

**BUSINESS & ECONOMIC VITALITY**

Strategic Priorities	Description	Status	Timeline	Responsible Parties	Notes/Commentary
<b>1. Enhance the vitality and economic success of the City’s Business Districts and Lakefront while maintaining and strengthening the City’s commitment to historic and natural preservation and neighborhood quality of life.</b>					
<b>a. Establish a greater appeal of Business Districts/Lakefront to residents and visitors by extending operation hours to encourage evening patronage.</b>					
<i>No Projects Identified</i>					
<b>b. Support more music festivals, community events, other entertainment and dining options at the Lake-front/Beach.</b>					
Promote community engagement within the business community	Work with the Chamber of Commerce, local not for profit organizations, property owners and business owners to create unique events to support the business districts, promote community unity and identify, and add vitality by drawing residents together.	●	Ongoing	CD	
<b>c. Support more diverse intergenerational businesses; specifically in, retail, entertainment, and food service industries in all Business Districts.</b>					
<i>No Projects Identified</i>					
<b>d. Improve access, circulation and parking, making it easier and more pleasant for visitors and residents to travel by all modes of transportation to the Business Districts/Lakefront area.</b>					
Support Transit-Oriented Residential Development	Support increased residential density within walking district of the Central Business District and train station.	●	Ongoing	CD	
<b>2. Support occupancy of tenant spaces in the business districts through business recruitment, retention and expansion, without compromising the historic and natural preservation and neighborhood quality of life.</b>					
<b>a. Support recruitment, retention and expansion (when desirable) by proactively identifying and implementing actions the City can take to improve competitiveness with surrounding communities and online commerce.</b>					
Business Support, Retention and Recruitment	Support existing, new and potential businesses, particular those that offer goods and services desired by residents, by providing no-charge consultation and pre-application services, streamlined permitting processes and issues resolution assistance.	●	Ongoing	CD	
<b>b. Target entrepreneurs, contractors and employers who complement the City’s long-term economic vision to balance the residential and commercial tax base.</b>					
<i>No Projects Identified</i>					
<b>c. Implement an expansion strategy focused on high priority corporations with the best potential for growth.</b>					
<i>No Projects Identified</i>					

- ★ Complete
- ★ In Progress
- ☆ Not Started
- Ongoing

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<b>3. Engage in proactive economic development to attract and retain key businesses within the commercial corridors to achieve a thriving business community.</b>					
<b>a. Enhance retention through strategic stewardship of the relationship with employers and businesses owners to foster a sense of pride in being a part of the community.</b>					
Conway Business and Industrial Park	Continued business outreach and retention efforts with corporations in Lake Forest.	●	Ongoing	OCM	
Support City-wide and Regional Institutions	Support continued upgrades to the Lake Forest College Campus and Northwestern Lake Forest Hospital Campus, key institutions and economic drivers.	●	Ongoing	OCM	
<b>b. Communicate successes by identifying opportunities to celebrate businesses who are involved in the community (i.e. City Award Program, etc.).</b>					
<i>No Projects Identified</i>					
<b>c. Improve the City's readiness for quality economic growth by seeking efficiencies through the incorporation of technologies in the development review and permit process to increase clarity, transparency, and accessibility.</b>					
Explore Technologies to facilitate online/electronic Plan Review, Permitting and Inspection Process	Allow for Electronic submittals and provide an online status update on plan reviews and inspection results.	★	FY18	CD	
<b>d. Review existing codes to ensure that existing regulations and permit processes add value to the economic sustainability and quality of life of the City.</b>					
2018 Building Codes	Transition to new Building Codes that reduce the number of local amendments and more closely align with the National Codes.	☆	FY19	CD	
<b>e. Facilitate workshops for "Starting and Maintaining a Business in Lake Forest" for new and existing businesses.</b>					
<i>No Projects Identified</i>					

- ★ Complete
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- ☆ Not Started
- Ongoing