



City of East Point  
**COMPREHENSIVE  
STRATEGIC ECONOMIC  
DEVELOPMENT PLAN**

# Public Meeting 1

March 28, 2012

EAST POINT, GEORGIA

2012-2022



**Bleakly**AdvisoryGroup



# Introduction

## City of East Point Economic Development Staff

- Jennifer Fine, Director
- Kenwin Hayes
- Erin Rodgers

## Bleakly Advisory Group, Inc.

- Ken Bleakly
- Jonathan Gelber

## Contente Consulting

- Contente Terry

# Agenda

- We talk.
  - What we are here to accomplish tonight
  - Overview of the project
  - Context: Where East Point stands right now
- We listen to you
  - Your chance to get involved in the process
  - A series of guided discussions about the plan

# East Point's 2012-2022 Strategic Economic Development Plan

- A ten-year plan to address issues such as:
  1. Growth in the commercial, industrial and residential sectors;
  2. Retail displacement and vacancy trends;
  3. Strategies to improve and reduce vacancies in the retail, industrial and office sectors;
  4. Identification and development of incentive strategies to create a more viable and competitive business environment.

# Strategic Economic Development

*An Overview*

STRATEGIC ECONOMIC DEVELOPMENT PLAN  
EAST POINT, GEORGIA



# What is Strategic Economic Development?



# What is “Strategic” about this?

- **Economic Development involves many people and institutions.**
- Competition from other cities and states is fierce.
- Many factors are out of our local control.
- Opportunities are unlikely to come knocking on the door on their own.

# Who's job is Economic Development?

- Local Government
  - Elected Officials
  - City Manager
  - Economic Development Department
  - Community Development/Planning
- Engaged Citizens
- Chambers of Commerce & Business Organizations
- Local Utilities
- Business Community & Major employers
- Banks
- Real Estate Sector, brokers and developers
- Downtown Development Authority
- School Board

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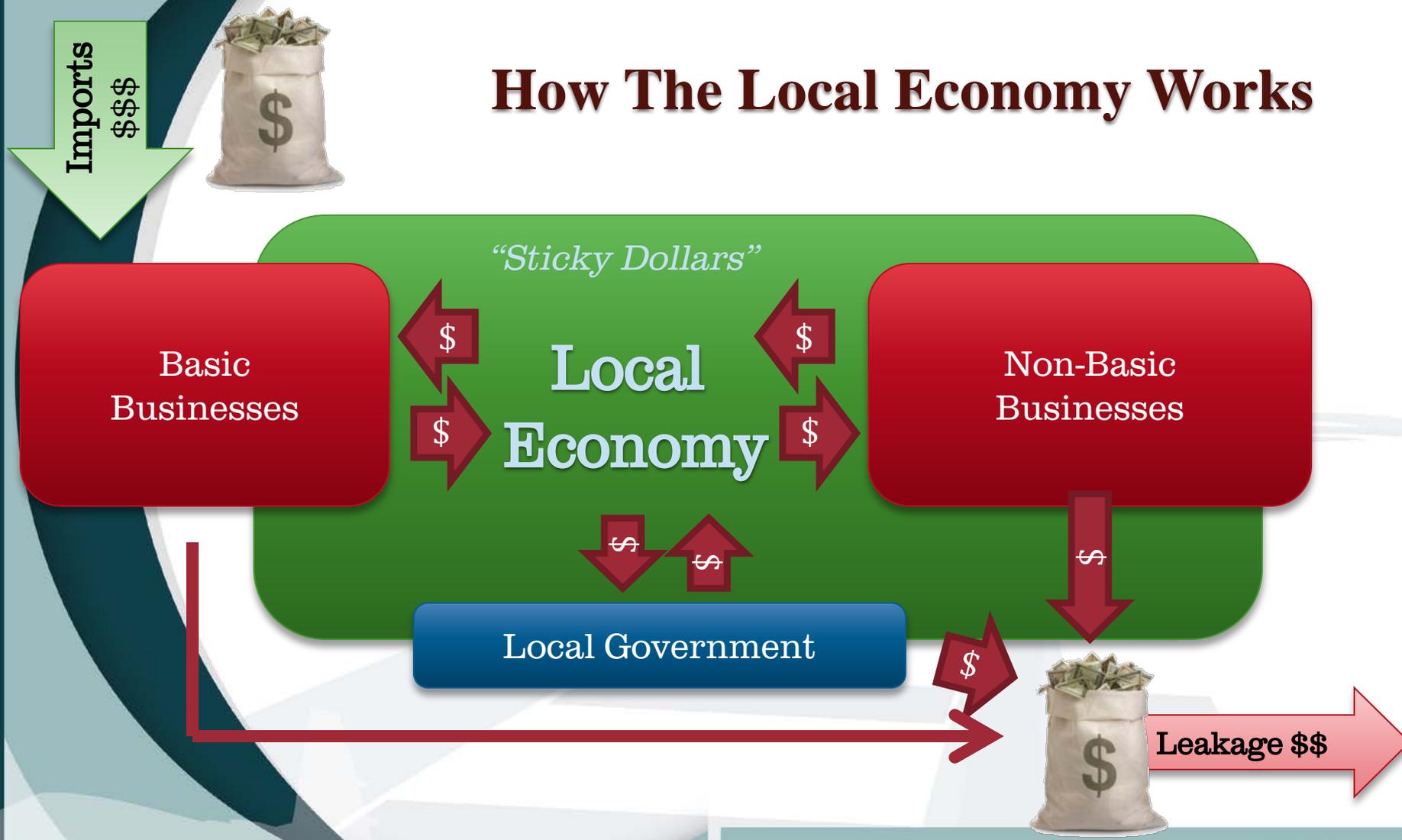
# What is “Strategic” about this?

