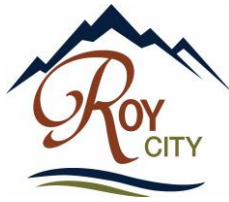


**Mayor**  
• Robert Dandoy

**City Manager**  
• Matt Andrews



**Council Members**  
• Ann Jackson  
• Diane Wilson  
• Joe Paul  
• Randy Scadden  
• Sophie Paul

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## ROY CITY RDA BOARD MEETING AGENDA

**FEBRUARY 15, 2022 - 5:30 PM**

**ROY CITY COUNCIL CHAMBERS – 5051 SOUTH 1900 WEST**

*This meeting will be streamed live on the Roy City YouTube channel.*

**A. Welcome & Roll Call**

**B. Consent Items**

These items are routine and will be enacted by a single motion. If discussion is desired on any consent item, that item may be removed from the consent agenda and considered separately.

1. Resolution 22-1 Adopting the Roy City Economic Development Strategic Plan

**C. Discussion Item**

1. Weber County Economic Development Office – request for listings of all properties within Roy City of 5 acres or more

**D. Adjournment**

*In compliance with the Americans with Disabilities Act, persons needing auxiliary communicative aids and services for these meetings should contact the Administration Department at (801) 774-1020 or by email: [admin@royutah.org](mailto:admin@royutah.org) at least 48 hours in advance of the meeting.*

*Pursuant to Section 52-4-7.8 (1)(e) and (3)(B)(ii) “Electronic Meetings” of the Open and Public Meetings Law, Any Councilmember may participate in the meeting via teleconference, and such electronic means will provide the public body the ability to communicate via the teleconference. The anchor location shall be the Roy City Council Chambers located at 5051 South 1900 West, Roy Utah.*

### Certificate of Posting

The undersigned, duly appointed City Recorder, does hereby certify that the above notice and agenda was posted in a public place within the Roy City limits on this 11<sup>th</sup> day of February 2022. A copy was also posted on the Roy City Website and Utah Public Notice Website on the 11<sup>th</sup> day of February 2022.

Visit the Roy City Website @ [www.royutah.org](http://www.royutah.org)  
Roy City Council Agenda information – (801) 774-1020

**Brittany Fowers**  
City Recorder



**RESOLUTION NO. 22-1**

**RESOLUTION OF THE REDEVELOPMENT AGENCY OF ROY CITY APPROVING THE ECONOMIC STRATEGIC PLAN FOR ROY CITY OF THE AGENCY; AND AUTHORIZING THE EXECUTIVE DIRECTOR TO IMPLEMENT THE PLAN ON BEHALF OF THE AGENCY**

**WHEREAS**, the Redevelopment Agency of Roy City (“Agency”) has been designated by an interlocal agreement with Roy City (“City”) to implement the economic development for the City, and;

**WHEREAS**, the Redevelopment Agency Board authorized the staff and administration of the Agency to prepare an Economic Development Strategic Plan to assist and coordinate the economic development within the City

**NOW, THEREFORE BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF ROY CITY THAT:**

1. The Economic Strategic Plan for Roy City, attached to this resolution, is hereby approved as the Economic Strategic Plan for Roy City, and is incorporated by reference in the general plan that has been adopted by the City.
2. That the Executive Director of the Redevelopment Agency of Roy City is hereby authorized and directed to implement the plan.

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EXECUTIVE DIRECTOR

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AGENCY SECRETARY

ROY CITY  
ECONOMIC DEVELOPMENT  
STRATEGIC PLAN

Prepared by  
The Roy City Redevelopment Agency

## INTRODUCTION

In 2020, Roy City initiated a planning process to identify and prioritize economic strategies for the city that are supportable by market forces. The city is in a strong position for success due to excellent freeway access, a skilled and diverse workforce, its proximity to Hill Air Force Base, and some fundamental shifts and changes that have and are occurring, which supports the need to develop an economic strategy plan including:

**Policy Changes:** Several key policy changes have occurred on the local, regional, and state levels that are having an impact on the way we do economic development.

