

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)

Strengths

- Transportation Systems
- High level of city service (full service)
- More than enough utility capacity for new development
- Cooperation between City/County
- Vibrant downtown
- Retail growth on Hwy 19
- SWGRC is down the street from city hall
- Our large employers are stable industries
- Small town feel & charm
- Historic houses throughout the town
- Low crime rate
- Mitchell County Youth & Family Association
- Mitchell/Baker Service Center

- Attracting new industry
- Promote the transit bus system
- City social media pages (Facebook, Twitter)
- Business Retention and Expansion Program survey to help existing business/industry

Threats

- Not involving citizens to the extent possible
- Natural/man-made disasters
- Georgia Agricultural Tax Exemption (GATE) cards
- Declining city service/customer service

Weaknesses

- After 5 pm there is very little to do in town (streets empty after 5)
- Limited quality Hotels/Motels
- Very limited space for the development of any real size
- Lack of jobs for young professionals
- Lack of afterschool activities for kids
- Older energy inefficient housing stock

Opportunities

- Tourism, the pieces are there but it is not packaged
- Grow the boundaries, expand the city

NEEDS AND OPPORTUNITIES

The list of needs and opportunities represents both the major problems facing Camilla and potential strategies for improving on those problems. The list was developed from the identified strengths, weaknesses, opportunities, and threats that face the City of Camilla.

- We need more activity (recreation, shopping, etc.) in town after 5 pm, particularly in the Downtown.
- We need better quality Hotels/Motels
- We need more land for new development. For any larger developments, we are essentially built out.
- We need to increase job opportunities for young professionals in our community
- We need more afterschool programs for kids to give them a place to go and something to do in a safe environment
- We need to improve our existing supply of housing to be more energy efficient
- We need to focus on our tourism and market it appropriately
- We are in a favorable position (excess utility capacity) for new industry
- We need to help our existing businesses and industry to keep them happy in Camilla.
- We need to promote the Rural Transit System so our residents have the necessary transportation they require.
- We need to improve our ability to reach the citizens of Camilla by utilizing social media

GOALS AND POLICIES

GOAL: Economic Development and Prosperity

Encourage the development or expansion of businesses and industries that are suitable for the community. Factors to consider when determining suitability include job skills required; long-term sustainability; linkages to other economic activities in the region; impact on the resources of the area; or prospects for creating job opportunities that meet the needs of a diverse local workforce.

Policies:

- We will preserve the rural character of our community and provide the opportunity for agricultural and forestry activities to remain a vital part of the community.

- We will encourage the development of downtown as a vibrant center of the community to improve overall attractiveness and local quality of life.
- We will support programs for retention, expansion, and creation of businesses that are a good fit for our community's economy in terms of job skill requirements and linkages to existing businesses.
- Our community will make efficient use of existing infrastructure and public facilities to minimize the need for costly new/expanded facilities and services.

GOAL: Resource Management

Promote the efficient use of natural resources and identify and protect environmentally sensitive areas of the community. This may be achieved by promoting energy efficiency and renewable energy generation; encouraging green building construction and renovation; utilizing appropriate waste management techniques; fostering water conservation and reuse; or setting environmentally sensitive areas aside as green space or conservation reserves.

Policies:

- The protection and conservation of our community's resources will play an important role in the decision-making process when making decisions about future growth and development.
- We will promote the protection and maintenance of trees and green open spaces in all new development.

GOAL: Efficient Land Use

Maximize the use of existing infrastructure and minimize the costly conversion of undeveloped land at the periphery of the community. This may be achieved by encouraging the development or redevelopment of sites closer to the traditional core of the community; designing new development to minimize the amount of land consumed; carefully planning the expansion of public infrastructure; or maintaining open space for agricultural, forestry, or conservation uses.

Policies:

- We are committed to redeveloping and enhancing existing commercial and industrial areas within our community in preference to new development in Greenfield (previously undeveloped) areas of the community.

GOAL: Sense of Place

Protect and enhance the community's unique qualities. This may be achieved by maintaining the downtown as a focal point of the community; fostering compact, walkable, mixed-use development; protecting and revitalizing historic areas of the community; encouraging new

development that is compatible with the traditional features of the community, or protecting scenic and natural features that are important to define the community's character.

Policies:

- We encourage development that is sensitive to the historic context, sense of place, and overall setting of the community.
- We want development whose design, landscaping, lighting, signage, and scale add value to our community.
- Our gateways and corridors will create a “sense of place” for our community.
- We will encourage new development to locate in suitable locations to protect natural resources, environmentally sensitive areas, or valuable historic, archaeological, or cultural resources from encroachment.

GOAL: Regional Cooperation

Cooperate with neighboring jurisdictions to address shared needs. This may be achieved by actively participating in regional organizations; identifying joint projects that will result in greater efficiency and less cost to the taxpayer; or developing collaborative solutions for regional issues such as protection of shared natural resources, development of the transportation network, or creation of a tourism plan.

Policies:

- We will provide input to other public entities in our area when they are making decisions that are likely to have an impact on our community or our plans for future development.