- A Strategic Economic Development Strategy
  - Makes us think about what our priorities are.
  - Gets us ready to seize opportunities.
  - Helps us figure out where to focus our energy and resources most efficiently.
  - Lets everybody know what their role is, every day.

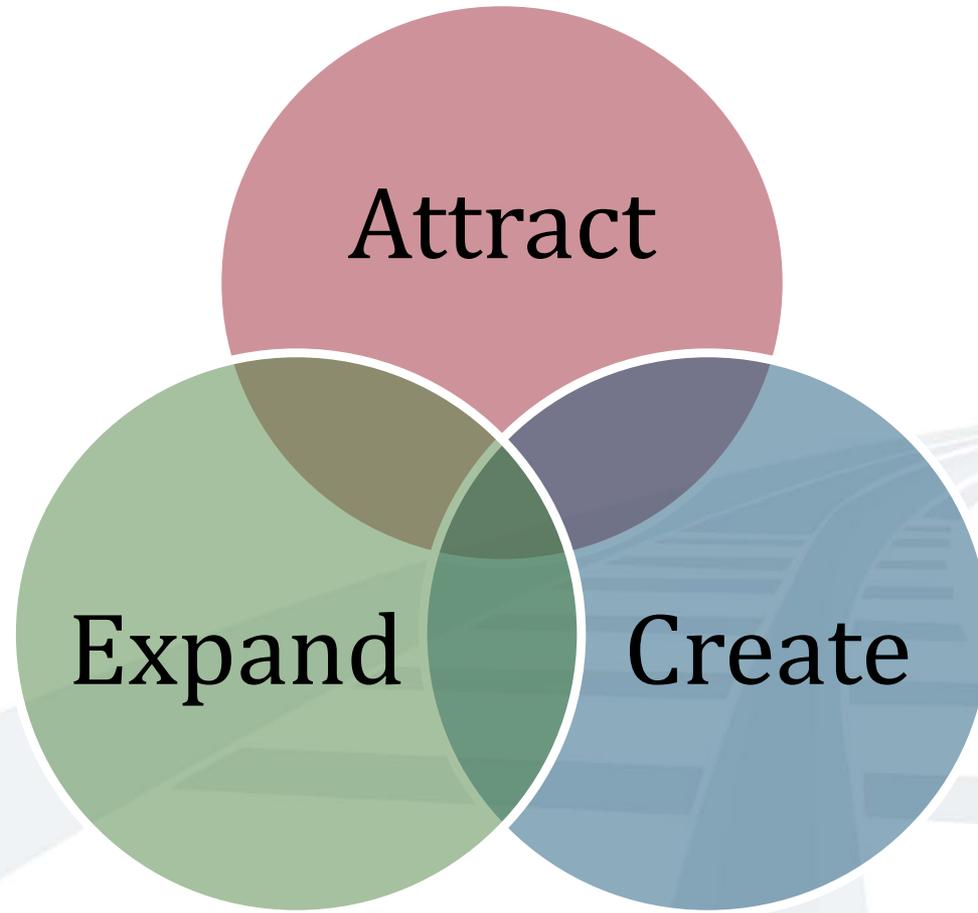
# What is “Strategic” about this?

- A Strategic Economic Development Strategy
  - Makes sure that the left hand knows what the right hand is doing.
  - Makes sure that we are tending all parts of the garden.
  - Helps East Point be as good as, if not better, than the next city.
  - Lest people know that East Point is open for business.