**Quality of Life – Business Perspective:** Since technology is rapidly changing, location decision making factors have also changed. Most businesses are no longer dependant on access to materials, markets, transportation, etc., the key factor for most new business decisions now tends to be the quality of life of an area. Businesses can locate anywhere today, so they choose to do so where they can get the best employees (workforce development) and the best quality of life for their employees.

**Quality of Life – Resident Perspective:** The residents of Roy are focused on quality-of-life issues, both in terms of the desire to increase those factors seen as improving their quality of life, as well as trying to mitigate, or eliminate negative factors. Impacts resulting from significant commercial development, such as increased traffic and congestion, are under greater scrutiny from the residents. This has resulted in the desire to better balance economic sustainability with other key factors.

**Changes in Revenue Streams:** Roy City is very dependent upon sales and property tax revenues. It is therefore important to consider the implications of changing economic forces which will impact those revenues. Some of these factors include increased competition from other parts of the region, and the need to provide goods and services that citizens want and desires. The city is aware that their return on investment has different measures than the private sector. A financial return is expected in the form of increased property values from development/redevelopment, but the intangibles, such as the elimination of blight increase in jobs, increase in residents, are equally, if not more important. A key aspect of this plan is to ensure the mechanisms are in place to recognize success, big or small, in redevelopment and development and to continuously realign the resources and policies of the city to meet goal of increasing the economic sustainability of the city

This Economic Development Strategic Plan sets forth an achievable strategic economic development and redevelopment agenda for the city over the next three years. The plan identifies specific goals, strategies and actions which build upon the city's strengths, and acts upon the city's opportunities. Each of the goals focuses on one or more priorities of the city which factor into the economic health and enhances the vitality of the city. The Plan's purpose is to articulate a set of measurable strategic actions to facilitate development and redevelopment within the city and to provide guidance to staff on where to spend time and city resources. The plan is not meant to be an exhaustive outline of the City's economic strategic agenda but is intended to provide guidance and direction. In addition, the plan is meant to be fluid in that it should be reviewed, at a minimum, annually to determine if there is a change in priorities, other items should be added, or if resources need to be shifted

## **VISION STATEMENT**

**“FOSTER ECONOMIC DEVELOPMENT WITHIN THE CITY THAT WILL ENHANCE THE AMENITIES AND SERVICES AVAILABLE TO OUR RESIDENTS, AND PROVIDE FUNDING FOR KEY COMMUNITY PRIORITIES”**

## **SECTION I: DEMOGRAPHIC HIGHLIGHTS**

### **POPULATION**

The 2020 population for Roy City was 39,300. Roy is currently growing at a rate 1.28% annually and its population has increased by 7.85% since the 2010 census. Roy City has a population density of 4,890 people per square mile. It ranks as the 22<sup>nd</sup> largest city in Utah.

### **AGE/HOUSEHOLD**

The median age in Roy City is 30.5 years. There are 26,237 adults of which 14% are seniors. The average household size is 3.12. Ninety-two percent of the adults in Roy City have a high school diploma, and 26% have a bachelor's degree.

### **INCOME**

The average household income in Roy is \$74,852. The median household income is \$68,424.

More demographic information regarding Roy, can be found in appendix A, attached to this plan.

## **SECTION II: SWOT ANALYSIS**

One of the first steps in formulating Roy City's economic development goals and strategies is to better understand the current strengths, weaknesses, opportunities, and threats (SWOT) within the city. Two SWOT analysis sessions were conducted for the plan. The first session was conducted with the Roy City Business Advisory Board, and the second was with the administration and city council. The following are the results of those sessions

### **STRENGTHS**

- Good freeway access off 5600 South
- Close to HAFB and developments being proposed on the base
- Traffic flow from Riverdale Road onto 1900 West
- Better communication between elected officials
- Utilities are adequate to support new growth and development
- Close to the Ogden Airport, which is a regional airport
- A skilled workforce and educated community
- Committed staff to improve the community and opportunities
- Good public safety department
- Low crime rates
- Good quality of life, parks, recreation opportunities
- Friendly development approval process