GOAL: Housing Options

Promote an adequate range of safe, affordable, inclusive, and resource-efficient housing in the community. This may be achieved by encouraging the development of a variety of housing types, sizes, costs, and densities in each neighborhood; instituting programs to provide housing for residents of all socioeconomic backgrounds; or coordinating with local economic development programs to ensure the availability of adequate workforce housing in the community.

Policies:

- We will eliminate substandard or dilapidated housing in our community.
- We will create affordable housing opportunities to ensure that all those who work in the community have a viable option to live in the community.
- We will increase opportunities for low-to-moderate income families to move into affordable owner-occupied housing.

GOAL: Transportation Options

Address the transportation needs, challenges, and opportunities of all community residents. This may be achieved by fostering alternatives to transportation by automobile, including walking, cycling, and transit; employing traffic calming measures throughout the community; requiring adequate connectivity between adjoining developments, or coordinating transportation and land-use decision-making within the community.

Policies:

- We will ensure (through traffic calming and other design considerations) that excessive vehicular traffic will not harm the peaceful nature of our residential neighborhoods.

GOAL: Educational Opportunities

Make educational and training opportunities readily available to enable all community residents to improve their job skills, adapt to technological advances, or pursue life ambitions. This can be achieved by expanding and improving local educational institutions or programs; providing access to other institutions in the region; or coordinating with local economic development programs to ensure an adequately trained and skilled workforce.

Policies:

- We will consider the employment needs and skill levels of our existing population in making decisions on proposed economic development projects.

GOAL: Community Health

Ensure that all community residents, regardless of age, ability, or income, have access to critical goods and services, safe and clean neighborhoods, and good work opportunities. This may be achieved by providing services to support the basic needs of disadvantaged residents; instituting programs to foster better health and fitness; or providing all residents the opportunity to improve their circumstances in life and to fully participate in the community.

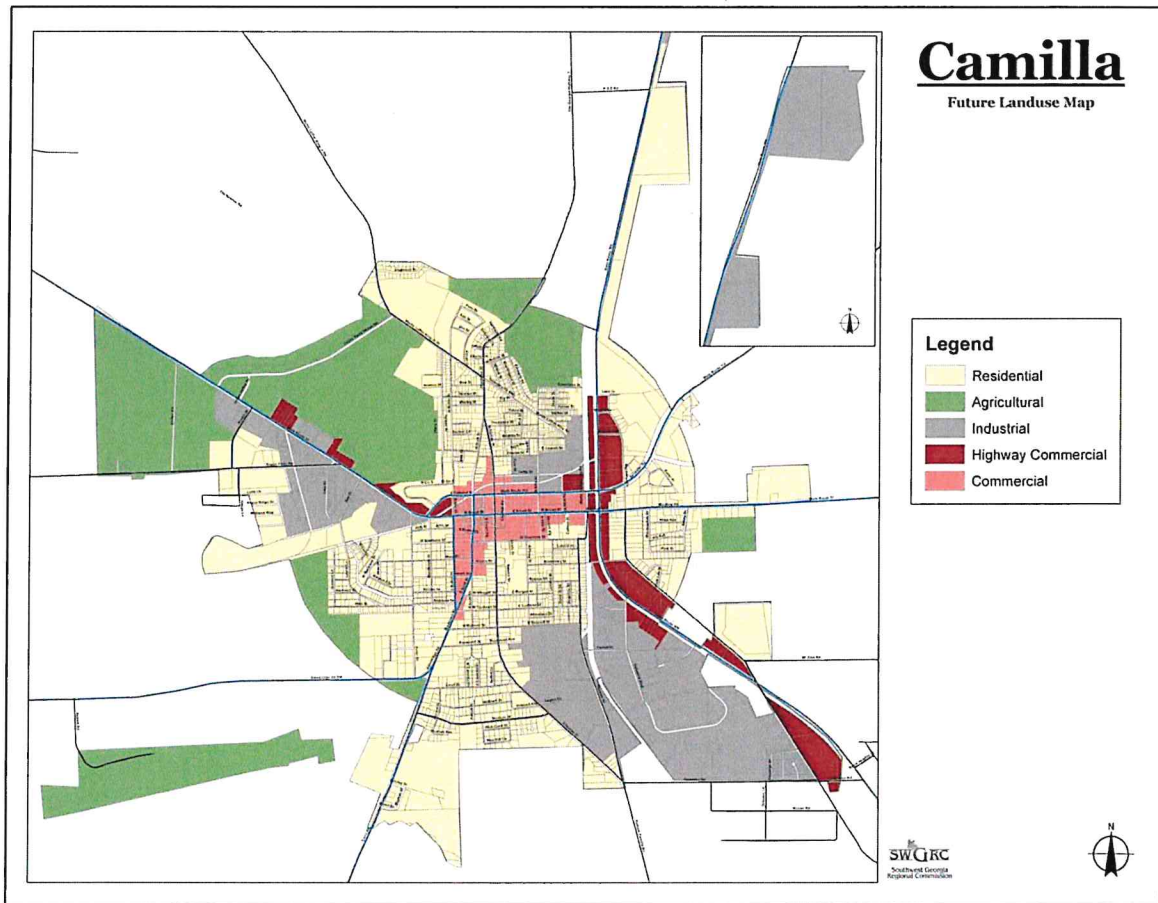
Policies:

- We will ensure safe and adequate supplies of water through the protection of ground and surface water sources.

