Economic Development Ideas

2020 OMMS Conference

Scenario One

Table 1

* Sales tax data
* What land available, lots for sale
* Media income
* School quality
* Green space and parks
* Traffic counts on perspective properties
* Where are city infrastructure (utilities available)
* Where does workforce come from, available skills
* What incentives is the city willing to give?
* Neighboring cities growth
* What are we missing?
* What is the vision for comp plan?
* What is the city ISO rating?
* Sale tax leakage

Table 2

* Identify what strengths are in the community
* Demogaphics
* How many people traveling on highways?
* Formulate a plan
* Figure out what options you need financially
* Interlocal agreements with neighboring cities
* Don’t be afraid to steal ideas from other cities
* Identify and highlight that niche

Table 3

* Demographics (income, age, credit scores)
* Develop reserve policy
* Develop staffing plan
* Utility impact, fee schedule
* Rate study
* Community survey
* Comp plan updates
* Beautify blighted areas and redevelop
* Market analysis of available properties
* Housing market data
* Sales tax data

Table 4

* Deal with overstaffing
* Survey utility rates
* Research incentive packets
* Research land availability at hwy intersections
* Review budget (needs, constraints, available funding) – get budget in order (cuts?)
* History of vibrant economy – what happened?
* Partnership opportunities
* Grant opportunities
* GO Bonds/Revenue Bonds

Table 5

* Sewer/water infrastructure
* Land city owns or could purchase
* Traffic counts
* Median income/education
* Come up with budget
* Know sales tax numbers
* Look at employment and overstaffing
* Interlocal agreements for some staff?
* Plan for future purchases
* Look at fee schedules

Table 6

* Assets (property/surplus)
* Organizational chart of EEs (training, qualifications, seniority)
* Review budget
* Capital improvement plan
* Utility rate study
* Evaluate council’s vision for town
* Survey neighboring cities for what’s working (or not)
* Survey community for input, include chamber
* Comprehensive plan

Table 7

* Address overstaffing – look for areas of consolidation
* Sales tax rate – room for increase?
* Bonding capability, review of debt
* Address facilities to ensure they are safe and make updates
* Check out neighboring cities, how are they managing?
* Get city involved in clean-up and pride
* Do we own property? Do we have assets to market?

Table 10

* Demographics
* Sales tax, current
* Median income
* Infrastructure, changes/limits
* Capacity for utilities
* Employment rate
* Housing capacity or the means to support
* City land bank – what’s available?
* Resources are unique to the city or attraction will pull in?
* Explore incentives (Tiff/sales tax rebates/reduction in utilities)
* Traffic counts
* School system (can you brag?)
* Higher ed access
* Crime stats
* Know your gaps/where people shop
* Approximate development costs (permits, fees)
* Property inventory – where, ownership
* Utility locations
* Capacity levels – water/waste-water
* Incentives
* Grants
* Quality of life (wages, benefits, education level)
* Available employment
* Study of shopping habits/trends
* Sales tax analysis/comparison
* School system – growing/shrinking, planned improvements
* Health care
* Attractions in area
* Number of visitors
* Disposable income
* Median income/poverty levels
* Reduce staff
* Check into grant possibilities/GO bonds
* Accounting of utilities – how much can we provide?
* Rooftops
* Media income
* School system
* Traffic counts
* Inventory and categorize businesses, job creation
* Long-term debt
* ISO rating
* Improve public image
* Leakage report
* Evaluate employee costs, positions, freeze jobs
* Call OMMS
* Grant funding, repair facilities
* Budget cuts, review
* Master plan for direction of city

Scenario Two

Table 1

* Increase sales tax
	+ Look at available land to possibly partner with business
	+ Land incentives
	+ Start with limited time tax incentives
	+ Entice housing development
* Engage local businesses
	+ Work with chamber
	+ Look at current businesses
	+ Work with sales tax leakage
	+ Recruit businesses to fill gaps
* Activities
	+ Could be code problem with blighted property
	+ Engage owners with enforcement
	+ School board to promote/market good school to increase population

Table 2

* Clean up the city
* Establish community committee to come up with ideas
* Identify strength and weaknesses
* Work with existing businesses to help them grow
* Identify your niche
* Have festivals or events in town to attract visitors
* Get the word out/social media
* Take advantage of grants & partnerships

Table 3

* Identify businesses that draw from region and how they may expand, how can city help them expand?
* Meet with businesses to create an event/festival that will draw shoppers, form joint committee
* Create an identity or specialty, antiques, craft beer, etc.
* Shop small campaign
* Offer social media/business classes for small businesses
* Clean up town
* Try to attract distribution center to create jobs
* Housing market, try to grow, increase rooftops
* Have online shopping safe zone that delivers to your zip code
* Amazing drop location for sales tax
* Buy and develop property

Table 4

* Plan community events/festivals (sales, like art sale, circus with rides, herbal affair, boats & bbq)
* Monthly meetings with business leaders
* Create a unique niche, draw from your city’s history to get tourism
* Grants, partnerships to renovate your city, a jumpstart to drawing new businesses/tourism

Table 5

* Talk to empty building property owners
	+ What is rent?
	+ What improvements do you need?
* Host large events to bring outsiders to town
* Understand the culture of the community – who makes up the town?
* Have a business leaders meeting to help get everyone on the same page

Table 6

* Chamber meeting
* Engage community (door to door)
* Plan community event (festival)
* Promote tourism
* Contact OTC for evaluation of remitting businesses

Table 7

* Identify all assets that could be marketed
* Engage local business and community
* Face to face with business leaders
* Challenge businesses for ideas
* Educate citizens on tax dollars and benefits of local spending
* Inventory demographics (median age, wage, house, job, traffic counts)
* Look for entertainment ideas from local musicians
* Survey community
* Look for grants and state programs

Table 8

* Work with OTC to identify businesses, getting all sales tax
* Coordinate local businesses with planning community event/festival
* Draw visitors to town
* Approach main street or chamber to help
* Talk with local realtors and developers on how city can help attract and incentivize new businesses or help current businesses expand

Table 9

* Sales tax
* Engage business
* Talk to developers
* Work with dept of commerce
* Events, festivals, oddities

Table 10

* Shop local campaign
* Make people proud by having a clean-up day
* Have a festival, be creative to the area/unique to you
* Establish a chamber/think tank
* Assessment on land city owns
* Know your audience/temperament of leaders
* Wine & dine leaders
* Beer garden, food trucks
* Create hub-bub, community involvement

Table 11/12

* Shop local
* Involve local chamber to engage local business leaders
* Do a needs assessment on retail
* Look at ways to attract customers at different times
* Encourage shop online and deliver it, sales/use tax stays at home
* Use social media
* Audit of sales tax collection and those remitting it