

Economic Development Strategic Plan 2017/2018

Mission

Encourage a balanced and sustainable local economy

Goal 1: Provide strategic assistance to Littleton businesses with particular focus on maximizing individual business success and job growth

1. Continue to deepen connections and provide useful services to local businesses which contribute to their success
2. Create a supportive business environment by working with city staff to simplify and improve city processes affecting local businesses
3. Continue to provide information and resources for Littleton businesses including online marketing strategies, industry trend research, competitor analysis, and location and relocation assistance

Goal 2: Recruit, retain, and assist businesses wishing to expand

1. Develop and present to city council an *Economic Incentives Policy*
2. Appeal to successful, growing businesses by helping the city preserve and enhance quality services, superior cultural amenities, and well-designed infrastructure
3. Use existing tools and work with other city departments to promote Littleton as a premium location for business
4. Work with property owners and developers to recruit desirable retailers

Goal 3: Work with city staff and community partners on strategies to draw visitors and elevate the reputation of Littleton

1. Assist with plan for community engagement
2. Develop solutions based on community feedback
3. Work with staff and community partners to market events and community gatherings

Goal 4: Encourage a balanced blend of businesses that contribute to a strong, diverse and resilient local economy

1. Analyze and inventory businesses in the city by type/industry
2. Develop recruitment strategies for businesses across industries that would benefit the local economy

Goal 5: Work with Community Development to ensure new development, infill development, and redevelopment is consistent with community and city council vision and goals

1. Identify areas suitable for greenfield development, infill, or redevelopment and list on *OppSites* (an online economic development promotional tool)
2. Analyze viability of existing shopping centers and contact owners regarding potential sale of property

3. Continue to meet with developers and encourage projects consistent with the City-Wide Plan, specific area plans, and revenue needs of the City of Littleton
4. Continue to utilize the Revitalization Incentive Grant to encourage private investment in property improvements
5. Provide fiscal impact notes for council communications related to commercial zoning matters

Goal 6: Enhance internal and external departmental communications

1. Work with other departments to develop and implement a plan utilizing multiple platforms to inform and capture feedback from citizens about issues that impact economic vitality (e.g. changes in retail, employment, housing values, commercial property, etc.)
2. Develop and disseminate a quarterly *Economic Report*
3. Provide quarterly council district business activity/outreach report to council members
4. Provide all city staff access to the quarterly *Economic Reports* and monthly “Economic Notes” so staff is aware of new businesses and economic trends in Littleton
5. Improve the Go2Littleton website to include resources tailored to businesses, developers, and the community
6. Improve the Go2Littleton *Business Directory* to feature more comprehensive and relevant business categories
7. Provide quarterly communications to all departments letting them know how the department can provide them assistance with their objectives