

# Mapleton City Council Staff Report

Meeting Date: September 2, 2014

**Applicant:** Mapleton City

**Prepared by:** Sean Conroy, Community Development Director

**Public Hearing Item:** No

**Location:** City Wide

**Zone:** N/A

## **REQUEST**

A Discussion item to address economic development efforts in the City.

## **BACKGROUND AND PROJECT DESCRIPTION**

Many cities in Utah County and across the state have adopted long range economic development plans as a way of identifying opportunities and constraints and of creating policies that will lead to improved economic revenues. In March of this year the City contracted with Lewis and Young for general economic development strategic planning assistance. The scope of work included the following:

### *Phase 1 – Research and Analysis*

- Analyze population, housing and employment characteristics;
- Evaluate traffic patterns and data;
- Evaluate sales leakage/buying power; and
- Perform a land use analysis to estimate supportable commercial acreage.

### *Phase 2 – City Council Discussion*

- Present results from phase 1;
- Receive direction on economic development vision for the City; and
- Discuss key goals and objectives.

### *Deliverables – Economic Strategic Plan report*

- To include goals and objectives
- Outline of action items

The purpose of this meeting is to receive a presentation from Lewis and Young regarding some of the data their research has uncovered and to discuss how the data can be used to develop a long range economic development plan.

## **RECOMMENDATION**

Receive the presentation and provide direction on economic development activities in the City.