### **WEAKNESSES**

- Dilapidated and older downtown area
- Older housing community
- Lack of affordable and diversity of housing.
- Leakage of retail sales to surrounding communities
- Built out community, little opportunity to expand boundaries.
- Lack of revenue to support the needs and wants of the community
- No defined strategy for economic development, business recruitment, and business retention
- Need someone accountable to manage the economic development efforts for the city
- No marketing strategy to recruit business
- Outdated ordinances and policies that affect development within the city
- Heavy traffic on 5600 South, 4800 South, 1900 West, 3500 West



## **OPPORTUNITIES**

- Establish a mixed used development in the downtown.
- Ability to implement redevelopment within the downtown area.
- Adoption of a new general plan for the city.
- Capitalize on the development planned for HAFB
- Development of property near the Ogden airport
- Acquire UDOT surplus property on 1900 West and 5600 South for new development
- Development of the front runner station into a mixed-use product
- Establish/update policies and procedures to support development
- Undertake studies needed to improve new business development
- Ability to develop plans to assist in the business recruitment such as marketing plan, and a development ready community
- Take advantage of the heavy traffic

## **THREATS**

- Other surrounding cities capturing our retail opportunities
- Changing housing patterns, and not having development to capture the new patterns
- Traffic issues need to be addressed and improved
- Competition of revenue within the city
- No established funding source for economic development
- Sunset of existing project areas
- Policy makers ability to change their thinking of Roy City economic development

### **SECTION III - GOALS AND STRAEGIES**

The following are the goals, strategies, and action items established by the Roy City Redevelopment Agency and staff for the economic strategic plan.

#### **GOAL I:**

**CREATE AN ECONOMICALLY SUSTAINABLE TAX BASE FOR THE CITY, INCLUDING EMPLOYMENT OPPORTUNITIES, INCREASED AND GROWING PROPERTY VALUES AND INCREASED LOCAL SALES TAX REVENUE**

**STRATEGY: DEFINE THE AREAS, WHICH HAVE OPPORTUNITIES FOR DEVELOPMENT THAT CAN ASSIST IN DEVELOPING THE TAX BASE OF THE CITY**

**ACTION ITEM:** Review the commercial districts within the city as established by planning and zoning, and the general plan and identify areas within the city that have the potential to grow property value and increase revenue to the city.

**ACTION ITEM:** Prepare a retail strategy analysis to assist in defining the opportunity of the defined commercial districts in capturing the new growth and general fund revenues

**ACTION ITEM:** Update the retail leakage study to determine new retail opportunities for the city, and the best location to establish these opportunities within the defined districts

**ACTION ITEM:** Prepare a property inventor of available parcels of property within the defined commercial districts, which are “site ready” for development or are listed for sale.

**ACTION ITEM:** Organize on-going meetings and site visits with key retail brokerage firms to present the commercial opportunities identified through the retail leakage study, retail strategy analysis and property inventory. Utilize the meeting to also gain information on new retail leads that may be coming into the market.

**ACTION ITEM:** Attend the ICSC convention to market and meet with regional retail brokers and potential retail users that could be opportunities for the city.

**ACTION ITEM:** Conduct annual commercial outreach events hosted by the mayor, to highlight the benefits associated with locating in the city

**ACTION ITEM:** Promote and market the development of the UTA property in accordance with the adopted ordinance of the city.

**STRATEGY: IMPROVE THE DOWNTOWN COMMERCIAL CORE**

**ACTION ITEM:** Continue to work with UDOT to identify available surplus property that would be available for development, once the 1900 West and 5600 South transportation project is designed and determine the value of that property for development.

**ACTION ITEM:** Prepare a purchase and sales strategy for the available surplus property and execute the strategy.

**ACTION ITEM:** Once the design has been completed by UDOT, work with the UDOT right of way, property acquisition, and property information teams to assist property owners and effected businesses in their relocation efforts.

