



Legislation Text

File #: 17-0174, **Version:** 1

ECONOMIC DEVELOPMENT BOARD REQUEST TO SEEK PROPOSALS TO CONDUCT A CITYWIDE BUSINESS SURVEY.

SUMMARY EXPLANATION AND BACKGROUND:

1. The City's Economic Development Board (EDB) is requesting the City Commission consider their request to seek proposals for an outside firm to conduct a Citywide Business Survey.
2. Over the past few months the EDB has explored conducting a business survey in conjunction with the City's adopted Economic Development Strategic Plan (EDSP).
3. The purpose of the survey would be the following:
 - A. Understanding the business communities perception of the City
 - B. Assist the City in improving the quality of City services.
 - C. Identify potential actions which could support the business community.
4. The goals of the survey would be the following:
 - A. Measure the business opinions and satisfaction with City functions
 - B. Identify the future outlook
 - C. Identify business needs and concerns
 - D. Identify potential opportunities for training
 - E. Identify gaps in industries
 - F. Build on developing communication with local businesses
 - G. Utilize survey data for marketing efforts
 - H. Develop strategies and actions that will continue to support economic development
5. The chair of the EDB has drafted a memo and provided the back up to support the request.

FINANCIAL IMPACT DETAIL:

- a) **Initial Cost:** None at this time
- b) **Amount budgeted for this item in Account No:** Not Applicable
- c) **Source of funding for difference, if not fully budgeted:** Not Applicable
- d) **5 year projection of the operational cost of the project:** Not Applicable
- e) **Detail of additional staff requirements:** Not Applicable