

City of Woodbury, GA Strategic Priorities Assessment

Location: Woodbury, GA

Status of County: Rural

Project Timeframe: May 2020 – August 2020

Type of Assistance: Applied Research



Map of Meriwether County, GA where Woodbury is located

In May 2020, the City of Woodbury (Meriwether County, Georgia), submitted a successful application to the Economic Development Research Program (EDRP) for an assessment of their strategic priorities for the local government to use as a roadmap to pursue their economic development goals.

The city used the plan to apply for the Georgia Rural Zone program through the Georgia Department of Community Affairs (DCA). The Rural Zone program allows the city to offer incentives for job creation, commercial investment, and business activities in the designated rural zone for a five-year period. 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 Priorities 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
3. Creation of an economic development action plan for the City of Woodbury to address during their Rural Zone designation period, and beyond.

The Strategic Priorities 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. As of October 2020, the city was awarded their Rural Zone designation, due in part to the work completed during this EDRP project.