

**Tangible Result:** *Environment Conducive to Economic Dev*

**Champion:** Scott Meyer/Eric Cunningham

**Submitted:** November 1, 2012

**Data for Quarter :** 1st Qtr 2012-2013

**Current overall Rating of this Result:**

**Future State (if we do not change our strategy , what will the future result look like?)**

YELLOW

Overall the environment for economic development seems to be improving. We have small amounts of growth and some good leads. Strengthening our position as the regional hub is still the key to a continued strong economy even in week economic times. We continue to make progress on the action items below to begin the process of strengthening our growth. We will also look at our data to see if we need to strengthen the data we are getting. Moving past the commander issue and getting the Casino on line will continue to bring growth to the city. Began building Academy Sports to the Siemers area! Casino opened ahead of Schedule!

**Measures (with desired trend and ultimate goal / benchmark)**

Measure	Desired Trend	Benchmark	Goal
<b>New Development</b>			
New Bus. License	increase	10	15
Building Permits	increase	50	75
New Leads	constant	3	5
<b>Improved Revenue</b>			
Sales Tax	increase	2%	4%
Employment	increase	36000	37000
Unemployment	decrease	6%	4%

**Implementation Plan (Green=Task On Time/Ahead - Yellow=Task Running Behind - Red=Task Late - X=Completion Date)**

#	Leader	Tasks	Milestone Dates													
			Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec		
1	Mehner Loy	work with a developer interested in the Airport buildings	X													
2	Eric / Scott	Continue eviction process with Commander														
3	Meyer	Follow up with retail and bussiness deveoper leads.														
4	Meyer/ Green	Follow up with OTC on progress w/ CID etc.	X			X										
5	Meyer	Work with potential developers in coloboration w/ Casino opening														
6	Meyer/ Green	Continue to work with the casino developer													X	X
7	Eric	Develop options for incentives to refurbish targeted properties														
8	Mehner / Meyer	Work toward an Industrial Park solution														
	Meyer/Cunningham	look at data and sources and see if improved data and benchmarks are needed														