**ACTION ITEM:** In conjunction with the general plan, prepare a master plan for the downtown corridor.

**ACTION ITEM:** Meet with property owners to identify opportunities for redevelopment or new development on their property.

**STRATEGY: DEVELOP AS NEEDED, POLICIES AND PROCEDURES, WHICH WILL SUPPORT THE ECONOMIC DEVELOPMENT EFFORT TO GROW THE TAX BASE OF THE CITY**

**ACTION ITEM:** Prepare marketing/community profile materials that will contain the information needed to market the defined commercial districts, and commercial opportunities to site selectors, regional commercial brokers, and other organizations tasks to find suitable sites for development

**ACTION ITEM:** Review fees and costs for new development to determine if they are competitive with other communities that complete with Roy for development, and update if required.

**ACTION ITEM:** Adopt the tax increment participation policy, and the land purchase policy prepared for the RDA use.

**ACTION ITEM:** Assist in the preparation of an economic web page for the city and establish a method to inform the public of new projects.

**ACTION ITEM:** Review as needed, current policies/procedures that would impact economic efforts, and make recommendations to improve the policy or process

**ACTION ITEM:** Create as needed Community Reinvestment Areas that will provide incentives to enhance developments that will provide a return on investment to the city and that meet the tax increment incentive policy.

**ACTION ITEM:** Appoint an individual, department, consultant to implement and measure the action items of this strategic plan and report the performance to the RDA board of directors on a quarterly basis.

**ACTION ITEM:** Provide funding annually to accomplish the action items defined in this plan and support other economic efforts necessary to accomplish the goals and strategies.

**ACTION ITEM:** Conduct an annual review of business ordinances in the city based on feedback from residents, businesses and determine if any changes are necessary.

**ACTION ITEM:** Task the Beautification Committee to assess enhancing defined commercial zoning areas with clean-up programs, new streetlights, and other esthetic improvements.

**ACTION ITEM:** Task the Arts Council to coordinate events with the city to leverage the “Buy- Local” campaigns.

**ACTION ITEM:** As needed and available, establish fiber optic cable network throughout each of the defined commercial districts.

**GOAL 2:  
BUSINESS RETENTION**

**STRATEGY: DEVELOP A BUSINESS RETENTION PROGRAM (BRE)**

**ACTION ITEM:** Prepare and implement a business survey to identify issues and concerns regarding the business environment, feedback on the city performance, and other related issues.

**ACTION ITEM:** Investigate the possibility of developing an on-line business license application, and if feasible, implement the program.

**ACTION ITEM:** Review grant programs to assist in the funding of a BRE program.

**ACTION ITEM:** Appoint an individual within the city to serve as an ombudsman to the business community regarding city development issues.

**ACTION ITEM:** Review the current city business loan program and determine its value and if it should be continued.

**ACTION ITEM:** Meet with the Weber County Chamber of Commerce to identify programs or opportunities to assist with business retention.

**ACTION ITEM:** Prepare a startup business packet/ web page that provides key information on the city requirements for a new business to begin operations in the city.

**ACTION ITEM:** Establish a “Buy local” campaign, and educational program on the benefits to purchase goods and services locally

**ACTION ITEM:** Develop a business “exit survey” and attempt businesses that leave or relocate from the city, to complete the survey, to help the city, understand the reasons for the relocation, and to build a better business environment.

**GOAL 3:**

**ESTABLISH PUBLIC/ PRIVATE PARTNERSHIPS**

**STRATEGY: DEVELOP PUBLIC/PRIVATE PARTNERSHIPS THAT CAN SUPPORT AND ENHANCE THE ECONOMIC VITALITY OF THE CITY**

**ACTION ITEM:** Participate in the Northern Utah Alliance to provide input for regional coordination of economic development strategies, marketing, and image building.

**ACTION ITEM:** Setup meetings with other cities within the County involved in economic development to understand their economic development strategies and to develop relationships that can support regional economic interests.

