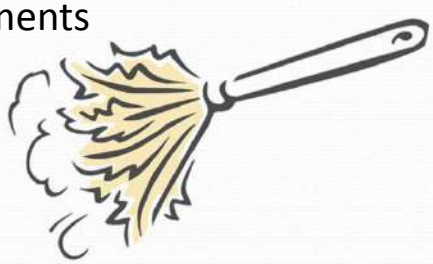
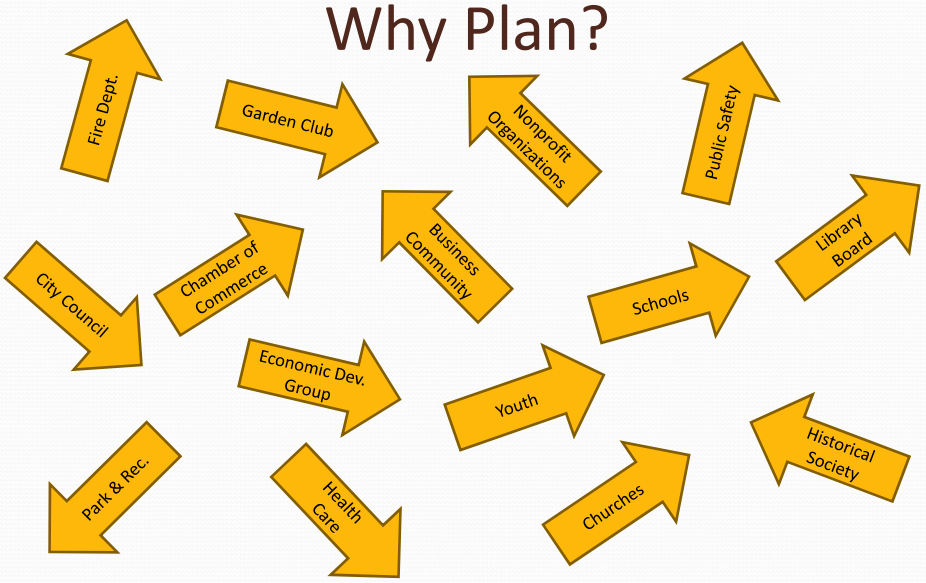
Welcome & Introductions

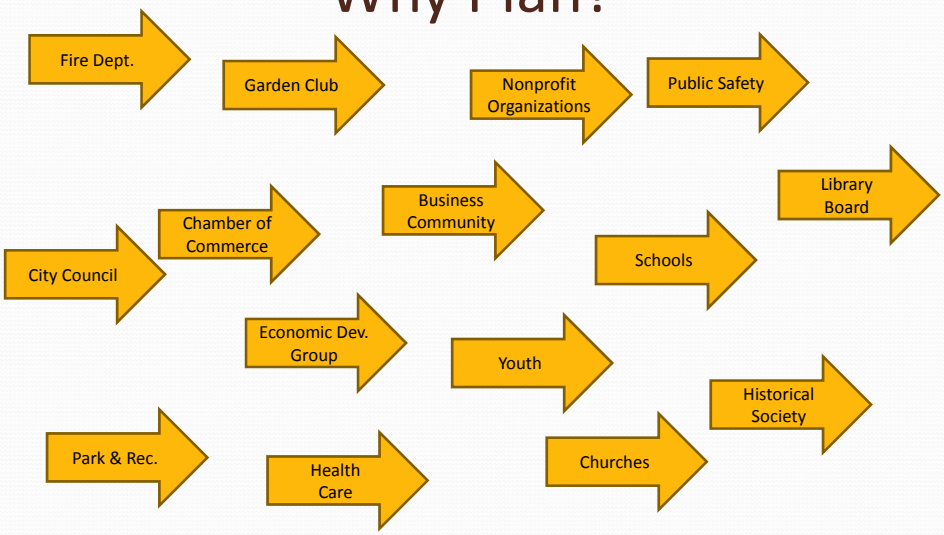
- Introductions
- Housekeeping – be comfortable
- Participate freely
- Respect all comments



Why Plan?



Why Plan?



