

**CITY OF EAU CLAIRE
ECONOMIC DEVELOPMENT POLICY PRIORITIES
2010-2012**

POLICIES

- A. **Community Leadership:** Provide outcome focused leadership for effective collaborative economic development efforts in Eau Claire and the broader Chippewa Valley region.

Strategies

1. Develop outcome based performance measures for economic development functions and assistance programs.
2. Emphasize business development that increases the City's property tax base.
3. Collaborate with area economic development organizations to ensure effective alignment of clearly defined partner roles and responsibilities.
4. Review and update the City's strategies for communicating with community partners in economic development.
5. Identify and address existing City policies that may put city economic development at a competitive disadvantage.
6. Implement funding initiatives to restore the long-term viability of the City's economic development fund.
7. Collaborate with community organizations to brand and market Eau Claire as a unique and desirable economic development location.
8. Provide political leadership for community strategies to improve the revenue and fiscal policy decisions of state and federal government affecting local economic development efforts.

- B. **Target Enterprises:** Focus economic development support on target enterprises that attract an educated labor force to Eau Claire.

Strategies

1. Inventory Eau Claire's assets in natural resources, existing capital, labor skill set, and education and training opportunities.
2. Target and monitor industries that may be attracted to Eau Claire's assets.
3. Invest public sector funds in strategies to attract target industries.

- C. **New Entrepreneurs:** Set in motion the actions necessary to attract entrepreneurs to Eau Claire who are most likely to succeed at establishing new industries and adding diverse employment opportunities to the city.

Strategies

1. Expand the availability of state-of-the-art communication technologies throughout the city for public entities.
2. Support stronger links to angel investors and venture capital networks.
3. Promote and attract development of knowledge based technology clusters.
4. Facilitate initiatives to create a community culture that attracts and supports entrepreneurs.
5. Collaborate with private and public organizations to enhance cultural and recreational opportunities in Eau Claire.

- D. **Site Readiness:** Maintain an inventory of fully serviced land, ready for industrial, commercial, and residential development in locations throughout the city as an attraction to business relocation and start-ups.

Strategies

1. Ensure excellent telecommunication, utility, and transportation infrastructure, including fiber optic and wireless access.
2. Sustain a quality image for business and industrial sites.
3. Empower the Redevelopment Authority to redevelop blighted properties.
4. Promote development of major traffic corridors, including County T, Clairemont Avenue, and Business 53/Hastings Avenue.
5. Evaluate the effectiveness and need for innovation centers.
6. Accommodate technology-based development.

- E. **Downtown Revitalization:** Support the ongoing revitalization of the greater downtown to strengthen its status as a vibrant and eclectic city center.

Strategies

1. Attract downtown employers, civic and cultural resources, high density housing, mixed-use projects, recreational opportunities, and commercial services.
2. Support Downtown Eau Claire Incorporated (DECI) to serve as the lead agency to coordinate downtown economic development and marketing programs.
3. Support business improvement districts as a means of fostering private investment in the creation of unique and attractive areas.
4. Support the Redevelopment Authority to plan and implement downtown redevelopment projects.

- F. **Sustainable Development:** Protect and enhance the beauty of Eau Claire's natural resources through the use of sustainable development practices that balance economic growth with the protection of the natural environment.

Strategies

1. Prevent and/or mitigate negative impacts of development to native ecosystems, including the preservation of nature in urban settings.
2. Promote compact development through infill, redevelopment, mixed use projects, and the use of existing infrastructure.
3. Ensure connectivity of diverse segments of the community through open space, expanded public transportation, and sufficient provision for walking and biking options.

- G. **Educated Workforce:** Foster development of the competitive workforce needed to meet the demands of a modern economy

Strategies

1. Target industries that provide higher wage jobs with benefits.
2. Support efforts to attract and retain post secondary graduates and faculty.
3. Link employers and workforce development resources.
4. Support initiatives of the NanoRite Center and UW-EC Materials Science programs.

- H. **Quality of Place:** Invest in the cultural, recreational, and leisure amenities that make Eau Claire a great place to live and work.

Strategies

1. Work with community organizations to provide a wide variety of cultural and leisure activities.
2. Promote investment in public art and well designed public spaces..
3. Work with private and public partners to maintain a variety of affordable recreational venues.

(draft 1/7/10)