



INTEROFFICE MEMORANDUM FROM THE DEVELOPMENT SERVICES DEPARTMENT

TO: City Commission

FROM: Robert Massarelli, AICP, Director of Development Services

DATE: August 30, 2018

RE: Economic Development Workshop

One of the several hats I wear is Economic Development Director. Economic development means different things to different people. In order to develop an economic development strategy for the City, I need guidance from the City Commission. I intend to use the attached PowerPoint presentation to lead the discussion. The format of the presentation is a series of questions that are focused, rather than open-ended, in order to get specific guidance. This is the same format, except in a PowerPoint, as to the discussion on the shopping center property improvement program clarification questions. I felt that that methodology was very successful in developing a consensus from the Commission.

Based on this input, the staff will then:

- Develop a City Economic Development Vision
- Identify business that complement that vision
- Develop economic development objectives, policies, and implementation strategies
- Include programs in the revisions to the Comprehensive Plan and the CRA Community Redevelopment Plan