

GOMAN+YORK

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

Where Are You Today?

Economic Assessment | Sector Analysis |
Baseline Analysis | Commercial District Assessment |
Retail Gap Analysis

STEP 2

RE+IMAGINE

Where Do You Want to Be?

Economic Planning | Governance Roles
Planning for Change | Future Alternatives
Strengths & Priorities | Land Use Planning

STEP 3

RE+INVIGORATE

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.

R. Michael Goman, Principal | mgoman@gomanyork.com
Dr. Donald J. Poland, AICP, Managing Director, Urban Planning | dpoland@gomanyork.com

Goman+York Property Advisors, LLC | 1137 Main Street | East Hartford, Connecticut 06108
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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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