The Process and Timeline

- Phase One: Organization and Community Visioning – January through March – Done!
- Phase Two: Collection of Background Data – April and May – Done!
- Phase Three: Public Participation – June (Survey) and July (Think Tanks)
- Phase Four: Plan Finalization – August through October
- Phase Five: Final Public Review and Adoption – November and December

Hawkeye's Vision:

Hawkeye is a vibrant destination where families and businesses are central to the growth of our community. We capitalize on our resources and public spaces, where families, neighbors and generations come together to help secure a better future. Invested in our youth, guided by our leaders and with citizens who are united in creating a comfortable community for anyone who wants to live their dream, Hawkeye soars above all others.

Tonight's Goal:

To design ways to achieve our vision for:

- Economic Development

The Process

- Background information
- Element analysis
  - Examine Challenges
  - Identify Opportunities
- Select possible actions
- Prioritize actions

Let's Get Started!

Economic Development

Economic Development is…

The ability and capacity to act and innovate in order to respond effectively to changing circumstances

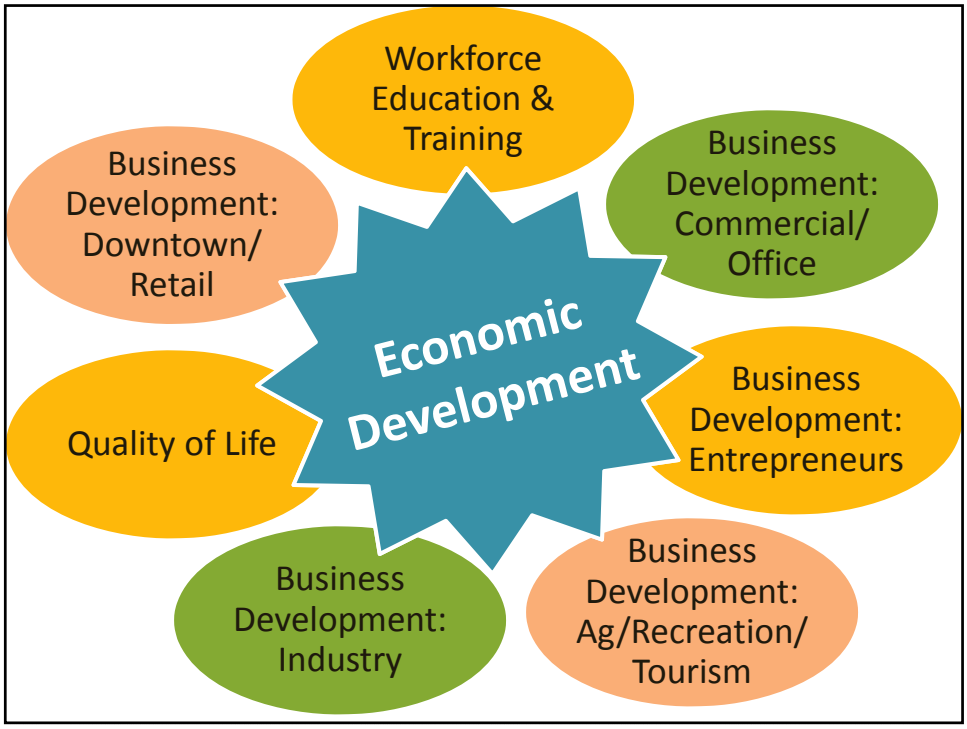
The end product of economic development is our population's quality of life

Growth ≠ Development

Element: Economic Development

What do we need for economic development?

