

Appendix A – LEDA GUIDANCE

LEDA Program Guidance - based on Council October 5, 2021, discussions.

1. Improve communications by using a marketing strategy that better promotes the LEDA program and uses targeted solicitations by business-sector and targeted development areas.
2. Any formal solicitation should have clearly established review criteria that may extend beyond the broad criteria defined in the LEDA code. The County should consider formal solicitations when the County owns or controls properties or has specific goals in mind. These formal solicitations could focus on a specific business sector or development areas or any other predefined parameters or goals. A proposed LEDA project may be considered outside of a formal County solicitation for LEDA projects.
3. Provide, at a minimum, at least two additional opportunities to inform and involve the public when considering a LEDA project. While the formal process established under by the County LEDA code (§ 2-436) provides for at a minimum an introduction and a public hearing, additional opportunities for public discussion should be provided during a workshop meeting before the introduction of the related ordinance and another workshop after the introduction and before the formal public hearing.
4. Initial evaluation of applications should be more heavily based upon criteria that are tied clearly with current county goals, objectives and initiatives as provided for in County planning and programming documents (i.e. – Budget Strategic Leadership, Management Action, and Capital Improvements Plans, Economic Vitality Strategic Plan, Comprehensive Plans and Master Plans, etc.)
5. When appropriate, seek partners that can provide support and services for pending LEDA projects. Examples might include a partner that provides streamlined security/bond services or design and project management services.
6. When appropriate, expand and improve coordination with existing and other potential economic development entities and tools, such as American Rescue Plan Act (ARPA), Small Business Development Center (SBDC), and other local and regional economic development organizations.