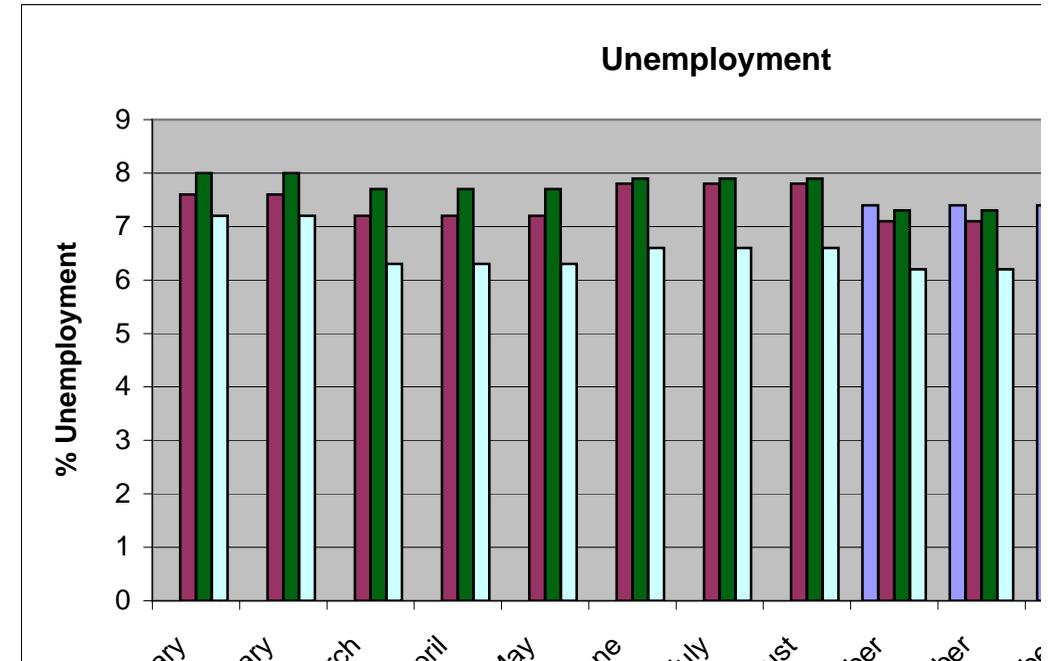
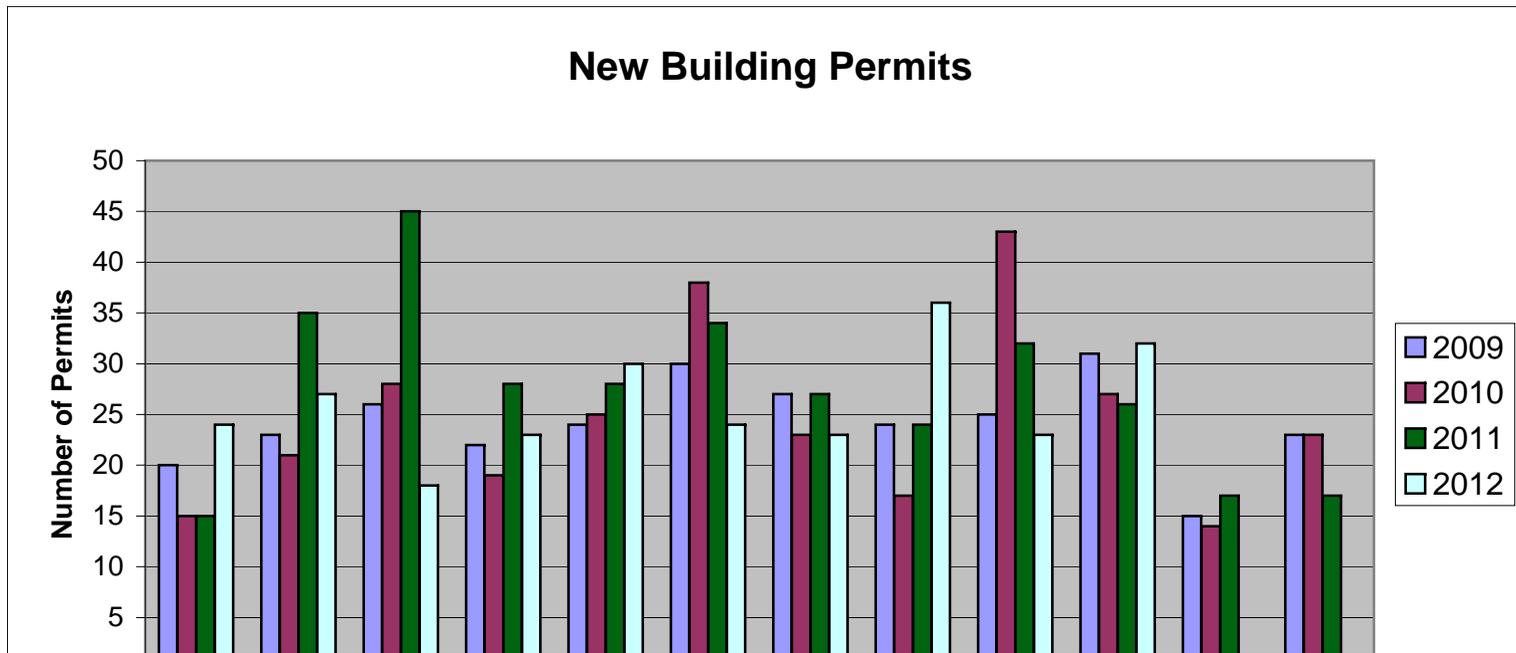
**Current State (should be Descriptive and/or Visual) for each measure**