# How The Local Economy Works



# Strategies for Economic Development



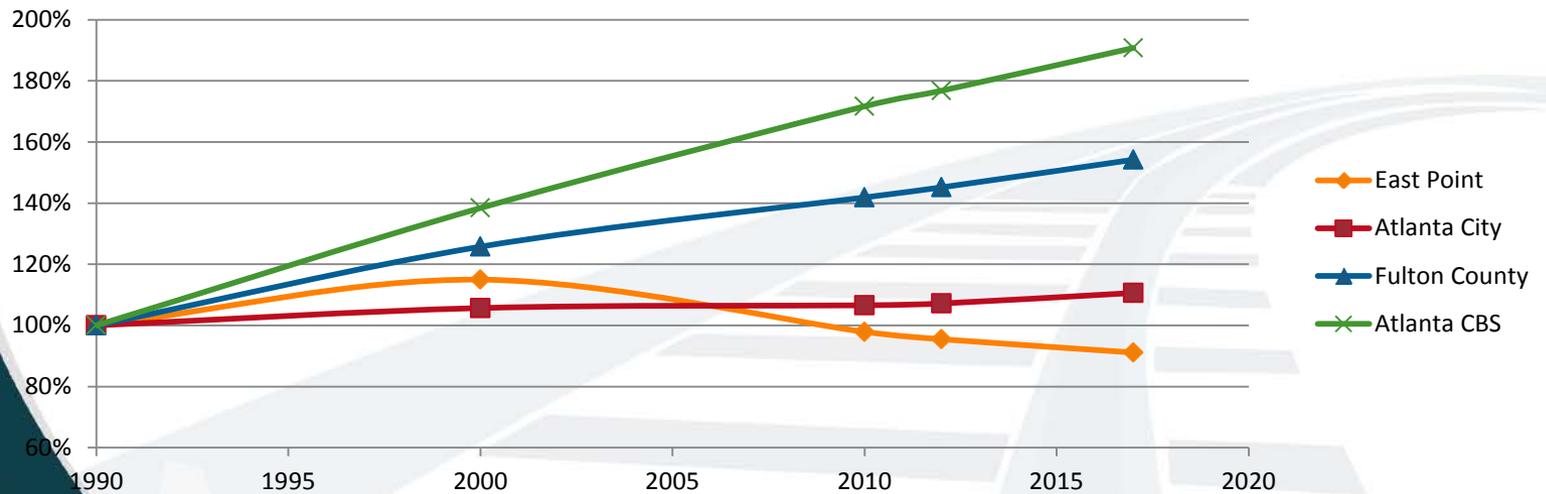
# Baseline Economic Indicators

Demographics: Who is East Point?



# Population

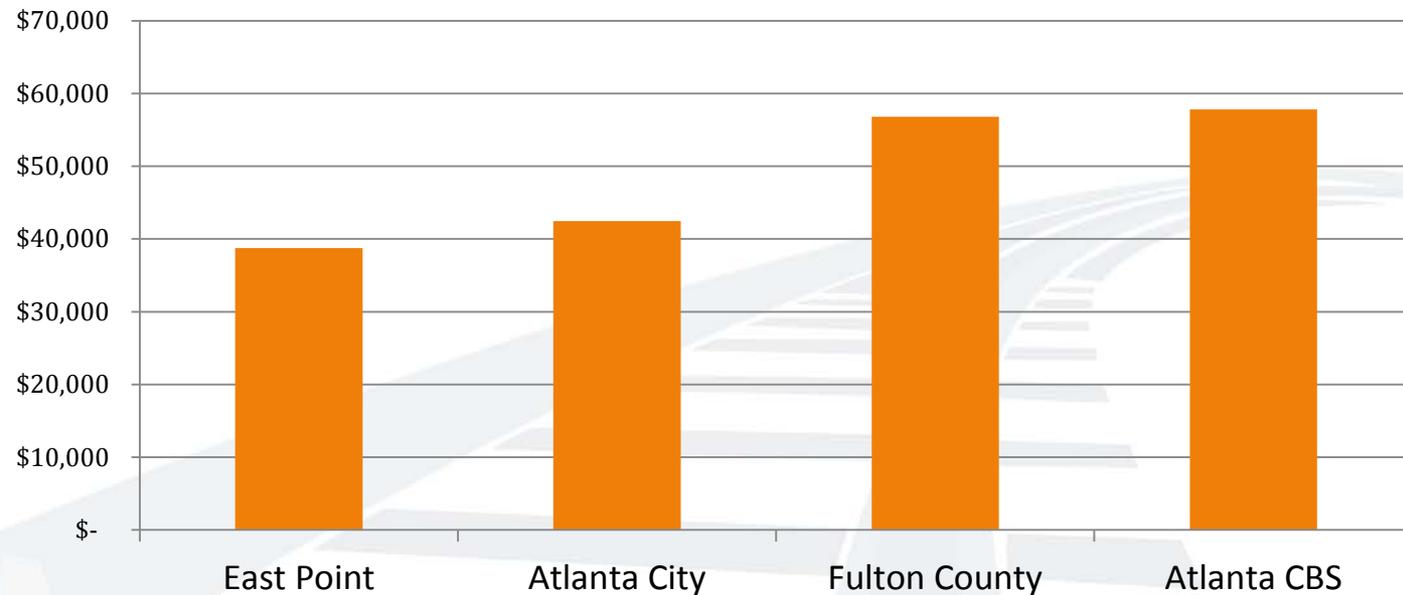
Population 1990-2022	East Point	Atlanta City	Fulton County	Atlanta MSA
<b>1990 Census</b>	34,439	394,092	648,951	3,069,411
<b>2000 Census</b>	39,595	416,474	816,006	4,247,981
<b>2010 Census</b>	33,712	420,003	920,581	5,268,860
<b>2012 Estimate</b>	32,884	422,343	941,916	5,425,233
<b>2017 Projection</b>	31,380	435,917	1,000,623	5,855,341
<b>2022 Projection</b>	29,945	449,927	1,062,989	6,319,548



