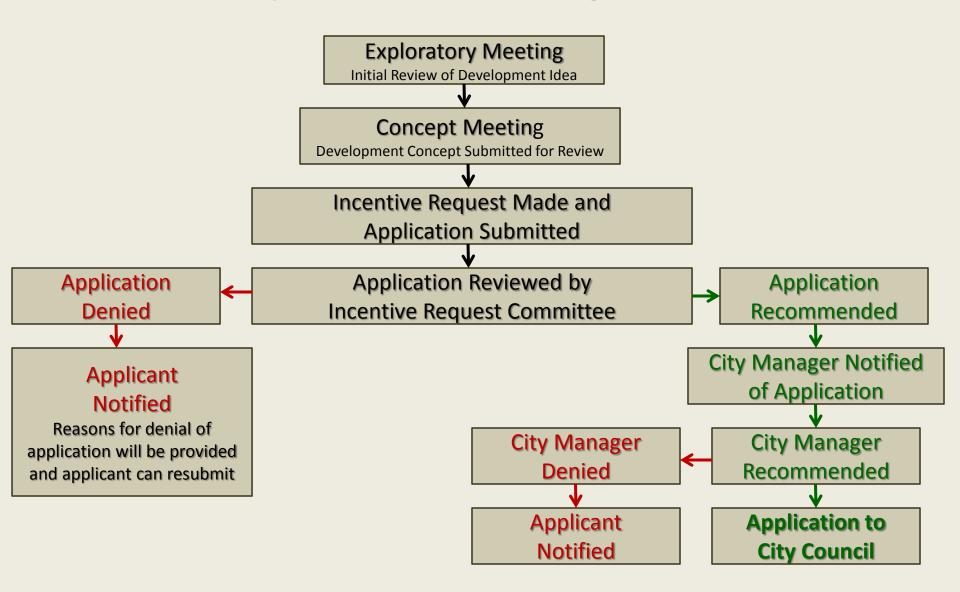
Proposed Incentives Policy Process



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

- 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
- 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
- Appeal to successful, growing businesses by helping the city preserve and enhance quality services, superior cultural amenities, and well-designed infrastructure
- 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)
- Analyze viability of existing shopping centers and contact owners regarding potential sale of property
- 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
- Continue to utilize the Revitalization Incentive Grant to encourage private investment in property improvements
- Provide fiscal impact notes for council communications related to commercial zoning matters

Goal 6: Enhance internal and external departmental communications

- 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
- 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
- Improve the Go2Littleton website to include resources tailored to businesses, developers, and the community
- 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