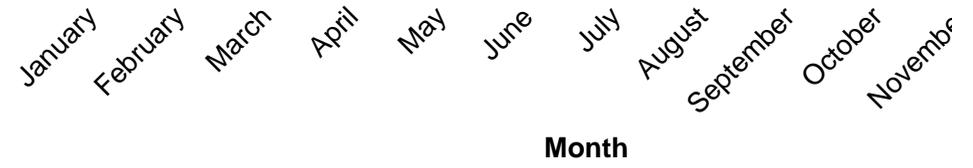
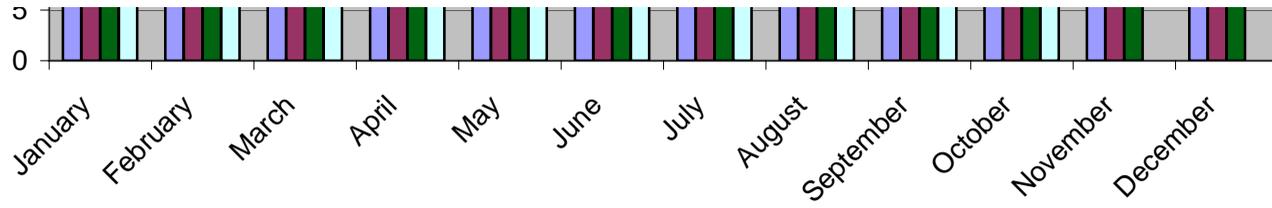
Measure	Month	Trend	Progress	Rating/Comment	Red	Yell	Green
New Bus Lic	14	↑	yes	developing increase this yr			G
Building Permits	32	→	yes	year to year seeing small increase		Y	
New Leads	4	→	yes	Retail , residential , Business development			G
Sales Tax Rev	4.8FY	↑	yes	continued growth			G
Employment	335047	→	yes	up and down; small growth		Y	
Unemployment	6.20%	→	yes	progress down		Y	

