ECONOMIC DEVELOPMENT ELEMENT GOALS, OBJECTIVES, & POLICIES

GOAL 1: PROMOTE AND MAINTAIN BALANCED AND ORDERLY ECONOMIC GROWTH.

Objective 1.1: Attraction, Retention, and Expansion of Targeted Businesses - The City shall plan, design, and implement programs, projects, and activities that support and assist in the expansion of existing businesses in the City and the recruitment of new businesses.

Policy 1.1.1: The City will support the continuation and expansion of existing commercial and manufacturing enterprises at appropriate locations through technical assistance, the provision of incentives, and/or other appropriate strategies.

Policy 1.1.2: The City will support and encourage the establishment of new commercial and manufacturing enterprises at appropriate locations, with a focus on businesses that will be owned by and/or that will employ City residents, through technical assistance, the provision of incentives, and/or other appropriate strategies.

Policy 1.1.3: North Port may continue efforts to create mechanisms, including incentives and workforce training, to attract, retain and expand diverse, innovative and responsible businesses to the City.

Policy 1.1.4: Encourage and support regional collaboration to advance mutual economic goals, while maintaining competitive incentives and programs to attract and retain diverse industries to expand North Port's economic base.

Policy 1.1.**5**: The City recognizes the value of continuing to establish land use regulations that allows industrial and commercial uses, in appropriate locations, that have limited options for locating in other areas of the County and region, if these uses employ best management practices that reduce negative on- and off-site impacts and are appropriately buffered from other potentially incompatible land uses.

Policy 1.1.6: The City shall seek to diversify its tax base through the implementation of programs to attract additional commercial, industrial and mixed use developments and encourage the development or redevelopment of vacant or underutilized parcels.

Objective 1.2: Coordinated Planning and Economic Development - Create a regulatory environment that embraces collaboration and cooperation.

Policy 1.2.1: Coordinate planning and growth management initiatives with the City's economic development and redevelopment strategies.

Policy 1.2.2: Continue to monitor and identify new methods to enhance service and procedures, including but not limited to, administrative review and approval of targeted development applications.

Policy 1.2.3: Systematically review the City's regulatory processes to support economic development activities, particularly for identified and targeted market sectors.

Policy 1.2.4: Provide the regulatory network and processes to help increase available shovel-ready sites for manufacturing, research and development, office uses, distribution, and light industrial use.

Policy 1.2.5: Through its Land Development Regulations, the City shall ensure the development of open space and foster the implementation of attractive building façades and streetscapes in new development and redevelopment.

Policy 1.2.6: Identify policies and procedures that unnecessarily impede and/or duplicate the permitting process. If needed, recommend changes to current policies and procedures required to start-up, relocate or expand a business, identify new policies and procedures to streamline the process, implement in order to create an open and transparent permitting process.

Policy 1.2.7: The City shall coordinate with the Florida Department of Environmental Protection, Sarasota County, other government agencies, and the private sector on the assessment, remediation, and redevelopment of brownfields within the city.

GOAL 2: ENHANCE RELATIONSHIPS WITH THE BUSINESS COMMUNITY

Objective 2.1: Public/Private Partnerships - Engage in and create innovative partnerships to support existing businesses and business expansion opportunities.

Policy 2.1.1: The City will identify, maintain, and promote a cluster industry development approach throughout the city to strengthen existing businesses and interrelationships, and also to create a framework for targeting economic development activities.

Policy 2.1.2: The Economic Development Office shall mobilize public and private resources, including educational institutions, to support the City's economic development efforts to assist both existing and new businesses.

Policy 2.1.3: The City strives for a business-friendly atmosphere which enhances economic diversity by eliciting feedback from businesses and organizations representing the commercial, industrial, business sectors and encourages private sector investment in office and business parks.

Policy 2.1.4: Promote and encourage programs that facilitate market identification, management training, technical assistance, and improved capital access.

Policy 2.1.5: The City may support financial assistance and specialized training programs to encourage the development of businesses enterprises.

Policy 2.1.6: Encourage the development of business incubator facilities.

Policy 2.1.7: Coordinate planning initiatives and regulatory processes with external partners and programs to ensure maximum dissemination of information for maximum economic benefit.

Policy 2.1.8: Work with appropriate public sector and private groups to promote economic development in targeted areas.