**ACTION ITEM:** Coordinate with other local public agencies, such as the Weber County School District, UTA, UDOT, legislature, and UTLC to ensure understanding and coordination on issues that will impact economic development issues.

**ACTION ITEM:** Meet with the Weber Chamber of Commerce to identify areas of assistance in the promotion and location of business to Roy City.

**ACTION ITEM:** Participate in the review and lobbying of legislation that would impact the economic development efforts of the city.

**ACTION ITEM:** Establish a forum that includes both the city and local businesses to discuss business related issues.

## **GENERAL PLAN ECONOMIC DEVELOPMENT GOALS:**

The proposed general plan has outlined five strategies that should be incorporated into the economic development action plan established for the city. These draft strategies are:

**1-Adopt codes to encourage the right kind of development in the right place.**

**2-Enhance Street and trail connectivity.**

**3-Establish downtown Roy as a regional destination and draw.**

**4-Provide development incentives and streamline regulatory processes**

**5-Earmark specific community reinvestment areas.**

This plan has included strategies 2, 3, 4, and 5. Strategy 1 has already been implemented by the city with the adoption of the chapter 13 and the ordinance for the UTA property This will be an ongoing goal as other opportunities for development come about in the city.

Strategy two has been incorporated into the goal that is related to developing relationships with other public and private entities that can support and enhance the economic vitality of the city. Strategy three is part of the strategy to improve and enhance the downtown core. Strategy four is incorporated into the strategy to review policy and procedure to support economic development efforts. Strategy five is part of the strategy to develop policy and procedure to support the economic development efforts of the city.

In addition, it has been recommended that the general plan will refer to this economic strategic plan for the goals, strategies, and action items as they relate to implementation of economic development within Roy City.

## **SECTION IV-IMPLEMENTATION /PERFORMACE**

### **GOAL 1- CREATE A SUSTAINABLE TAX BASE FOR THE CITY**

#### **STRATEGY-DEFINE THE AREAS, OUTSIDE OF THE DOWNTOWN THAT HAVE OPPORTUNITIES FOR DEVELOPMENT THAT CAN ASSIST IN DEVELOPING THE TAX BASE OF THE CITY**

**ACTION ITEM #1:** Review the commercial districts within the city as established by planning and zoning, the general plan and identify areas within those districts that have opportunities to grow the tax base of the city.

**COMPLETION DATE:** 1<sup>st</sup> Quarter 2022

**RESPONSIBLE PARTY:** Economic Development Coordinator/ Planner Director

**ACTION ITEM #2:** Prepare a retail strategy analysis to assist in defining the development options within the selected commercial districts to assist in capturing new general fund revenues.

**COMPLETION DATE:** 2<sup>nd</sup> Quarter 2022

**RESPONSIBLE PARTY:** Economic Development Coordinator/Outside Consultant

**ACTION ITEM #3:** Update the retail leakage study to determine if new retail opportunities are available for the city, and the best location within the commercial districts for the new development.

**COMPLETION DATE:** 2<sup>nd</sup> Quarter 2022

**RESPONSIBLE PARTY:** Economic Development Coordinator /Outside Consultant

**ACTION ITEM #4:** Prepare a property inventory of available parcels of property within the defined districts commercials that are “site ready” for development or are listed for sale.

**COMPLETION DATE:** 1<sup>st</sup> Quarter 2022/ update quarterly

**RESPONSIBLE PARTY:** Economic Development Coordinator

**ACTION ITEM #5:** Organize on-going meetings and site visits with retail and office brokage firms to present the commercial opportunities identified in the retail analysis.

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Economic Development Coordinator



**ACTION ITEM #6:** Attend ICSC convention to market and meet with regional retail brokers and potential retail users that could be opportunities for the city

**COMPLETION DATE:** Ongoing -May of each year

**RESPONSIBLE PARTY:** Economic Development Committee

**ACTION ITEM #7:** Conduct annual commercial development outreach events hosted by the mayor, to highlight the benefits associated with locating in the city.