**Outcome Measures**

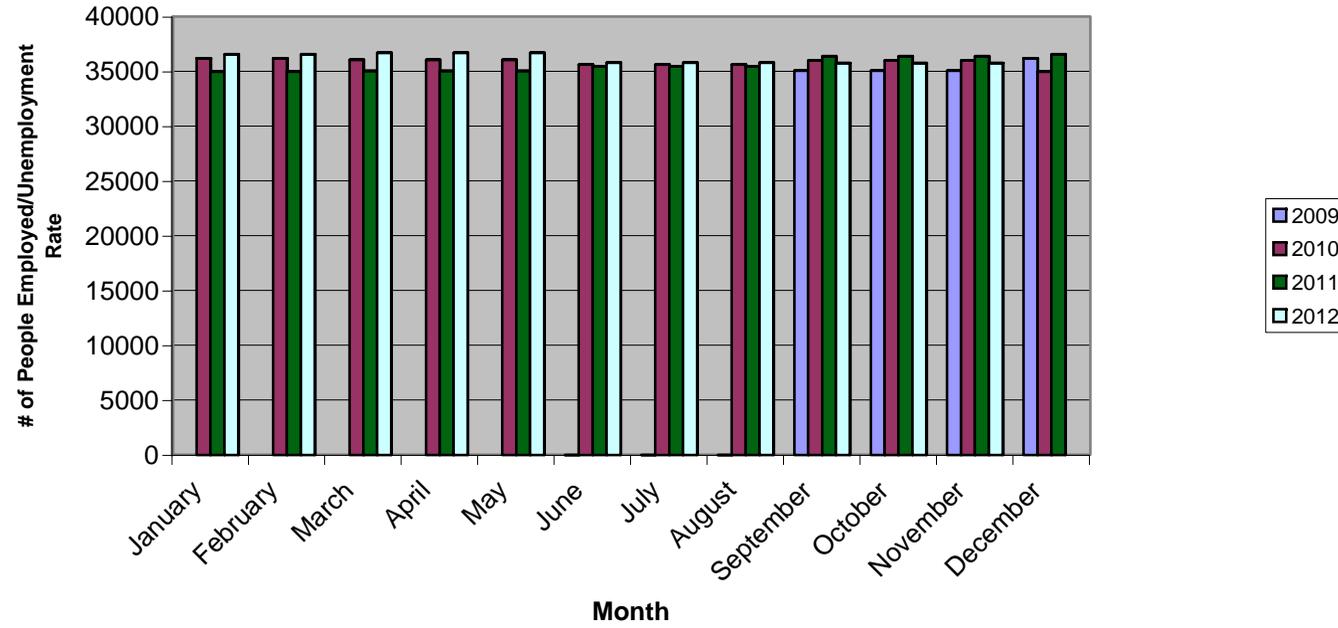
Measure	Current	After Implementation

Month	Sales Tax Receipts				Building Permits - Total				New Business License				Cape County Employment ? Unemployment %						
	Y2009	Y2010	Y2011	Y2012	Y2009	Y2010	Y2011	Y2012	Y2009	Y2010	Y2011	Y2012	Y2009	Y2010	Y2011	Y2012			
January	\$799,664	\$875,109	\$703,594	\$839,253	20	15	15	24		20	7	9		36,222	7.6	34,997	8	36,592	
February	\$602,986	\$666,784	\$858,567	\$655,137	23	21	35	27		10	13	10		36,222	7.6	34,997	8	36,592	
March	\$975,364	\$833,161	\$653,515	\$975,447	26	28	45	18		17	35	14		36,083	7.2	35,061	7.7	36,736	
April	\$743,014	\$802,236	\$928,958	\$834,067	22	19	28	23		17	14	12		36,083	7.2	35,061	7.7	36,736	
May	\$485,220	\$528,281	\$575,411	\$480,269	24	25	28	30		17	19	14		36,083	7.2	35,061	7.7	36,736	
June	\$896,867	\$837,162	\$887,610	\$1,016,747	30	38	34	24		10	17	7		35,651	7.8	35,494	7.9	35,834	
July	\$717,331	\$812,236	\$887,282	\$833,389	27	23	27	23	7	7	18	18		35,651	7.8	35,494	7.9	35,834	
August	\$530,815	\$475,702	\$421,582	\$549,079	24	17	24	36	16	11	13	22		35,651	7.8	35,494	7.9	35,834	
September	\$912,711	\$942,250	\$1,048,400	\$1,013,000	25	43	32	23	13	11	15	14	35,103	7.4	36,020	7.1	36,407	7.3	35,783
October	\$688,166	\$729,346	\$782,868	\$784,522	31	27	26	32	13	11	11	14	35,103	7.4	36,020	7.1	36,407	7.3	35,783
November	\$518,970	\$471,837	\$481,384	\$608,411	15	14	17		16	18	12		35,103	7.4	36,020	7.1	36,407	7.3	35,783
December	\$722,146	\$793,308	\$965,299		23	23	17		10	7	14		36,222	7.6	34,997	8	36,592	7.2	
<b>Total</b>	<b>\$8,593,254</b>	<b>8767412</b>	<b>\$9,194,470</b>																

