Monthly Key Accomplishments – May 2011

**Economic Development**

- The city and the county have submitted the Community Improvement Strategy for designation as a Community of Opportunity (Co-Op) by the Georgia Department of Community Affairs. One area of focus for Co-Op is the enhancement of the community’s web presence. The Economic Development issue work group will work to audit existing community institution websites, recommend specific changes to increase the community’s web presence and establish an award-winning community website. Under the direction of the Economic Development Issue work group, the Branding sub-committee is producing a set of multi-media DVDs. Working with a UGA grad student, Mark Leblang, the committee will develop a short “u-Tube” style video and a longer economic development video designed to communicate the unique features and benefits of the community to potential business interests. The short video was previewed for the committee in May.

- Working with the DDA and BHT, UGA College of Environment & Design students are creating an inventory of existing downtown retail space. Utilizing state of the art data base technology, this project will allow potential businesses to quickly scan available properties and refine their search to those that meet their needs.

- As a complement to the retail inventory, the Executive Committee approved an over/under retail study that was initiated in May by the Applied Research Division of UGA’s Small Business Development Center. This study will assist in economic development by comparing existing businesses to those in similar counties to identify over or under represented businesses in several categories.

**Government Service Delivery**

- Two critical community surveys, done by UGA Public Administrations graduate and doctoral students, will be completed by the end of the month. The first, offers a look at park and recreational activities and use in the community. The second surveys current airport usage as well as potential interest in future airport options.

- Middle Georgia Regional Commission representatives continue to work with Archway on data-gathering for the Community Assessment portion of the Joint Comprehensive Plan.

- The Information Technology Outreach Services division of UGA completed work with the city and county to do mapping for EMA/ Fire station requirements.
• **Leadership Development**

  - The Pulaski Tomorrow leadership class for 2011 is set to begin in June. In May, it was announced that 23 new members from the community would take part in this community leadership program developed by UGA’s Fanning Institute. This five month course focuses on leadership, communication, group decision making and community building and has become a tremendous asset in developing new leadership in the community. Archway Professional Michelle Elliott will be a participant of the 2011 class.

• **Public Education**

  - A demographic study called the “Pulaski County” Report card was completed in May by OSL student Scholar, Kylie Lamar, and is scheduled for presentation at the end of the month. This will be another resource that is used by the education work group in their endeavor to continue improvement in the public school system.