# Household Income

- East Points Median Household Income is \$38,800, 67% of the regional average.

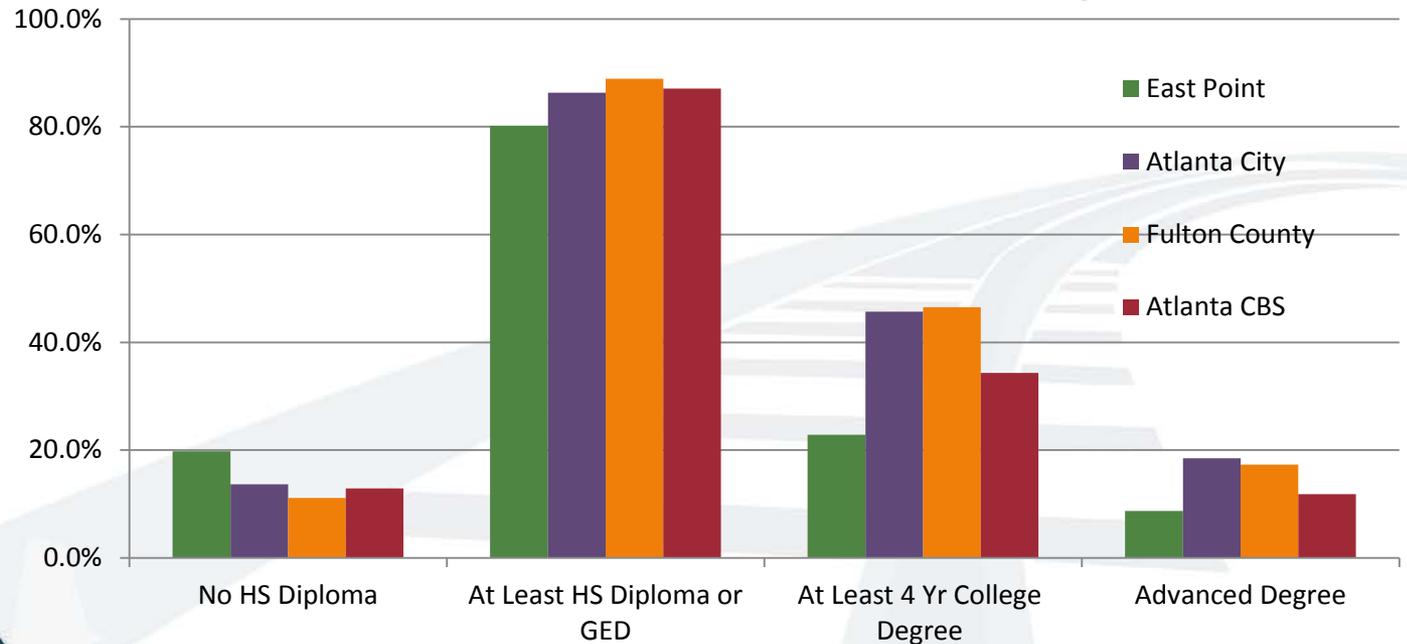
2012 Est. Median Household Income



# Education

- East Point's residents tend to have lower educational attainment than the regional average.

**Educational Attainment for age 25+, 2011**



# Baseline Economic Indicators

Community Assets: How does East Point stack up?