**COMPLETION DATE:** Annually

**RESPONSIBLE PARTY:** Mayor/ Economic Development Committee

**ACTION ITEM #8:** Promote and market the UTA property in accordance with the adopted ordinance by the city

**COMPLETION DATE:** 2<sup>nd</sup> quarter 2022

**RESPONSIBLE PARTY:** Economic Development Coordinator,

### **STRATEGY: STRENGTHEN THE DOWNTOWN COMMERCIAL CORE**

**ACTION ITEM #1:** Continue to work with UDOT to identify available surplus property for development along the 1900 West and 5600 South corridor

**COMPLETION DATE:** 2<sup>nd</sup>/ Quarter of 2022

**RESPONSIBLE PARTY:** Administration/ economic development consultant

**ACTION ITEM #2:** Prepare a purchase and sales strategy for the available surplus property along the 1900 West and 5600 South corridor and execute the strategy

**COMPLETION DATE:** 3<sup>rd</sup> Quarter of 2022

**RESPONSIBLE PARTY:** Administration/ city attorney, economic Development consultant, RDA board

**ACTION ITEM #3:** Work with the UDOT to assist property owners and affected businesses within the 1900 west and 5600 south corridors with their relocation efforts.

**COMPLETION DATE :** As needed based on construction schedules

**RESPONSIBLE PARTY:** City manager/ Economic Development Consultant

**ACTION ITEM #4:** Prepare a master plan for the downtown corridor that meets the objectives of the general plan

**COMPLETION DATE:** 1<sup>st</sup> Quarter of 2023

**RESPONSIBLE PARTY:** economic development consultant/ outside consultant

**ACTION ITEM #5:** Meet with property owners to identify opportunities for redevelopment or new development of their property.

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Economic development consultant

**STRATEGY: DEVELOP AS NEEDED, POLICIES AND PROCEDURES, THAT WILL SUPPORT THE ECONOMIC DEVELOPMENT EFFORTS TO GROW THE TAX BASE OF THE CITY.**

**ACTION ITEM #1:** Prepare marketing/community profile materials that contains information needed to market the defined commercial districts within the city to parties tasked to find suitable locations for their tenants or clients.

**COMPLETION DATE:** 4<sup>th</sup> Quarter of 2022 - update annually

**RESPONSIBLE PARTY:** Economic development consultant/ outside consultant

**ACTION ITEM #2:** Review fees and costs for new development to determine if they are competitive with communities that compete with Roy for development and update as needed

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Development Review Committee, Planning Director, Administration

**ACTION ITEM #3:** Adopt the tax increment participation policy and the land purchase policy

**COMPLETION DATE:** 1<sup>st</sup> Quarter 2022

**RESPONSIBLE PARTY:** Economic development consultant, RDA board

**ACTION ITEM #4:** Assist in the preparation of an economic development Web page for the city and establish a method to inform the public of new projects.

**COMPLETION DATE:** 3<sup>rd</sup> quarter 2022- update annually

**RESPONSIBLE PARTY:** City manager, economic development consultant, city recorder, outside consultant

**ACTION ITEM #5:** Review as needed, current policies/ procedures that impact economic development efforts, and make recommendations, as needed to improve the policy or procedure

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Business advisory board, Planning director, economic development consultant

**ACTION ITEM #6:** Create as needed Community Reinvestment Areas that will provide incentives to enhance developments that will provide a return on investment to the city in accordance with the tax increment incentive policy

**COMPLETION DATE:** Ongoing- as needed

**RESPONSIBLE PARTY:** Economic development consultant, RDA Board

**ACTION ITEM #7:** Appoint an individual, department, consultant to implement and measure the action of this strategic plan and report the performance to the RDA Board on a quarterly basis

**COMPLETION DATE:** 1<sup>st</sup> Quarter 2022

**RESPONSIBLE PARTY:** City Manager

**ACTION ITEM #8:** Provide funding annually to accomplish the action items define in this plan and support other economic efforts necessary to accomplish the goals and strategies.

