



VIBRANT ECONOMY & BUSINESS ENVIRONMENT

Strategies

Tasks

<p>Business Recruitment & Expansion</p>	<ul style="list-style-type: none"> • Identify targeted business types <ul style="list-style-type: none"> ○ To diversify tax base ○ To address needed services in the marketplace ○ To attract visitors • Engage existing & potential new businesses, property owners & developers <ul style="list-style-type: none"> ○ Assess needs ○ Build relationships ○ Provide opportunities for local businesses to connect with City Council • Promote business recruitment strategy with economic development partners <ul style="list-style-type: none"> ○ GSI ○ Inland Northwest Partners ○ Spokane Valley Chamber of Commerce
<p>Advertising & Promotion as a Great Place to Do Business</p>	<ul style="list-style-type: none"> • Buy Liberty Lake Local Campaign • Develop & maintain <i>Cost of Doing Business</i> comparison with neighboring jurisdictions (e.g. taxes, fees, permitting, utility costs, etc.) • City website, social media, brochures & annual report • Engage existing & potential new businesses • Cultivate economic development partnerships <ul style="list-style-type: none"> ○ GSI ○ Inland Northwest Partners ○ Spokane Valley Chamber of Commerce
<p>Simplify Development Regulations & Streamline Permitting Processes</p>	<ul style="list-style-type: none"> • Audit development code and procedures • Identify opportunities to streamline application, review, and approval processes <ul style="list-style-type: none"> ○ Implement administrative changes as appropriate ○ Propose procedural code revisions, where necessary and appropriate • Identify opportunities to streamline and simplify development regulations, where necessary and appropriate <ul style="list-style-type: none"> ○ Vet & prioritize code revisions with Planning Commission & City Council ○ Implement code revisions