GOAL3: EXPAND AVAILABILITY OF EDUCATIONAL AND TRAINING OPPORTUNITIES

Objective 3.1: Workforce Attraction and Training - Encourage efforts to attract, develop, and retain a workforce for targeted industries and training opportunities for the resident workforce in order to obtain necessary work skills to qualify for higher wage jobs.

Policy 3.1.1: The City encourages partnerships between existing and potential businesses and educational institutions to develop programs that will utilize new and existing technologies as they become available and widely utilized in the marketplace.

Policy 3.1.2: The City will continue to encourage the presence and expansion of university programs within the City and incorporate specific strategies within a strategic economic development plan.

Policy 3.1.3: Support opportunities for STEM (Science, Technology, Engineering, and Mathematics) educational opportunities by working with area high schools.

Policy 3.1.4: The City should continue to work with educational partners to ensure there are appropriate educational opportunities, job skills programs, and facilities to meet business and industry needs.

Policy 3.1.5: Encourage community based educational support for potential entrepreneurs to develop business skills.

Policy 3.1.6: The City may support and promote efforts to provide education and training to its residents in order to prepare them to work in targeted business sectors and industries, and to become more competitive at the local, regional, State and national levels.

GOAL 4: INVENTORY AND DEVELOP INFRASTRUCTURE TO MEET EXISTING AND FUTURE NEEDS OF BUSINESS AND THE PUBLIC

Objective 4.1: Growth Management and Infrastructure - Inventory and plan the development of infrastructure to not only suit existing needs but future needs of the business community and public as well.

Policy 4.1.1: The City will plan for sufficient public infrastructure (i.e. transportation network and utilities) to serve the growth needs of new and expanding business and industry.

Policy 4.1.2: The City encourages the location of business and industry in Activity Center(s) and other areas designated for future infrastructure improvements in the City's Capital Improvements Program.

Policy 4.1.3: The City shall continue to pursue State and Federal grant funds that may be applicable to infrastructure improvements as well as other activities that enhance the City's competitive position in attracting new business and industry.

Policy 4.1.4: The City shall identify and implement capital improvement projects to address infrastructure deficiencies and improve the quality of the built environment, and the function of its land use districts.

Policy 4.1.5: The City shall develop a list of strategic improvements needed to support entrepreneurial and business activities, including but not limited to connectivity, business signage, improving the alignment of streets, customer parking, stormwater management, sidewalk completion, urban greening, street repair, building renovation, and gateways.

GOAL 5: ACHIEVE AN ECONOMICALLY STABLE COMMUNITY WITH A SUPERIOR QUALITY OF LIFE.

Objective 5.1: The City encourages the full utilization by businesses and industries of the economic development enhancement programs implemented by the Legislature for the purpose of the development and expansion of permanent job opportunities, especially for the economically disadvantaged, brownfield designations, tax incentives, community development corporations, and other programs designed to enhance economic and employment opportunities.

Policy 5.1.1: Expand urban, sub-urban and neighborhood infill development and redevelopment housing options that support the workforce by planning for development near employment and transportation centers.

Policy 5.1.2: Expand housing options that support the local workforce by planning for development near employment and transportation centers.

Policy 5.1.3: Promote policies and activities that support the quality of life of our targeted workforce.

Policy 5.1.4: The City will encourage the development of major public and/or private hospital facilities.

Policy 5.1.5: Attract young professionals by supporting urban, sub-urban, and neighborhood infill development and redevelopment as the city evolves and grows with new industries and new residents.

Objective 5.2: Quality of Life and Tourism - Continue to enhance local attractions and recreational facilities to promote quality of life and tourism.

Policy 5.2.1: Enhance North Port's draw as a tourist destination by strengthening and diversifying the arts and entertainment offerings, promoting historical and archaeological assets, enhancing natural resources, developing recreation and sports opportunities and expanding the availability of events and venues.

Policy 5.2.2: The City of North Port will continue to promote arts and culture into the social and economic fabric of North Port.

Policy 5.2.3: The City will continue to require all new development in all Activity Centers to provide public art, or contribute financially for the acquisition of public art within the City.

Policy 5.2.4: The City shall continue to support arts and culture and the preservation of natural, historic and archaeological assets as core component to enhancing the economic health of the City.

Policy 5.2.5: The City will identify local and sub-regional attractions in the natural and built environment to promote tourism.