

EARLY PRIORITIES — OPPORTUNITY

- Objective: *Opportunity provides the foundation for a vibrant community. Leaders must create and sustain an ecosystem that provides job opportunities for people to enjoy a good quality of life and pursue their dreams.*
- Key Take-Aways:
 - Economic development is not well understood or appreciated in terms of the various aspects and benefits it can bring.
 - Leverage strategic assets—military community (Moody AFB), higher education (VSU, WGTC), quality healthcare (SGMC), and affordability compared to larger markets.
- Strategic Priorities:
 - Concierge Tourism
 - Lake Park Outlets/Redevelopment
 - Tourism and the Arts (Children’s Imagination Station, Public Art, etc.)
 - Priority Zones—targeted neighborhood/nodal redevelopment (Southside residential and commercial district, etc.); SGMC campus and surrounding residential/commercial corridors
 - Valdosta Regional Airport Development

“Valdosta is large enough to support all jobs. We could be the capitol of South Georgia if people cared.”

“The community states they are all about growth but are not willing to grow with new ideas.”