# Employment

	Jobs in East Point		Regional Avg.
	Total	Share	Share
Total All Jobs	13,325	100.0%	100.0%
<b>Wages</b>			
\$1,250 per month or less	4,796	36%	24%
\$1,251 to \$3,333 per month	4,948	37%	36%
More than \$3,333 per month	3,581	27%	40%

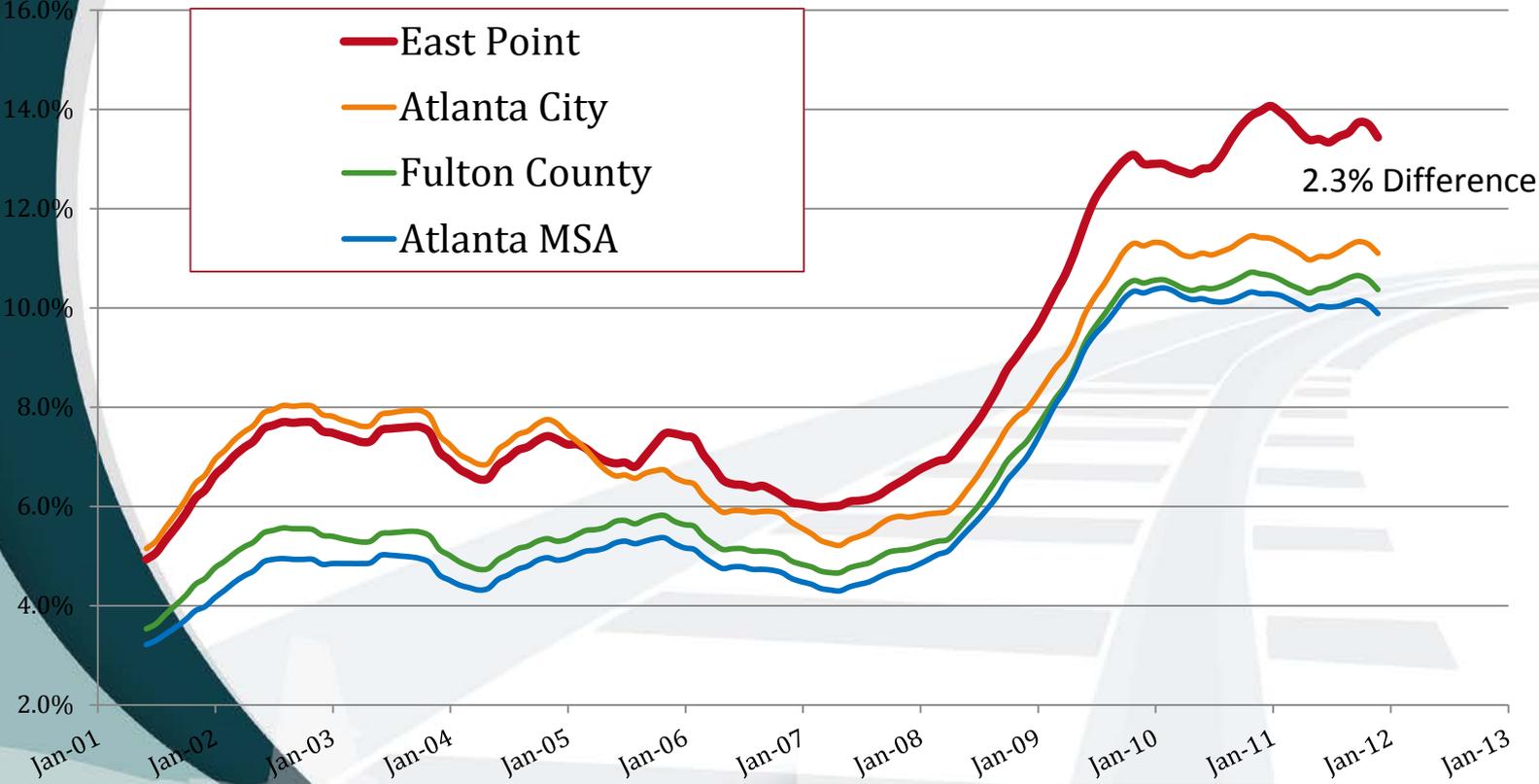
Source: US Census

# Unemployment

Source: US BLS

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}}(6-mo Moving Avg)

