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

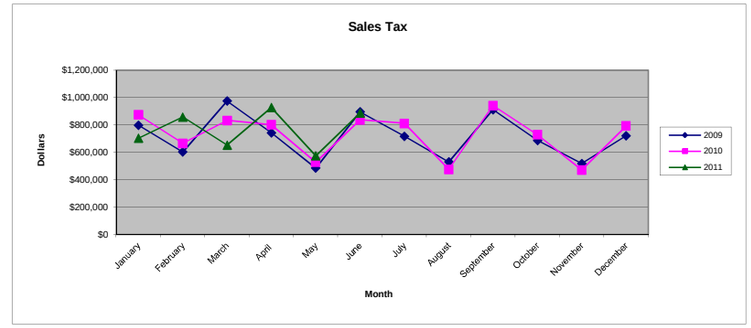
Champion: Scott Meyer/Eric Cunningham **Submitted:** July 1, 2011 **Data for 4th Qtr** 2010-2011

Current overall Rating of this Result:

YELLOW

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

Overall the environment for economic development seems to be stagnant but improving. We have small amounts of growth and a few good leads. While we may be doing better, than a lot of the state and county, we must work hard to establish stronger growth. The analysis of the sales tax shows we are slowly emerging from the downturn starting in October of last year (see graph). We have established the 7 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 as well as Menards will continue to bring growth to the city.



Measures (with desired trend and ultimate goal / benchmark)

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

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

Measure	Month	Trend	Progress	Rating/Comment	Red	Yell	Green
New Bus Lic	17	↑	yes	developing increase this yr			G
Building Permits	34	↑	yes	year to year seeing small increase		Y	
New Leads	5	→	yes	Miinards starting construction soon			G
Sales Tax Rev	6%	↑	yes	continued growth			G
Employment	36407	↑	yes	up and down; small growth		Y	
Unemployment	7.30%	→	yes	small progress down		Y	

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

#	Leader	Tasks	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
			Milestone Dates											
1	Robinson Loy	work with a developer interested in the Airport buildings					X		X					
2	Eric / Scott	Continue eviction process with Commander		X	X									
3	Meyer	Follow up with Magnet on existing bussinesses and new leads				X								
4	Meyer	Follow up with OTC on progress w/ CID etc.						X						
5	K. Green	rewrite the development manual and a developers information process sheet								X				
6	Meyer/ Green	Continue to work with the casino developer												X
7	Eric	Develop options for incentives to refurbish targeted properties					X							
	Meyer/Cunningham	look at data and sources and see if improved data and benchmarks are needed							X					

Outcome Measures

Measure	Current	After Implementation