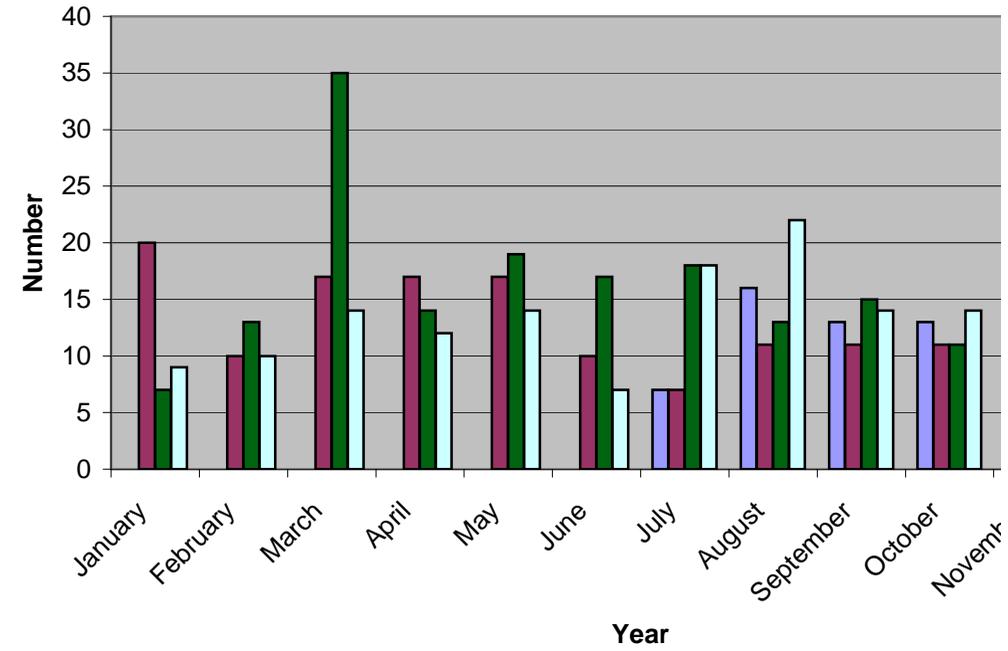




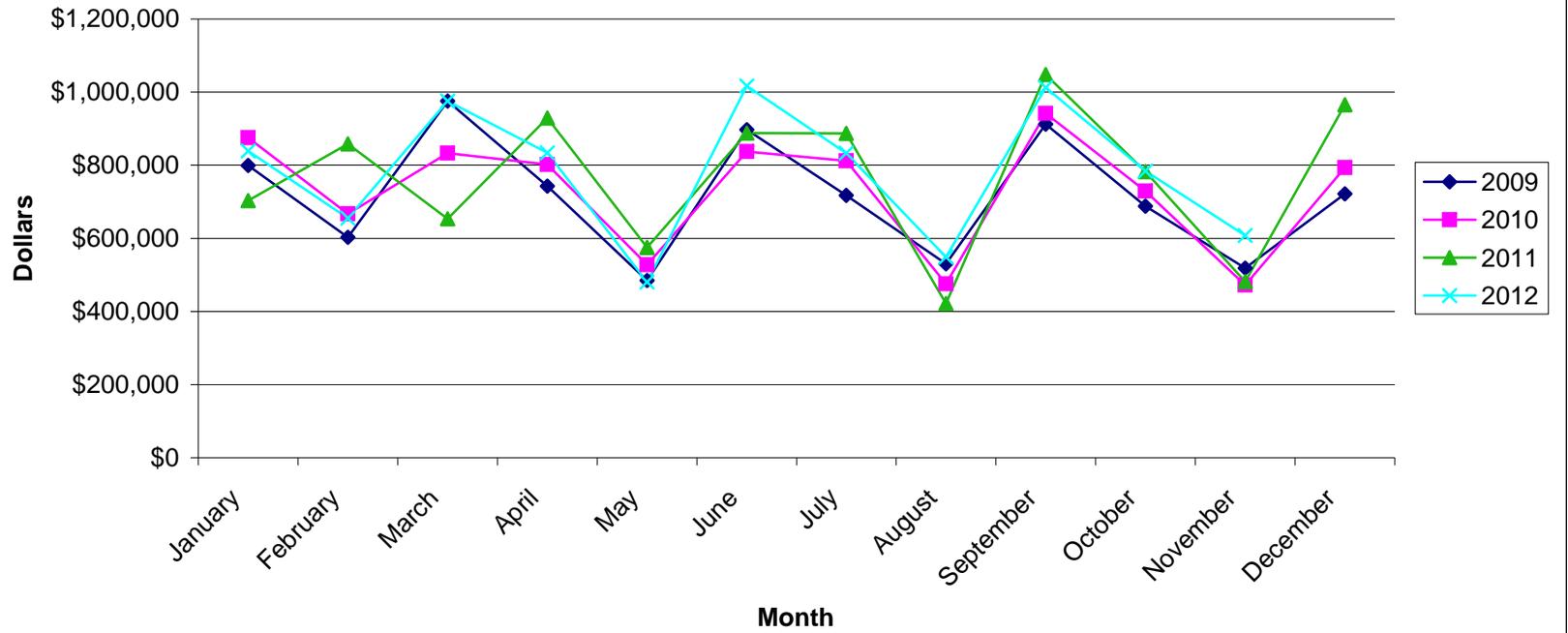
**Employment - County**



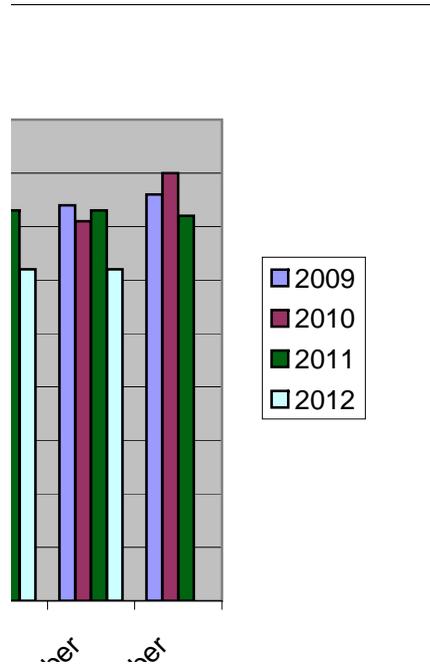
**New Business License**



**Sales Tax Receipts**



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November  
December

