

# Community Economic Recovery Strategy

A Resilient Approach to COVID-19 Economic Recovery

Our proven strategy brings key stakeholders together to identify and address priorities to benefit your community.

STEP 1.

## RE+ASSESS



STEP 2.

## RE+IMAGINE



STEP 3.

## RE+INVIGORATE

Where Are You Today?

- + Economic Assessment
- + Sector Analysis
- + Baseline Analysis
- + Commercial District Assessment
- + Retail Gap Analysis
- + Financial Analysis
- + Market-based Research

Where Do You Want To Be?

- + Economic Planning
- + Governance Roles
- + Planning for Change
- + Scenarios & Alternative Futures
- + Strengths & Priorities
- + Land Use Planning

How Do You Get There?

- + Results-Driven
- + Community Economic Recovery Strategy
- + Capacity Building
- + Required Resources
- + Strategy Implementation
- + Economic Vision
- + Formation

## Contact us today!

Working with you to get your community on the road to recovery.

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# Community Economic Recovery Strategy

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STEP 1.

## RE+ASSESS

### Where Are You Today?

Understanding where you are today informs how vulnerable your community is to the short- and long-term negative economic impacts of COVID-19? It also informs how to plan and strategically move forward.

#### Existing Conditions Assessment

- + Demographic and Socioeconomic Analysis
- + Sector Analysis
- + Retail Gap Analysis
- + Commercial District Assessment
- + Regulatory Review
- + Business Outreach

#### Local Economic Risk Assessment

- + Identify Vulnerabilities
- + Impact to Future Tax Revenue and Municipal Budget
- + Main Street & Commercial Impact Analysis

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STEP 2.

## RE+IMAGINE

### Where Do You Want To Be?

Strategic planning is most important when the future is uncertain. We can help you navigate uncertainty and chart a course to recovery for the future you want.

- + **Resilience**  
Planning for change and the unknown
- + **Sustainable**  
Balancing social, economic, and environmental outcomes
- + **Scenarios**  
Potential and plausible futures
- + **Adaptation**  
Creating newness out of existing forms and functions
- + **Governance**  
The role of government intervention
- + **Decision Making**  
Setting priorities and executing

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STEP 3.

## RE+INVIGORATE

### How Do You Get There?

Planning is easy. Achieving desired outcomes is hard. Our work integrates planning and implementation into a seamless process of strategic intervention aimed at outcome achievement.

- + **Outcome Identification**  
Setting the desired outcomes
- + **Strategy Development**  
Creating the recovery toolbox based on desired outcomes
- + **Capacity Building**  
Developing the required and available resources
- + **Strategy Implementation**  
Employing the right strategy at the right time
- + **Measuring for Success**  
Ensuring our strategies are working
- + **Adjustment**  
Strategy adaptation as conditions improve

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## RE+VIEW OUR RESULTS

**+ Business Recruitment and Retention**

4,700+ jobs, \$150+ million of Grand List assessed value, \$330+ million in added investment value

**+ Surplus Properties Sale and Adaptive Reuse**

Excess schools, other obsolete and vacant properties

**+ Disaster Recovery**

5-year post-Katrina hurricane redevelopment, i.e. trendy neighborhoods and robust housing market

**+ Economic Recovery**

HUD NSP-II neighborhood revitalization strategy

**+ Investment Strategy**

Created an economic investment strategy that was influential in the community securing a \$10 million state revitalization grant

**+ Tax Increment Financing**

Master plans for TIF districts

**+ Strategic Tax Abatement Incentive Programs**

Utilized tax abatements to successfully catalyze \$200+ million in new development

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