



ECONOMIC DEVELOPMENT STRATEGIC PLAN (2010 – 2015) EXECUTIVE SUMMARY

GOALS: The following three items were set as the primary goals created by the committee for a defined five year focus on Economic Development.

- 1: Attract Customers**
- 2: Maintain & Expand Current Businesses**
- 3: Attract New Businesses**

IDENTIFYING CATAGORIES: The committee recommended five identifying categories within each goal which created objectives for achieving the communities overall desired outcomes. These five identifying categories were defined as:

- **Image, Diversity and Communication**
- **Safety and City Services**
- **Coordination and Cooperation**
- **Attraction, Retention and Expansion**
- **Housing and Real Estate**

OBJECTIVES: The committee set objectives within each of the five identifying categories and related those objectives back to achieving the overall goals. * *Italic: Set as High Priority*

- **Image, Diversity and Communication:** *Create a Public Relation Team, Improve Perceptions, Explore Diversity, Exemplify the Small Town Character, Promote Business Friendly Environments, Communicate Business Regulatory Actions, Create Partnerships for Workforce Development, Improve Academics, Fulfill the Downtown Plans, Promote Green, Promote Infrastructure and Utilities, Continue to Improve the City's Gateways.*
- **Safety and City Services:** *Promote Safety Accomplishments, Involve Other Government Entities to Creating a Safe Image, Improve the Infrastructure Capacity to Serve Businesses, Take Advantage of Existing Assets.*
- **Coordination and Cooperation:** *Enhance Awareness of Business in Painesville, Encourage Collaboration within City Departments, Form Cooperative Agreements, Bridge Regulatory Agencies, Seek Funding and Incentives, Create Energy Efficiency Programs for Business, Improve Technologies, Foster Rehabilitation and Building Improvements.*
- **Attraction, Retention and Expansion:** *Keep Utilities Affordable, Use Creativity in Economic Development Initiatives, Examine the Role of Incentives, Educate Businesses about Incentives, Identify Anchor Tenants.*
- **Housing and Real Estate:** *Improve Housing Stock, Educate Home Owners, Connect with Area Realtors.*

ECONOMIC DEVELOPMENT PRINCIPALS AND GUIDANCE: From the information gathered by the Strategic Planning Committee further analysis was conducted on key points addressed by committee representatives that needed additional research and time investment.

Municipal Utilities: Strategically plan for the future of our Utility investments and operations so that we are able to meet future environmental compliances and continue to build on the existing plants and utilities to meet future demands.

Directives: Research and identify economically feasible, technically sound solutions to optimize the Utility service and delivery of service to business and industry; Research and identify long-term financing solutions for future capital improvement projects associated with maintaining and growing each of our Utilities; Research and identify new and future Utilities that could be beneficial for the City to design, construct or obtain.

Workforce Development: Further emphasis needs to be placed on educating our local manufacturing and business community about the resources existing for workforce development.

Directives: Research and identify mechanisms for bridging the gap between Workforce Development Resources such as the ODJFS and business and industry; Introduce business and industry to regional and state wide programs that can assist with customized training to meet their workforce needs; Keep business informed about financial resources that can help them in achieving their training goals.

Transportation, Infrastructure: Analyze accessibility for business and industry - connect them with the regional workforce and assist in meeting their time sensitive logistics and transportation needs. Provide connectivity and infrastructure to improve transportation within the community and link the community with Painesville's rich Quality of Life aspects.

Directives: Research and analyze the existing infrastructure connections; Addresses the transportation needs of residents and travelers through a safe, accessible, convenient transportation system with identifiable locations for accessing transportation connections; Research and analyze signage within the community to improve traffic flow and reduce confusion amongst visitors. Provide guidance for areas of historic value.

Technology & Innovation: Research and identify new technologies that will generate a competitive environment for business and industry, generate opportunities for globalization, directly impact our sustainability and further enhance City services to residents and Utility customers.

Directives: Define areas for expansion within the City's new MuniSynch System, focus on key development projects utilizing the technology from this system; Research and identify areas for technology to mobilize public workforce, connect government, identify new information systems for administration, public safety solutions, disaster prevention opportunities, information enabled public services and performance measures and efficiency monitoring; Research opportunities for technology to play role in the future Utility operations.

The Role of Incentives: Long-term, low-cost, reliable Utilities should be the City's primary incentive for business and industry. A focus should also be on the introduction of programs that address energy efficiency and budgetary solutions for business and industry.

Directives: Business attraction, retention and expansion incentives should be collaborative with targeted and defined criteria. In each circumstance the Economic Development Committee of Council should develop creative packages that will attract, retain and expand business in the City while ensuring added net gain to the community.