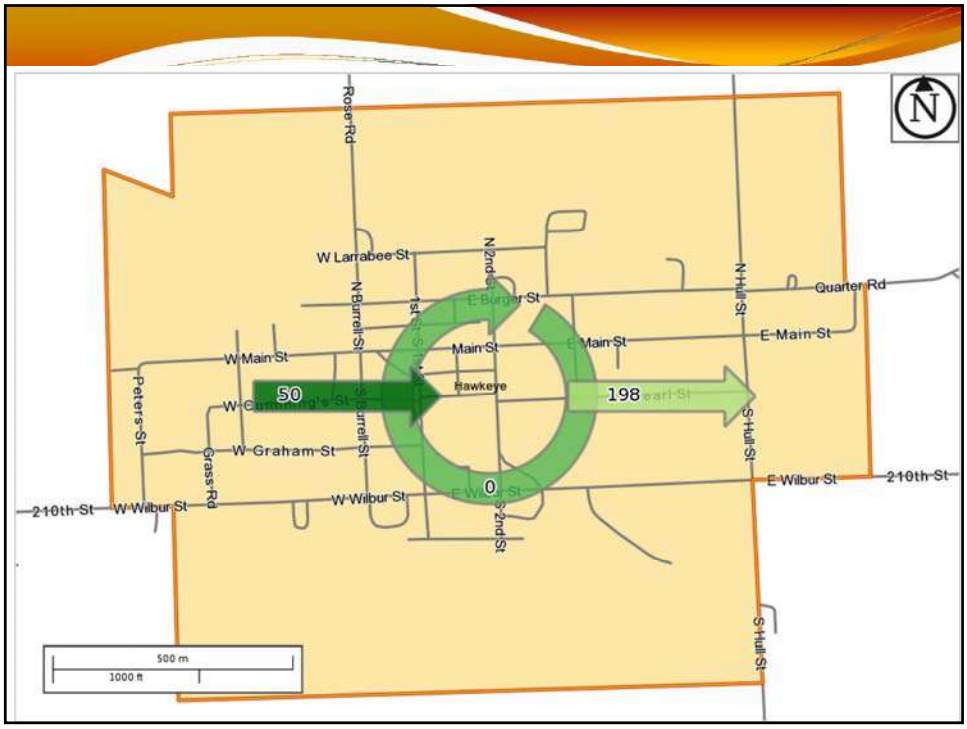
- A strong workforce – what is the educational level, unemployment level, etc. of our population?
- To understand our current business environment – business types, occupation types and income levels



