

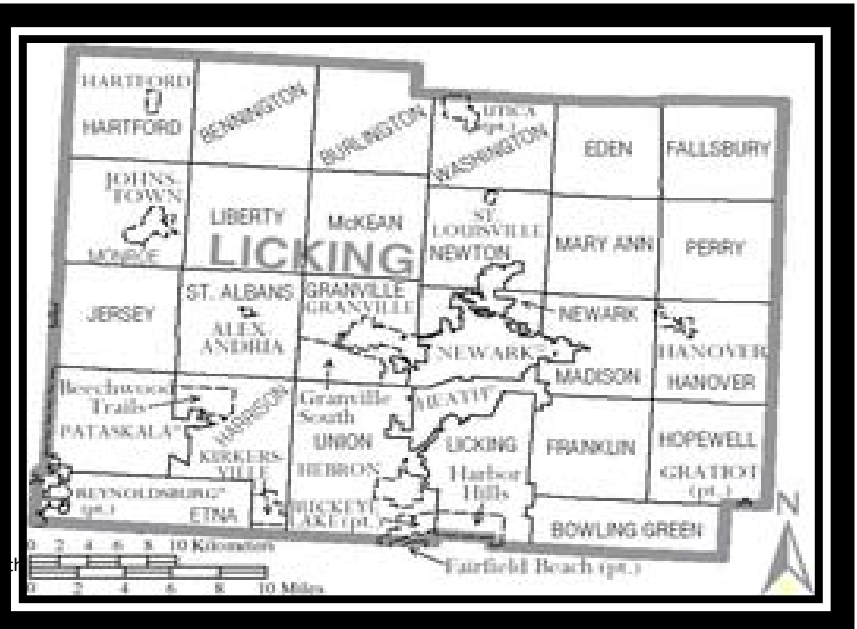
# Maximizing Resources in Smaller Communities

OCTOBER 22-25  
ICMA 2017  
**SAN ANTONIO**  
103RD ANNUAL CONFERENCE • BEXAR COUNTY





Licking County, Ohio – 2<sup>nd</sup> largest in land area  
 Of the 88 counties in the Buckeye State  
 Located adjacent to Franklin County (Columbus)



# Maximizing Resources for Small Communities

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# Thomasville, Georgia – Using Resources Wisely

Shelley Zorn

ICMA Conference Presenter



- 
- **Population: 44,000**
  - **71 Private Plantations**
  - **Vibrant Downtown**
  - **Regional Hub**
  - **Strong Industrial Base**

# The Decision

## Former Caterpillar Building v. Southwestern Campus

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- **CRE<sup>®</sup> (The Counselors of Real Estate)**
- **Week Long Strategic Planning**
- **Results – Do Not Purchase Southwestern Campus**
- **Time Is On Our Side**
- **Not an Eye Sore**
- **State Owned and Maintained**

## The CRE® Consulting Corps:

- Public service initiative of the CRE® professional association
- CRE members volunteer their real estate expertise and advisory services
- Customized team comes to your town
- Strategy plan and realistic action steps

