



Update on Recent “Economic Development 101” Training



Community Resources Committee Meeting
July 14, 2021



COMMUNITY
PLANNING
ACADEMY

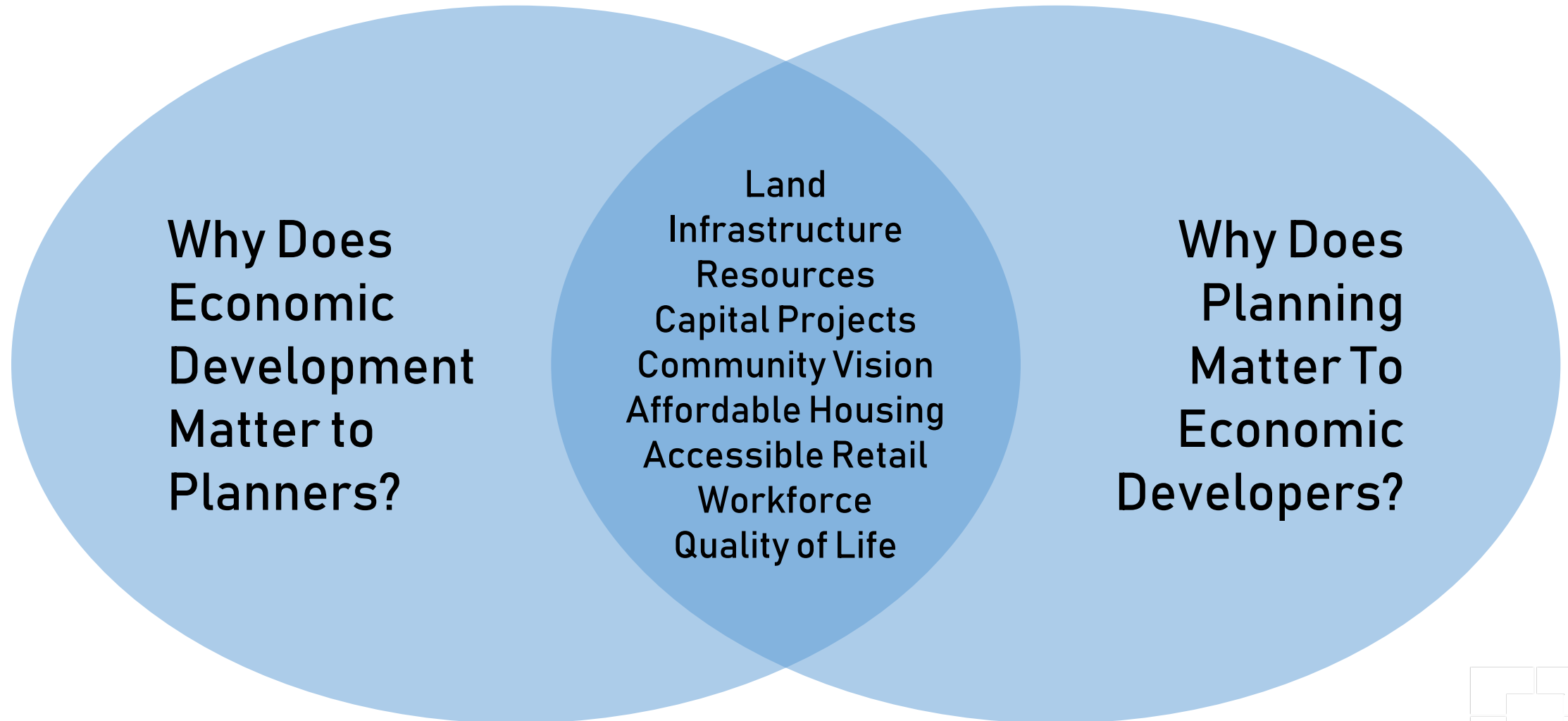
communityplanninggroup

Goals

**Create baseline
understanding of
economic development
and its processes**

**Identify opportunities for
integration of planning
and economic
development**

Making Connections



SPEAKERS



Host and speaker

Lynn Patterson, Ph.D.
Principal, Three Points Planning



Speaker

Rob LeBeau, AICP
Manager, Workforce Solutions, Atlanta Regional Commission



Speaker

Samir Abdullahi
Deputy Director of Economic Development, Fulton County



Speaker

Geoff Koski
President, KB Advisory Group



Speaker

Christopher Pike, EDFP, CPM
Economic Development Director, City of South Fulton



Speaker

Steve Foster
Community Development Manager, Georgia Power



SPEAKER

Shirlynn Fortson
Director of Economic Development, City of Brookhaven



SPEAKER

Kevin Johns
CEO, Future Economies LLC

Traditional definition

Quantitative

Wealth
Creation

Economic
Growth

- Increasing the Tax Base
- Bringing Jobs to the Community
- Recruiting New Businesses
- Industrial Development
- Large Infrastructure Projects

Modern/holistic definition



Results

- Over 130 participants
- Active discussion in polling, chat, Q&A
- Good feedback in post-activity survey

1. How would you rate the training in terms of raising your awareness - did it provide educational and informational value? (1 = Low, 5 = High)

59

Responses

4.85

Average Number

2. How would you rate the relevance of the training - did it enhance your understanding of the long-term needs of your community? (1 = Low, 5 = High)

59

Responses

4.53

Average Number

3. How would you rate the training in terms of its potential for application – the likelihood that you will be able to use the information in your community? (1 = Low, 5 = High)

59

Responses

4.51

Average Number

4. How was the content of the training, relative to your expectations and needs?

● Too basic	0
● Just right	45
● Too advanced	14



5. How was the breadth and depth of the training, relative to your expectations and needs?

● Not enough	1
● Just right	44
● Too much	14



6. How would you rate the overall quality - hosts, speakers and panelists, presentation, technology, general flow, etc.? (1 = Low, 5 = High)

59

Responses

4.69

Average Number

Find out more!

- Go to atlantaregional.org/cpa
- Look under “Past Courses” to view recording and download presentations
- Email me: asmith@atlantaregional.org