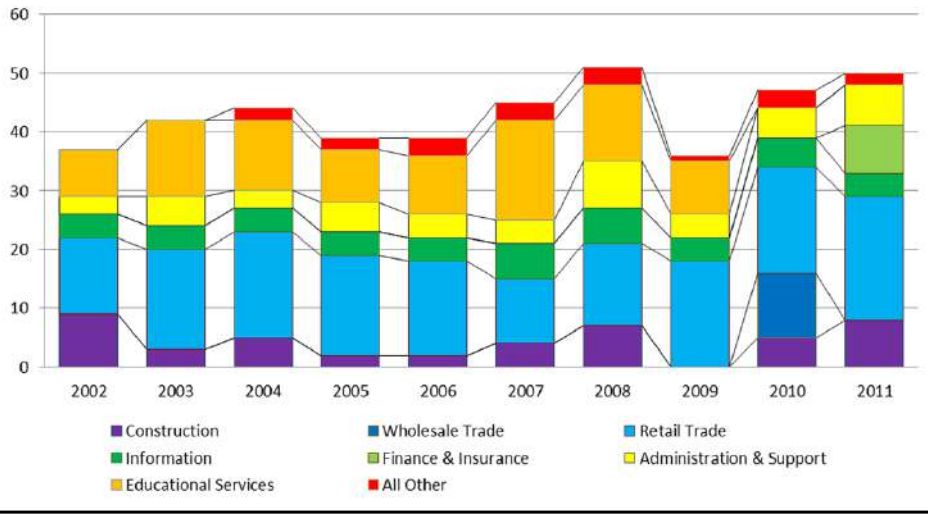
Data: Economic Development

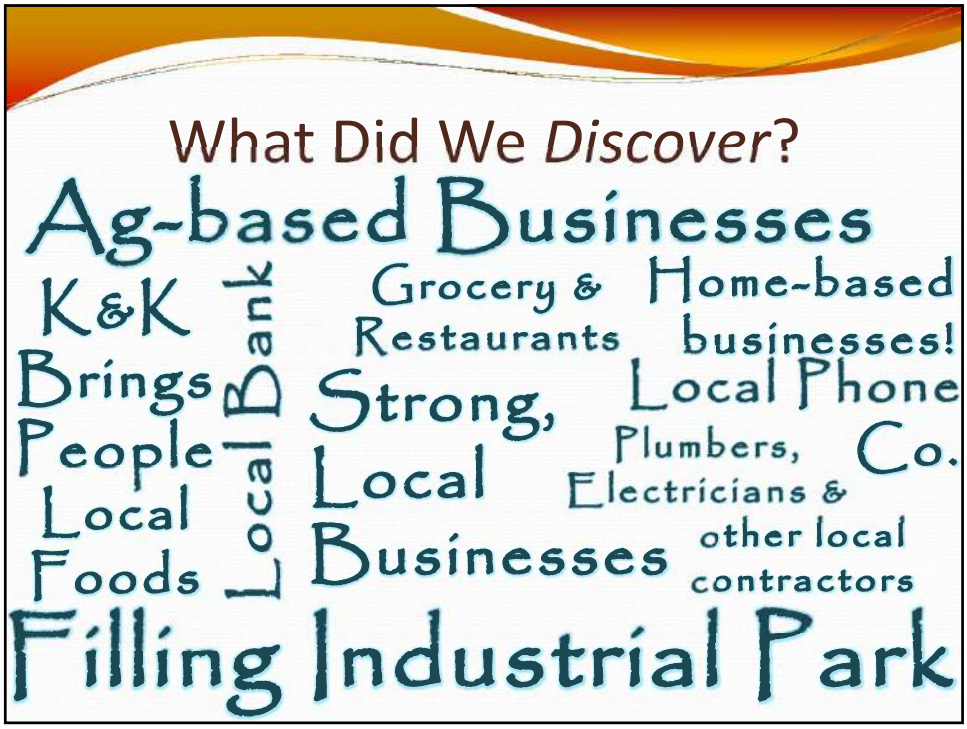
Workforce Quick Facts

- The largest concentration of Hawkeye's workers are employed within the education and health care (23%) industry, followed by retail trade (20%) and manufacturing (12%)
- 61% of the population over the age of 16 is in the labor force
- 88% of families with children have both parents working
- Median household income is $40,938
- Fayette County May unemployment rate was 4.5%
- 42% of the population over 25 has some post high school education
- On average, have a 19 minute commute to work



Where are the jobs in Hawkeye?

