

Fayette visioning initiative

PROJECT OVERVIEW

The residents, businesses, and leaders of Fayette County are coming together to create a vision and plan for the next five years. Successful communities must define their own path forward, and the Fayette vision will be a bold, actionable, and unifying blueprint for enhanced quality of life and increased economic vibrancy. The process will occur over the next seven months and will include extensive public input, stakeholder perspectives, and community involvement. Leveraging Fayette County's education system, diversity of communities, and advantageous location, the vision will provide a foundation for future prosperity.

PROJECT DETAILS

The Fayette visioning initiative will occur in three phases. Each phase will be guided by a diverse, engaged steering committee of leaders from across the county. The process has been designed to address the five questions central to the vision (see graphic on next page).

Phase 1: Competitive Assessment

The first phase of this process will compare Fayette County's social, demographic, economic, and physical characteristics to **Hanover County, Virginia; Forsyth County, Georgia; Williamson County, Tennessee; the Metro Atlanta region; and the nation**. Rather than creating charts for dozens of data points, the Competitive Assessment will synthesize the quantitative data with public input to frame the discussion around the key "storylines" and competitive issues facing Fayette County. The Competitive Assessment will answer questions about Fayette County's **people**, the county as a **place**, and economic issues that affect Fayette County's long-term **prosperity**.

Phase 2: Fayette Vision

The Fayette vision will reflect the research and input gathered to date and will answer the fundamental questions of

"where do we want to be?" and **"how do we get there?"** The vision will include specific goals, objectives, and tactics for creating the future that Fayette County desires. *Market Street* will supplement the Fayette vision with examples of **best practices from across the nation** to provide additional guidance related to individual components of the plan.

Community Involvement

The inclusion of community members in the Fayette visioning initiative is critical to creating an inclusive plan which can be successfully implemented and sustained long-term. Community involvement opportunities will include public feedback and opinions gathered through **focus groups, stakeholder interviews, invitational community leadership meetings, an online community survey, structured community dialogues on the MindMixer web platform, and social media**. The input that is received will help identify **issues, challenges, opportunities, and strengths** not easily captured through data analysis.

It is vital that we hear your thoughts and opinions!

Please visit us at www.fayettevision.org

These best practices will showcase what trailblazers in the field are doing to demonstrate what is possible and serve as a catalyst for conversation and excitement about how Fayette County may develop its own best-practice approaches.

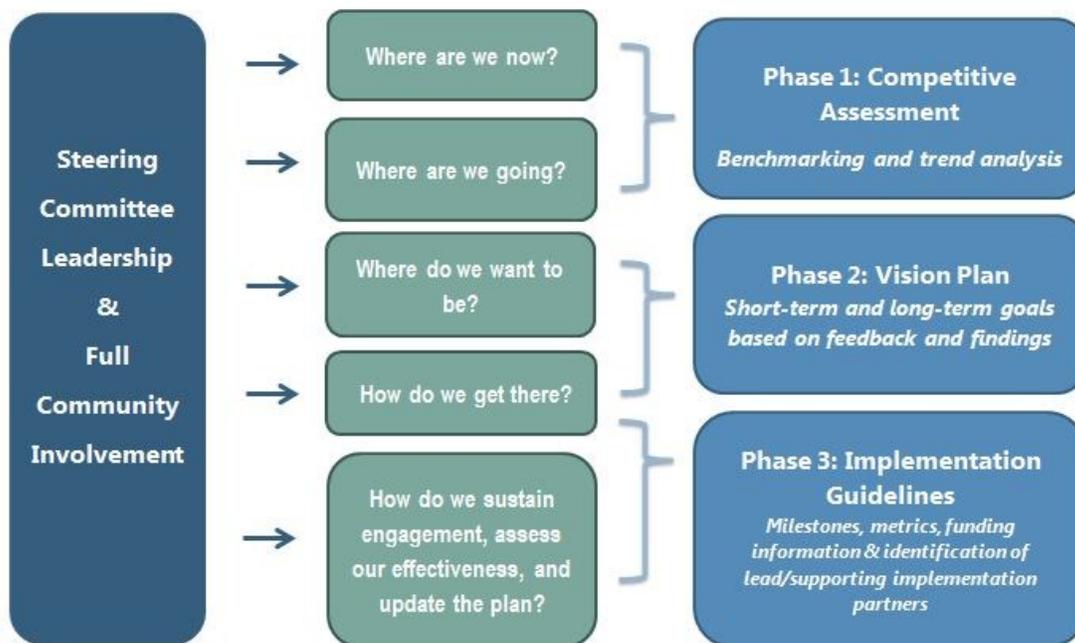
Phase 3: Implementation Guidelines

When the vision planning process is complete, the real work begins. Timely and effective implementation is critical to the ultimate success of the Fayette vision. If the vision plan represents the “what,” the Implementation Guidelines represent “how” the Fayette vision will be and implement-

ed. The Implementation Guidelines will include detailed timelines for each year of plan implementation, identify community partners responsible for accomplishing specific tasks, address capacity constraints, estimate costs and funding sources, and provide measurement tools that will enable Fayette County’s leaders and residents to track progress and goal attainment.

Help develop the vision. Give us your opinions, ideas, and insights by taking the survey (link below) by December 31st!

FAYETTE VISION PROCESS



ABOUT MARKET STREET SERVICES

Market Street Services, Inc. was founded in 1997 as an alternative to the traditional economic development firm. Market Street has brought original insights and clarity in economic, community, and workforce development strategies for more than 150 communities in 33 states.

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Take the survey at www.surveymonkey.com/s/fayettevisioning