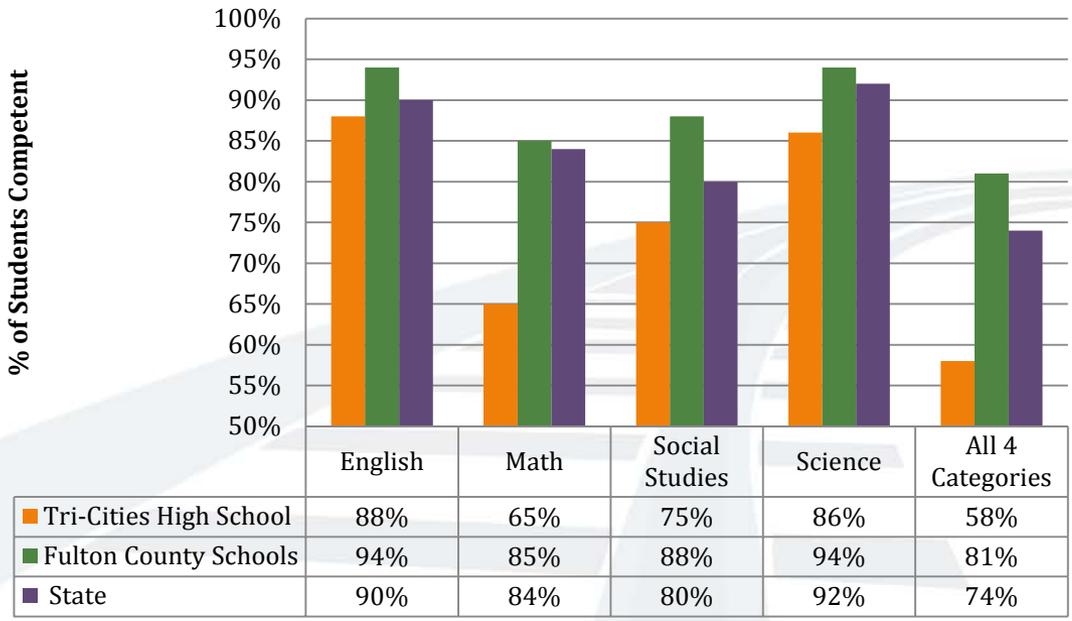


2.3% Difference



- East Point's schools tend to perform below district and State averages.

## 11th Grade Graduation Test



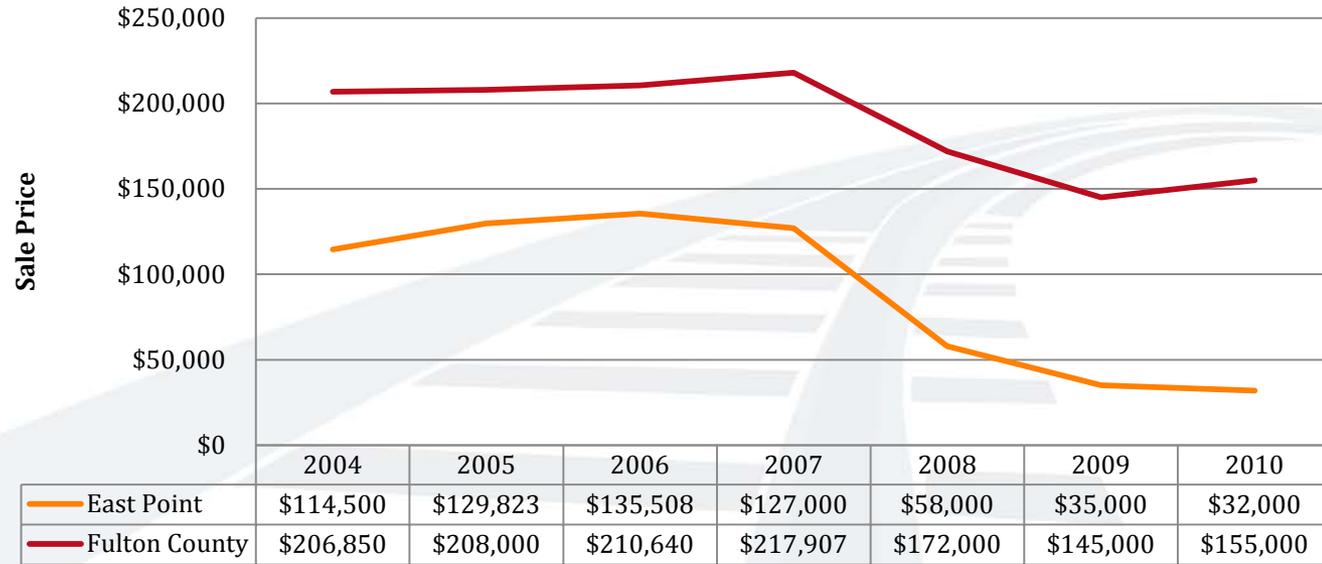
Source: Fulton County Schools, GA Dept of Education



# Housing

- East Point Home sale prices have fallen from a peak of \$136,000 in 2006 to \$32,000 in 2010.
- 1/5<sup>th</sup> of County-wide average