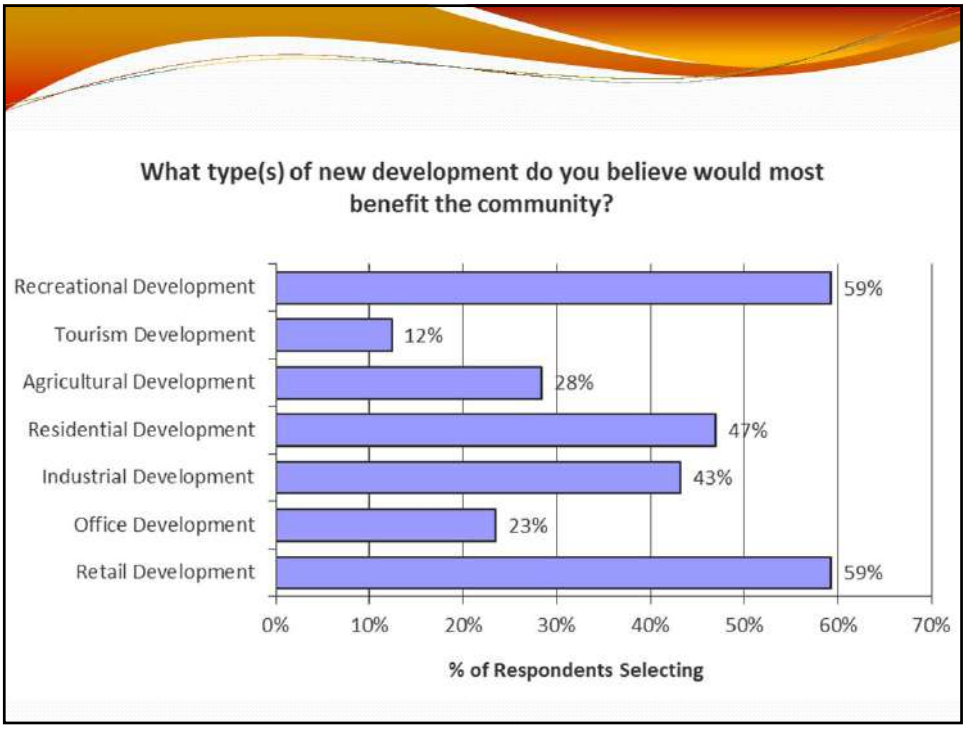


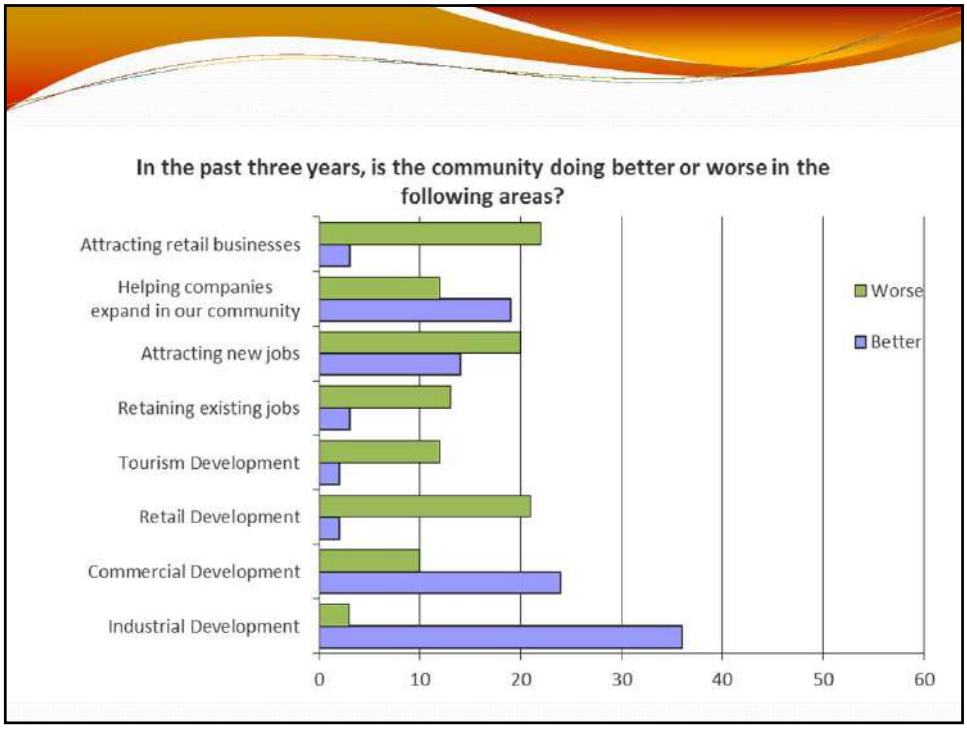

What Did We *Discover*?
Ag-based Businesses
K&K
Local Bank
Grocery & Restaurants
Home-based businesses!
Brings People Local Foods
Strong, Local Businesses
Local Phone Co.
Plumbers, Electricians & other local contractors
Filling Industrial Park

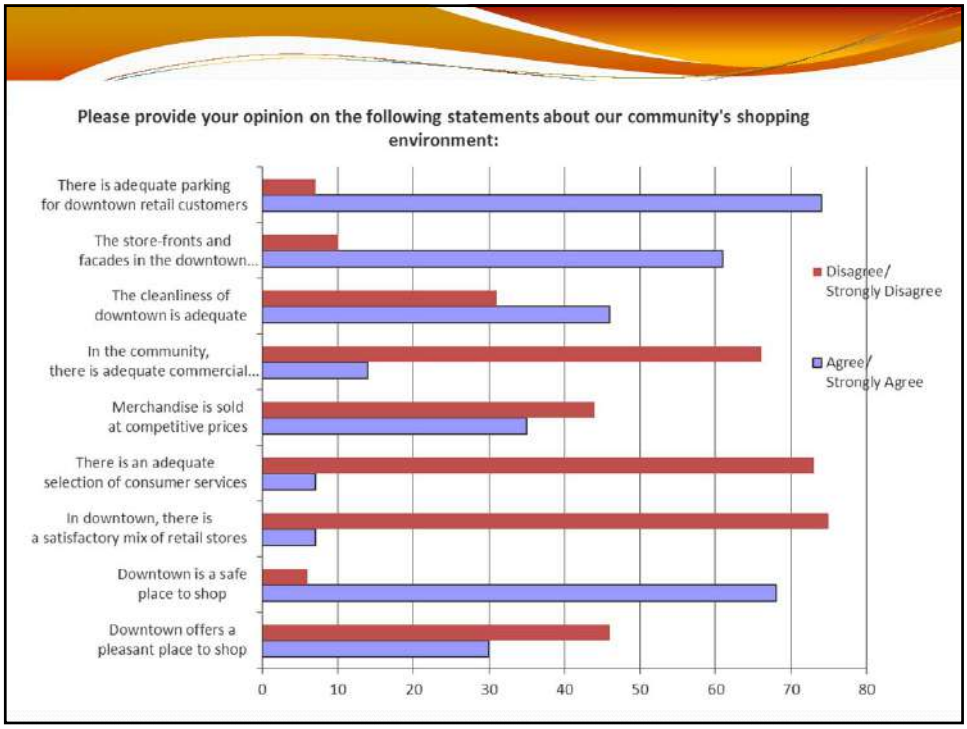
What Did We *Dream* About?
Tourism Possibilities
A Full Industrial Park
More Retail
Bike Trail
Jobs for Teens
Farmer's Market
Downtown
Business Incentives!
Reuse of the School Building
Welcoming Community Experience – looks & feels good

