

Develops and strengthens strategic business partnerships to attract, cultivate and promote economically sustainable and diverse business and employment opportunities

Facilitates business development through incentives, shared resources, effective marketing and clear and consistent business-oriented processes

Markets its attractiveness as a destination for tourists and regional visitors by emphasizing its historic and unique amenities

ECONOMIC DEVELOPMENT and VITALITY

Provides a reliable and connected multi-modal transportation network that offers safe and efficient traffic flow

Sustains a safe and attractive City; offering a well-kept and connected community and a variety of activities and amenities that create a desirable lifestyle

Stimulates economic growth by encouraging investment in the redevelopment, renovation and revitalization of the community

Encourages and supports well-planned, sufficiently regulated, appropriately balanced and future-focused development; regularly reviewing and revising standards as needed