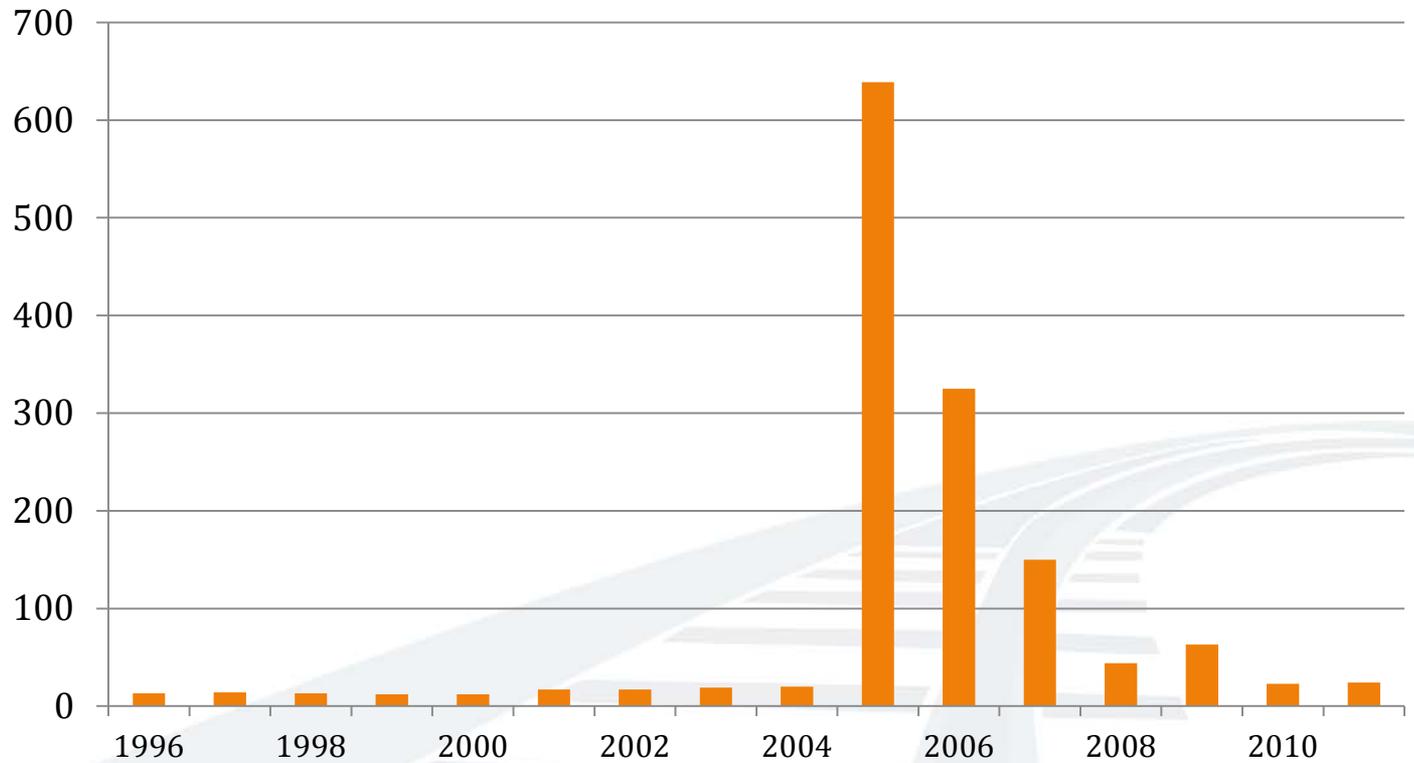
**Median Home Sale Price**



Source: SmartNumbers, Inc

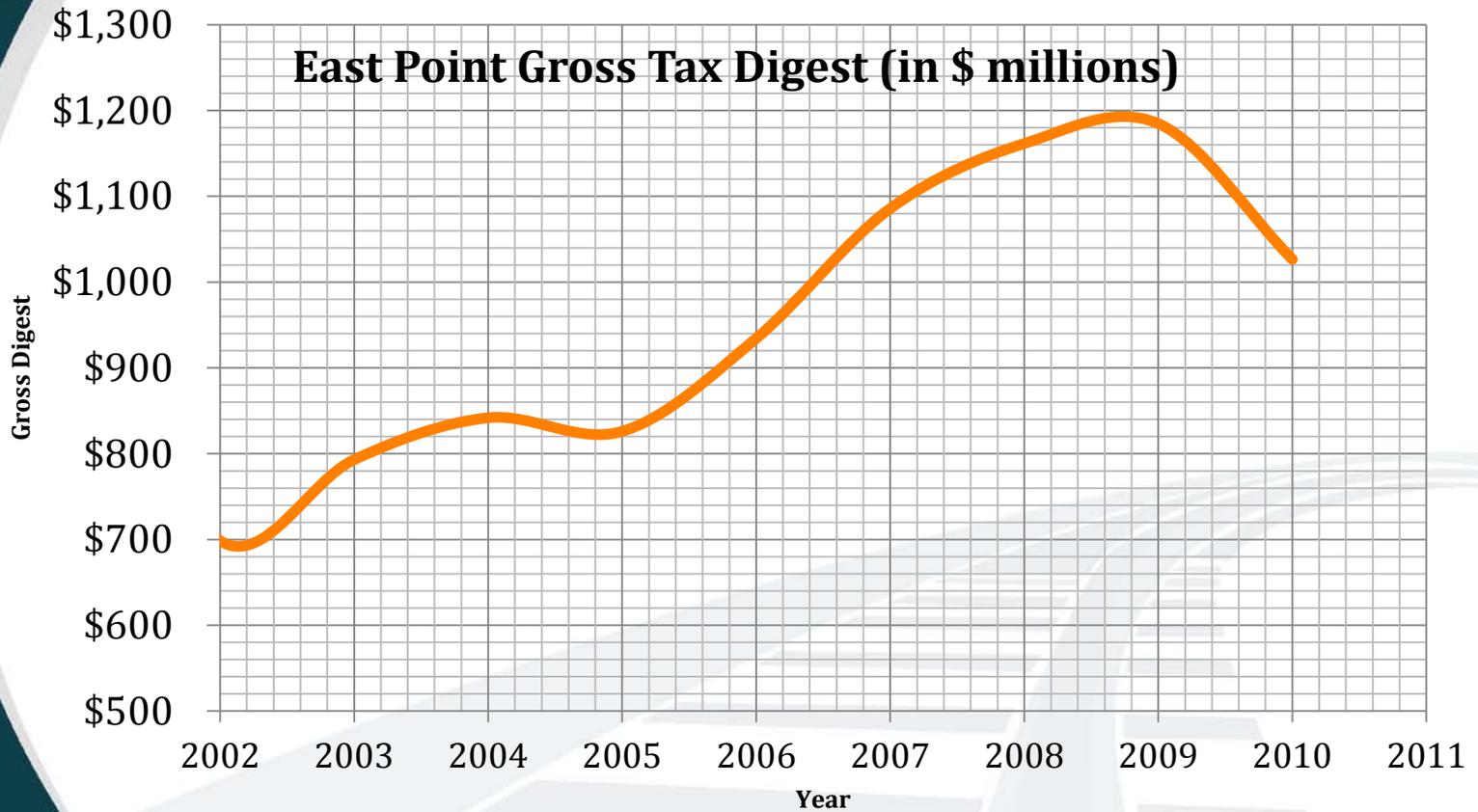
# Housing

## Building Permits: SF Residential Units



Source: US Census

# Tax Digest



Source: Georgia Dept of Revenue

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STRATEGIC ECONOMIC DEVELOPMENT PLAN  
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# Tax Digest

	East Point	Fulton County	Atlanta	College Park	Hapeville
<b>Tax Digest</b>					
Residential	39%	51%	47%	17%	22%
Commercial	41%	39%	44%	64%	63%
Industrial	11%	3%	3%	12%	3%
Utility	5%	2%	3%	1%	2%
Other	4%	4%	3%	6%	10%
<b>Gross Digest (\$Mil)</b>	<b>\$ 1,027</b>	<b>\$ 55,220</b>	<b>\$ 24,521</b>	<b>\$ 557</b>	<b>\$ 318</b>
Population	33,712	920,581	420,003	13,942	6,373
Digest per Capita	<b>\$ 30,452</b>	<b>\$ 59,984</b>	<b>\$ 58,382</b>	<b>\$ 39,980</b>	<b>\$ 49,881</b>
<b>Digest Per Acre</b>					
Residential	<b>\$ 90,502</b>	\$ 153,859	<b>\$ 305,936</b>	\$ 90,277	\$ 131,008
Commercial	<b>\$ 215,071</b>	\$ 519,806	<b>\$ 1,063,408</b>	\$ 353,899	\$ 746,767
Industrial	<b>\$ 156,762</b>	\$ 140,586	<b>\$ 181,827</b>	\$ 160,170	\$ 90,209

Source: Georgia Dept of Revenue

# The Two East Points



# Discussion

- Tell us about yourselves

- Where do you go for:
  - Work
  - Groceries
  - Regular Family Dinner?
  - Special Occasion or night on the Town?
  - Clothes and Shoes
  - Major Purchases (Appliances, Electronics, etc.)

# SWOT Analysis

# S.W.O.T Analysis

- **Strengths** —What are the key appeals of East Point as a business location?
- **Weaknesses** —What does East Point lack as a business location?
- **Opportunities** —What regional/national trends hold promise for future growth in East Point?
- **Threats** —What regional/national trends will challenge East Point's economy?

# S.W.O.T

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	Good	Bad
Inside East Point	Strength	Weakness
Outside East Point	Opportunity	Threat



# Stay Involved

- **Community Meetings**
  - 6:30pm Jefferson Park Recreation Center
  - ~~Tuesday March 27~~
  - Tuesday May 29
- **Comments? Questions? Additional Information?**

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