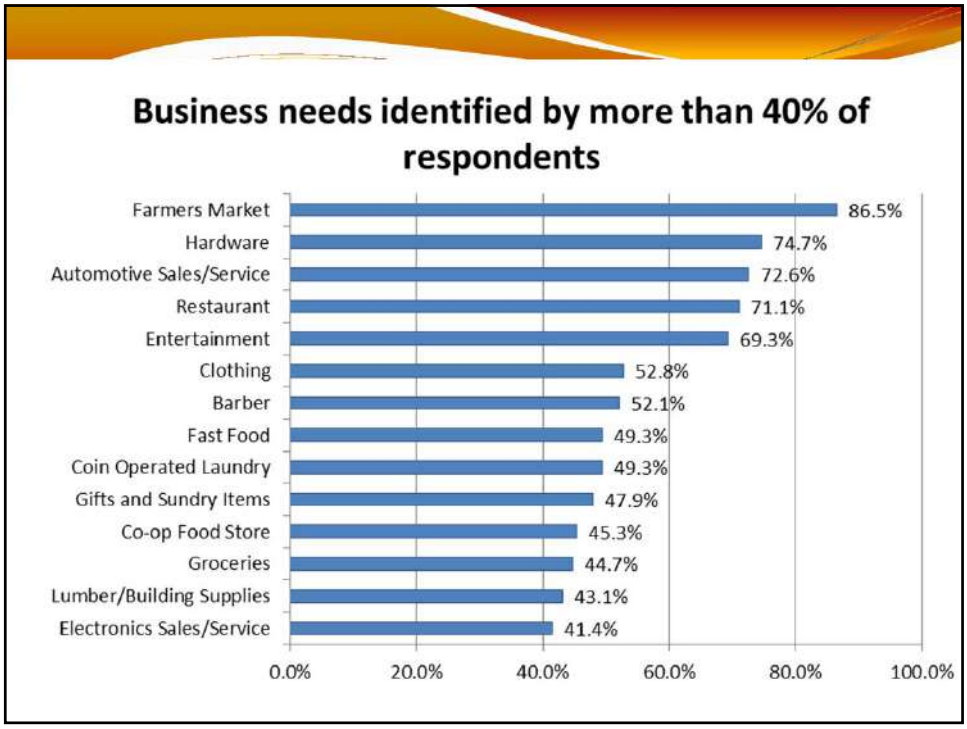
Economic Development Vision:

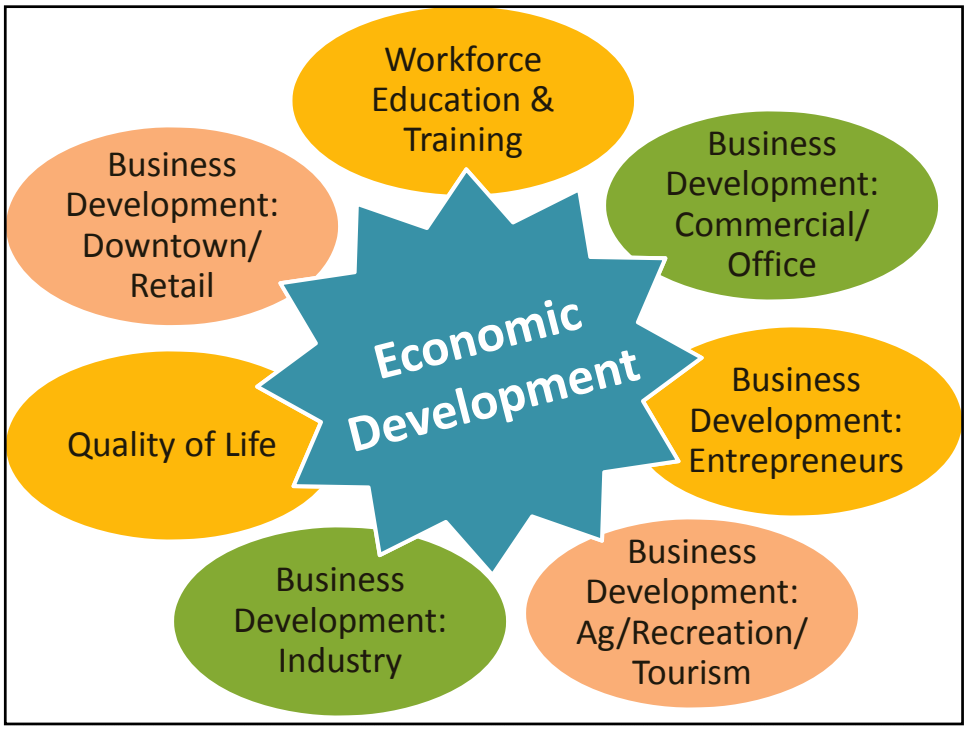
Hawkeye is a place where economic development strategies support existing businesses and foster positive opportunities for growth.




In the past three years, is the community doing better or worse in the following areas?
Attracting retail businesses
Helping companies expand in our community
Attracting new jobs
Retaining existing jobs
Tourism Development
Retail Development
Commercial Development
Industrial Development
Worse
Better
0
10
20
30
40
50
60


Please provide your opinion on the following statements about our community's shopping environment:
There is adequate parking for downtown retail customers
The store-fronts and facades in the downtown...
The cleanliness of downtown is adequate
In the community, there is adequate commercial...
Merchandise is sold at competitive prices
There is an adequate selection of consumer services
In downtown, there is a satisfactory mix of retail stores
Downtown is a safe place to shop
Downtown offers a pleasant place to shop
Disagree/ Strongly Disagree
Agree/ Strongly Agree
0
10
20
30
40
50
60
70
80


Business needs identified by more than 40% of respondents
Farmers Market 86.5%
Hardware 74.7%
Automotive Sales/Service 72.6%
Restaurant 71.1%
Entertainment 69.3%
Clothing 52.8%
Barber 52.1%
Fast Food 49.3%
Coin Operated Laundry 49.3%
Gifts and Sundry Items 47.9%
Co-op Food Store 45.3%
Groceries 44.7%
Lumber/Building Supplies 43.1%
Electronics Sales/Service 41.4%
0.0% 20.0% 40.0% 60.0% 80.0% 100.0%


Workforce Education & Training
Business Development: Commercial/ Office
Business Development: Downtown/ Retail
Economic Development
Business Development: Entrepreneurs
Quality of Life
Business Development: Industry
Business Development: Ag/Recreation/ Tourism

Steps for Economic Development

- Support Existing Business
  - Business inventory
  - Identify needs
  - Address needs
- Get Ready
  - Identify what we have (assets like workforce, lots, infrastructure, empty buildings)
  - Identify needs
  - Address needs
- Attract Businesses
  - Know what fits
  - Develop a strategy

Let's *Design*!

Prioritizing!

Final Questions or Comments?

Review the Materials:
http://www.uerpc.org/hawkeye-comp-plan.html

Next Steps:	
Community Think Tanks:	
Tuesday, July 15th	Housing and Transportation
Tuesday, July 22nd	Community Facilities & Services, Infrastructure and Utilities

Thank you

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www.uerpc.org

Hawkeye Comprehensive Smart Planning
2014