**COMPLETION DATE:** Annually

**RESPONSIBLE PARTY:** City Manager, RDA Board

## **GOAL 2 BUSINESS RETENTION PROGRAM**

### **STRATEGY: DEVELOP A BUSINESS RETENTION PROGRAM (BRE)**

**ACTION ITEM #1:** Prepare and conduct a business survey of Roy City businesses to gather information and to identify issues and concerns to assist and retain existing business within the City

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Economic Consultant, Business Advisory Board

**ACTION ITEM #2:** Investigate the possibility of developing an on-line business license application, and if feasible, implement the program.

**COMPLETION DATE:** 4<sup>th</sup> Quarter of 2022

**RESPONSIBLE PARTY:** Economic Development Consultant, City Manager, Business Advisory Board.

**ACTION ITEM #3:** Review grant programs to assist in the funding of a BRE program

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Economic Development Consultant

**ACTION ITEM #4:** Appoint an individual within the city to serve as an ombudsman to the business community regarding city development issues.

**COMPLETION DATE:** 1<sup>st</sup> Quarter 2022

**RESPONSIBLE PARTY:** City Manager

**ACTION ITEM #5:** Review the current city business loan program and determine its value and if it should be continued.

**COMPLETION DATE:** 2<sup>nd</sup> Quarter 2022

**RESPONSIBLE PARTY:** RDA Board

**ACTION ITEM #6:** Meet with public entities (Weber Chamber of Commerce, GOED) to determine if there are programs or opportunities to assist with business retention

**COMPLETION DATE:** 3<sup>rd</sup>/4<sup>th</sup> Quarter 2022

**RESPONSIBLE PARTY:** Economic Development Coordinator

**ACTION ITEM #7:** Prepare or update a startup business packet/ web page that provides key information on the city requirements for a new business to begin operations within the city.

**COMPLETION DATE:** 1st Quarter of 2023

**RESPONSIBLE PARTY:** Planning Department, Economic Development Coordinator, Business Advisory Board

**ACTION ITEM #8:** Establish a “Buy Local” and education campaign to promote the benefits of purchasing goods and services within the city and the benefit to local government’

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Business Advisory Board, Administration, Outside consultants.

**ACTION ITEM # 9:** Develop a business “exit survey” and attempt to have the businesses that leave the city to complete the survey, to determine the reasons for the relocation, and to assist the city in building a better business environment.

**COMPLETION DATE:** 1<sup>st</sup> Quarter 2023

**RESPONSIBLE PARTY:** Economic Development Coordinator, Business Advisory Board

**GOAL #3**  
**ESTABLISH PUBLIC/PARTNERSHIPS**

**STRATEGY: DEVELOP A PUBLIC/PRIVATE PROGRAM THAT CAN SUPPORT AND ENHANCE THE ECONOMIC VITALITY OF THE CITY.**

**ACTION ITEM #1:** Participate in the Northern Utah Alliance to receive updates and provide input for regional coordination of economic development strategies, marketing, and image building

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Mayor, City Manager, Economic Development Coordinator

**ACTION ITEM #2:** Meet with other cities within the County involved in Economic development to understand their economic development strategies and develop relationships that can support regional economic interests

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Economic Development Coordinator, City Manager

**ACTION ITEM #3:** Coordinate with other local public agencies, such as the Weber County School District, UTA, UDOT, legislature ULCT, Weber Chamber of Commerce to ensure understanding and coordination on issues that will impact economic development.

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Mayor, City Council, Administration

**ACTION ITEM #4:** Participate in the review and lobbying of legislation that would impact economic development efforts of the city.

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Mayor, City Manager, City Council, Economic Development Coordinator

**ACTION ITEM #5:** Establish a forum that includes both Roy City government and local businesses to discuss business related issues.

**COMPLETION DATE:** Ongoing

**RESPONSIBLE PARTY:** Mayor, City Manager, Economic Development Committee,