007

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: ESTABLISHMENT OF AN ECONOMIC SUSTAINABILITY IMPLEMENTATION MONITORING COMMITTEE

ISSUE: Effective Implementation of the Recommendations of the Economic Sustainability Work Group.

RECOMMENDATION: Adopt the attached resolution creating an Economic Sustainability Implementation Monitoring Committee.

BACKGROUND: In the June of 2006, Council created the Economic Sustainability Work Group in order to assess the City's economic status, and to develop recommendations in order that the City's currently sound economic health and fiscal health are sustained far into the future. The Work Group was comprised primarily of experts in the local, regional, national and international business community who live in Alexandria, but whose business and economic experience is extensive and largely external to the City. The Work Group reported its draft recommendations to Council in June of 2007, and Council and the Work Group held a well-attended Town Meeting in September of 2007, so that citizens and the business community could provide input, feedback to the Work Group. Following the Town Meeting, the Work Group amended and finalized its recommendations, and those recommendations were presented to Council at its October Retreat.

The recommendations cover a wider range of topic areas. The recommendation areas are:

- Metrorail
- Commercial Economic Activity
- Potomac Waterfront Potential
- Landmark Mall
- Leveraging the City's Assets
- Travel and Tourism
- Focus of Economic Development Activities
- Responsiveness of City Bureaucracy and City Processes

- Organization, Vision and Performance of Economic Development Functions
- Tax Structure

The recommendations of the Work Group will be the subject of a Council public hearing on December 15, before they are scheduled for adoption in principle by Council. Since there are over 100 recommendations in the report, implementation will take the time and efforts of a number of City government departments, and also the non-governmental organizations which carry out elements of the City's economic development program.

In order to ensure that this important set of recommendations is addressed, it has been proposed that an Economic Sustainability Implementation Monitoring Committee be created. This Committee would be responsible for monitoring the implementation of the recommendations of the Economic Sustainability Work Group when adopted, in whole or part, or as amended by Council after the December public hearing. The Committee's charge (see attached resolution) would be to receive regular reports from City departments and economic development related agencies on the status of implementation of the recommendations. The Committee would also advise on implementation priorities, as well as assist in developing implementation strategies and monitoring the status of implementation. The Committee would also advise on outcome and impact metrics of economic development activities. The Committee would be expected to provide periodic reports to Council. Finally, the Committee would also serve as the monitoring entity for review of the status of consideration and implementation of the recommendations of the Small Business Task Force. This is recommended, as many of the recommendations of the Work Group and the Task Force are similar or overlap. Staff support for the Monitoring Committee will be provided by the City Manager's Office.

Initially, the Committee would be ad hoc and have a twelve-month term. Once the effectiveness of such a monitoring committee can be gauged and the implementation timetable becomes clearer, the term can be extended by Council, or it can be made a permanent, standing committee.

FISCAL IMPACT: Any cost of implementing the recommendations of the Work Group will either be handled with existing budget resources, or through budget allocations decided by Council during annual budget deliberations.

ATTACHMENT: Proposed Resolution

STAFF:

Mark Jinks, Deputy City Manager
Kendel Taylor, Office of Management and Budget

RESOLUTION NO. ____

WHEREAS, City Council established the Mayor's Economic Sustainability Work Group on June 27, 2006; and

WHEREAS, over the course of the last year, the Mayor's Economic Sustainability Work Group reviewed the City's economic condition, issues and opportunities; and

WHEREAS, the Mayor's Economic Sustainability Work Group presented a draft recommendations report which was discussed by the Alexandria community at the September 29, 2007, Town Meeting; and

WHEREAS, the final recommendations of the Mayor's Economic Sustainability Work Group were presented to City Council and discussed by Council at its October 27, 2007, Retreat; and

WHEREAS, the final recommendations of the Small Business Task Force were presented to City Council and discussed by Council at its June 26, 2007, meeting; and

WHEREAS, in order to strengthen for the long-term the City economy, and to make the City a place for businesses to be attracted to and thrive; and

WHEREAS, an economically and fiscally strong City helps keep tax rates and burdens low and services high; and

WHEREAS, there are over 100 recommendations in this Economic Sustainability report, and many recommendations in the Small Business Task Force Report, which cover a wide range of topics and whose implementation is complex and would be the responsibility of many City departments, as well as the various economic development agencies that the City funds; and

WHEREAS, some recommendations are in the process of being implemented, and others will need to be prioritized, budgeted and resourced; and

WHEREAS, how implementation of those recommendations is executed will determine if the City is able to build on its success and become economically sustainable into the future; and

NOW, THEREFORE BE IT RESOLVED by the City Council of the City of Alexandria, Virginia that:

There is hereby established a group known as the Economic Sustainability Implementation Monitoring Committee (the "Committee"):

1. The Committee shall consist of six members, including two members of City Council, and two members from the Economic Sustainability Work Group, one member from the Alexandria Chamber of Commerce, and one citizen-at large.
2. The Committee shall be appointed by the Mayor and shall serve for a twelve-month period.
3. The Committee shall select a chair from among its members.
4. At the end of the twelve month period, the Committee will report to Council on whether or not to extend its term for another year, or whether the Committee should be made a permanent Committee.
5. The Committee's charge will be to:
 - a. Receive regular reports from City departments and economic development related agencies funded by the City, on the status of the implementation of the recommendations contained in the Recommendations Report of the Mayor's Economic Sustainability Work Group, as well as the Report of the Small Business Task Force.
 - b. Advise on implementation priorities
 - c. Assist in developing implementation strategies
 - d. Monitor implementation of the recommendations
 - e. Advise the City Manager, City departments and other economic development agencies which are funded by the City concerning implementation plans, timetables, strategies.
 - f. Determine accountability, outcome and impact metrics of economic development activities
 - g. Provide period reports to City Council on the status of the implementation of the recommendations contained in the report of the Mayor's Economic Sustainability Work Group and the Small Business Task Force.
 - h. Make other recommendations to Council related to these issues as the Committee deems appropriate.
6. Staff support of the Committee shall be provided primarily by the City Manager's Office.

ADOPTED: _____

WILLIAM D. EUILLE Mayor

ATTEST:

Jackie M. Henderson, CMC, City Clerk

RESOLUTION NO. 2255

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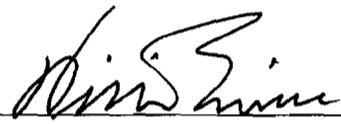
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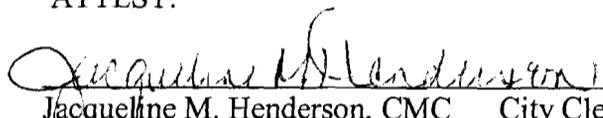
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 - g. Provide period reports to City Council on the status of the implementation of the recommendations contained in the report of the Mayor's Economic Sustainability Work Group and the Small Business Task Force.
 - h. Make other recommendations to Council related to these issues as the Committee deems appropriate.
6. Staff support of the Committee shall be provided primarily by the City Manager's Office.

ADOPTED: November 19, 2007



WILLIAM D. EULLE MAYOR

ATTEST:



Jacqueline M. Henderson, CMC City Clerk