Goal: Broadband Availability

Collaborate with the county or technological companies for the deployment and provision of high-speed internet for connectivity to the World Wide Web in underserved and unserved areas.

This category corresponds to industrial operations which may or may not be objectionable due to the emission of noise, vibration, smoke, dust, gas, fumes, odors, or radiation and that may create fire or explosion hazards or other objectionable conditions. Uses within this district may require substantial quantities of water for manufacturing operations and may require rail, air, or water transportation.



REPORT OF ACCOMPLISHMENTS

In this section, the projects listed within the ROA are evaluated by the municipalities and assessed. The status of each project was assessed and classified. Four classification responses were used to determine the project's status. These classifications are:

- Completed
- Currently Underway (Include a projected completion date)
- Postponed (Include an explanation of the reason)
- Not Accomplished and will no longer be undertaken or pursued by the local government (Include an explanation for the reason)

Any projects that are not completed and active, are moved to the new community work program (2022-2026).

CITY OF CAMILLA REPORT OF ACCOMPLISHMENTS 2017-2021					
Project	Year 2017-2021	RESPONSIBLE PARTY	COST ESTIMATE	POSSIBLE FUNDING SOURCES	STATUS
ECONOMIC DEVELOPMENT OBJECTIVES					
Attract a vegetable processing industry	2017-2021	City, MCDA	\$15,000/yr	City, MCDA	Currently Underway. This work item will be changed to "Attract an agricultural-related industry" (2026)
Develop new industrial property in conjunction with the County Economic Development Commission	2017-2019	City, MCEDC	\$132,000	DCA, U.S. EDA, USDA, EPA	Currently underway. This work item will be changed to "Develop new industrial property in cooperation with the Mitchell County Development Authority" (2024)
Market the reuse of wastewater for cooling/irrigation to attract industry	2018	City	\$75k	User fees/enterprise fund	Not Accomplished and will no longer be undertaken because the project is not feasible, and is no longer a priority
HOUSING OBJECTIVES					
Investigate the elimination & replacement of substandard housing	2017-2021	City	\$25k	Home administration, CDBG, RDC Dues	Currently underway. Progress is made as funds become available (2024)
Promote infill development to previously identified sites	2017-2021	City	\$10k/yr.	General Fund	Currently underway. Incremental progress is being made as funds become available (2024)

COMMUNITY WORK PROGRAM

CITY OF CAMILLA COMMUNITY WORK PROGRAM 2022-2026				
PROJECT ACTIVITY	YEAR 2022-2026	RESPONSIBLE PARTY	COST ESTIMATE	POSSIBLE FUNDING SOURCES
General Planning				
Participate in the development and update of the Pre-Hazard Mitigation Plan.	2022-2026	City	\$25000	GEMA, FEMA, Grants
Participate in the development and update of the Joint Comprehensive Plan	2022-2026	City	Staff-Time	General Fund
Partner with Southwest Georgia Regional Commission to develop Age Friendly activities that support residents of age 55years and older.	2022-2026	Southwest Regional	RC Staff-	Grants
Purchase a broad video editing software and equipment, to broadcast council meetings to enhance and engage the public participation	2022-2026	City	\$100,000	General Fund, Grants
Apply grants for sidewalk improvements	2022-2026	City	\$300,000	Grants
ECONOMIC DEVELOPMENT OBJECTIVES				
Work with a vegetable processing industry	2022-2026	City, MCDA	\$15,000/y	City, MCDA
Develop new industrial property in conjunction with the County Economic Development Commission	2022-2024	City, MCEDC	\$132,000	DCA, U.S. EDA, USDA, EPA
Provide funds to improve and increase tourism, and facilities within the region.	2022-2026	City	\$500,000	Grants
Collaborate with the Mitchell County Correctional Workforce	2022-2026	City	Staff-Time	General Fund, Grants
Work closely with businesses that wish to rehabilitate buildings downtown	2022-2026	City	Staff-Time	General Fund, Grants
Establish a joint Recreational Development Authority between the County and the cities of Camilla and Pelham to strengthen the management of the recreational services provided	2022-2026	County, Cities of Camilla and Pelham	\$50,000	General Funds, Grants
HOUSING OBJECTIVES				
Develop resources for the elimination & replacement of substandard housing	2022-2024	City	\$25k	Home administration, CDBG, RDC Dues
Promote infill development to previously identified sites	2022-2024	City	\$10k/yr.	General Fund
Partner with the housing authority to increase homeownership opportunities	2022-2026	City	\$2Million	Grants, CHIP
Broadband Element				
Create a wireless hot spot in the downtown area	2022-2026	City	\$50,000	Grants, General Fund
Collaborate with broadband service providers for the provision of high-speed internet services to unserved and underserved	2022-2026	City	Staff-Time	General Fund, Grants
Review and amend land-use policies to accommodate a broadband installation when necessary	2022-2026	City	Staff-Time	General Fund