

DOWNTOWN DEVELOPMENT STRATEGIC ASSESSMENT

LOCATION Woodbury, GA
TIMEFRAME May 2020
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CITY OF WOODBURY, GA

In the Spring of 2020, CEDR conducted a Strategic Assessment for the City of Woodbury, located in rural Meriwether County, GA. This assessment identified strategic priorities for the local government to use as a roadmap to pursue their economic development and downtown revitalization goals. The City of Woodbury used this plan to apply for and receive the Georgia Rural Zone designation through the Georgia Department of Community Affairs (DCA). This five-year designation allows Woodbury to offer tax incentives for job creation, commercial investment, and other business activities.



For a community to be eligible to apply for the Rural Zone program, it must have a strategic plan designed to assist public and private investment. The strategic assessment consisted of three fundamental tasks: (1) interviews and meetings with local and regional stakeholders, (2) formulation of recommendations based on research and community feedback mechanisms, and (3) the creation of an economic development action plan for the City of Woodbury to address during their Rural Zone designation period and beyond. The Strategic Assessment took three months to complete and was the first EDRP project conducted almost 100 percent virtually due to the coronavirus pandemic—including public meetings and regular project meetings with the client.

Since CEDR's work in Woodbury, the city has added several new businesses to its historic downtown, established a Historic Preservation Commission, and joined the Georgia Main Street "Start-Up" program. The City of Woodbury recently received the 2021 Visionary City Award from the Georgia Municipal Association and Georgia Trend Magazine. Mayor Steve Ledbetter credits much of the recent success of the city to the work done by CEDR.



Woodbury's Vision Statement

Too many Georgia towns are fading from the history pages. Our vision is to grow our small town into a thriving 'live, work, play' community. Woodbury is ideal for newcomers who wish to have home, office, shopping, and recreation within easy reach".



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