

# COMMUNITY-FOCUSED ECONOMIC DEVELOPMENT



Burton Planning Services is exceptionally qualified to help your community plan for for a strong and resilient local economy.



Scalable



Adaptable



Community-Specific



## WHO WE ARE

BPS was formed in 2008 by company President, Kimberly Burton, and is based out of Westerville, Ohio. Our mission is to provide clients with sustainable solutions that are timely, affordable, and customized for the client's specific needs. BPS has 10 professional staff, including planners, development experts, engineers, and environmental specialists. We value being a small business because it enables us to be more flexible and adaptable for our clients. We operate without a large overhead, so we can offer lower-cost services; and we do not have intermediary sales people – our professional staff work directly with our clients from start to finish.



## WHAT WE DO

BPS is adaptable and skilled at working on a variety of programs, projects, strategies, and initiatives with medium and small-sized communities and in rural areas. Our staff can complete a wide range of planning and environmental projects; our core specialties include community and economic development, multi-modal transportation planning, noise and air quality analyses, and hazard mitigation planning.



## OUR APPROACH

- ★ **Customized:** all communities are unique, so our work is customized for each community's specific needs and goals.
- ★ **Implementable:** a disconnect often occurs between planning and implementation, so we address this issue with solutions and tools that are results-focused and performance-based.
- ★ **Visual:** communicating technical information can be challenging, so we utilize a variety of techniques, including data visualization, hand-drawn illustrations, digital 3-D renderings, and infographics.
- ★ **Effective:** it can be difficult to “sell” new ideas and strategies to a community, so we provide best practices with our recommendations to demonstrate real-world examples of what has - and has not - worked for other communities.



## ECONOMIC DEVELOPMENT SERVICES & CAPABILITIES

### Community-Wide Strategies

Economic development plans & strategies  
SWOT analyses  
Future visioning – incremental & transformational  
Community identity & branding

### Targeted Strategies

Site-specific strategies  
Medical marijuana strategies  
Opportunity zone micro-plans/prospectus  
Tourism & community attraction strategies

### Land Development & Revitalization

Downtown revitalization & façade improvements  
Brownfield remediation management  
Business/enterprise park development  
Market research studies

### Program Formation & Management

Economic development & retention/expansion  
Land banks  
Community development & housing  
CDBG

### Partnership Development

Public-private partnerships (PPPs)  
Not-for-profit organizations & foundations  
Community development/improvement corps  
Port authorities & other public entities

### Funding & Financing

Grant applications & administration  
Capital Improvement Programs  
Tax incentive programs & PACE financing  
Special Improvement Districts (SID)  
Federal/state environmental clearances

### Communication & Engagement

Meeting facilitation & presentations  
Online surveys, social media & websites  
Data visualization & infographics  
Hand-drawn & digital renderings

# MEET OUR ECONOMIC DEVELOPMENT TEAM



## The BPS Small Business Advantage



Flexibility



Timeliness



Expertise



Commitment



Relationship



Cost Effectiveness



**Kimberly Burton, P.E. AICP, CTP, LEED AP ND**  
**President**

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Ms. Burton is the President of BPS and has 20 years of experience working in the public, private, and academic sectors. She is a professional engineer, certified planner, and LEED accredited professional. She has a range of expertise in community and economic development, transportation planning, environmental studies, and sustainability initiatives. In particular, she served as the planner and director of Newark's Community & Economic Development departments for three years.



**Jim Lenner**  
**Community & Economic Development Director**

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Mr. Lenner is a Community and Economic Development Director with 15 years of experience working with local governments. He has developed a wide range of skillsets in economic development strategies, community and land use planning, downtown revitalization, zoning and development regulations, park and recreation planning, and public finance and capital improvements. He is also experienced at managing a variety of programs, projects and teams.



**Susan Vincent**  
**Senior Planner, Community & Economic Development**

[svincent@burtonplanning.com](mailto:svincent@burtonplanning.com)

Ms. Vincent is a Senior Planner with over 15 years of experience. She has expertise in implementing successful economic and community development strategies, as well as experience in small business development, neighborhood revitalization, historic preservation, and sustainability planning. Ms. Vincent is committed to utilizing her planning practice to positively impact communities and move plans forward.



**Don Leonard, Ph.D.**  
**Senior Planner, Economic Development & Global Strategies**

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Dr. Leonard is a Senior Planner in Economic Development and Global Strategies with over 15 years of experience. He is also an Assistant Professor of Practice in City & Regional Planning at The Ohio State University. Dr. Leonard has extensive experience in economic development, particularly focusing on how changes in global markets affect local economies and developing potential strategies to address those effects.