



# Business Forward Task Force

January 4, 2012

# Community Development Overview

## ❖ Four Divisions

- Building
- Code Enforcement and Public Health
- Economic Development
- Planning

# Economic Development

- ❖ Promotes investment in:
  - **Development:** New commercial, industrial and residential development
  - **Business Development:** Support of commercial and industrial businesses
  - **Redevelopment:** Redevelopment of underperforming or blighted areas
  - **Housing:** Enhancement of neighborhoods

# Business Development

## ❖ Areas of Work

- Retention and expansion
- Attraction and recruitment
- Marketing and communications
- Financing programs
- Small business support

# Resources

## ❖ Areas of Support

- Technical assistance
- Financing
- Resource referral
- Site location services
- General information source

# Communications

## ❖ Survey says....

How do you find information about what is happening in the City?

	2009		2010		2011	
	Percent	# Responses	Percent	# Responses	Percent	# Responses
Direct mailing from the City	22.00%	44	27.00%	50	30.10%	40
City website	21.00%	42	18.90%	35	15.00%	20
Word of mouth	15.50%	31	18.90%	35	17.30%	23
Local newspaper	21.00%	42	14.60%	27	18.00%	24
Local cable TV	9.50%	19	9.20%	17	6.00%	8
Utility bill inserts	5.00%	10	7.00%	13	6.80%	9
Meeting broadcasts	2.50%	5	3.20%	6	2.30%	3
Other	3.50%	7	1.10%	2	4.50%	6
<b>TOTAL RESPONSES</b>		<b>200</b>		<b>185</b>		<b>133</b>

# Communications

- ❖ Ways connections are made
  - Direct mailings
  - Park Pages
  - Website
  - Business survey and in-person visits
  - Chambers of Commerce
  - Contact the City directly

# Questions?

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