

**VILLAGE OF YELLOW SPRINGS
RESOLUTION #2007-05**

Authorizing the Village Manager to enter into an agreement related to the Business First program.

Whereas, the Village of Yellow Springs has established a role in economic development that places a value on retention and expansion of existing businesses, and,

Whereas, local employment is a major source to revenue for our Village, providing funding for the services that the community enjoys, and,

Whereas, the efforts of political subdivisions in Greene, Warren, Butler, Miami and Montgomery Counties to work together to encourage business expansion and retention provide a great example of regional cooperation to solve an emerging problem for our region, and,

Whereas, the efforts of this partnership have created the Business First program, aimed at providing targeted analysis of local business need in a timely and sensitive manner, creating a successful business retention and expansion program for our region,

NOW, THEREFORE, THE COUNCIL FOR THE VILLAGE OF YELLOW SPRINGS, OHIO HEREBY RESOLVES:

Section 1. The Village Manager is authorized to enter into agreements related to the Business First program in conjunction with Greene County Department of Development.

Karen Wintrow, Vice President of Council

Passed: March 19, 2007

Attest: _____
Deborah Benning, Clerk of Council

ROLL CALL:

Karen Wintrow __Y__ Bruce Rickenbach Absent Judith Hempfling __Y__

Kathryn Chase __Y__ Kathryn Van der Heiden __Y__

Council Meeting Date:

Agenda Item:

Village Council Agenda Item

Village of Yellow Springs, Ohio

<p>Agenda Title: Consideration of Resolution 2007-05 Authorizing the Village Manager to enter into an agreement related to the Business First program</p>
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<p>Presenter: Eric C. Swansen, Village Manager</p>

Problem/Issue Statement

The Village lacks a business retention and expansion program, which is one of the seven roles outlined by Council for the Village to have in economic development.

Financial Impact

The annual cost is anticipated to be \$1,500-\$2,000 annually based on participation from other jurisdictions.

Recommendation

Village Manager recommends adoption of the resolution.

Introduction

Staff presented Council with an overview of economic development roles for the Village on February 3rd. These roles included

- Promote the Village as a place to locate new businesses, with emphasis on primary jobs, through effective marketing.
- Assist in retaining existing jobs and promoting expansion of existing business, with emphasis on primary jobs.
- Pursue amenities that improve the retail areas of the Village as a place for local commerce and tourism.
- Ensure that land use designations and infrastructure are adequate to meet current and future retail, commercial/light industrial needs.
- Promote partnerships to ensure a diverse variety of housing opportunities, so that local housing availability/affordability is not a barrier to location decisions by Village businesses.
- Support regional efforts to encourage retention and expansion of existing businesses, and promotion of the region as a place to locate new businesses.
- Utilize the Village's Economic Development Revolving Loan Fund (EDRLF) as a tool to encourage local business development and entrepreneurship.

In the written staff report, staff outlined the business first program as a landmark effort for regional cooperation related to economic development. The program uses specially trained employees to discuss with major employers the factors affecting their business. There is an emphasis on making sure the company is still satisfied with their current location as a place to do business, and understanding any changes that may result in an expansion of the business. This information is shared with Village, County, State and Regional staff to help make sure the resources available to them is accessible and that the business is aware of them.

This also marks a non-compete situation for local communities. Participation requires the Village to not compete to lure away employers from other communities in the Business First program. In essence, the program seeks to build upon existing businesses in our community as a region, instead of having each community act for their own interests.

This program marks a first effort at building a regional business climate that is aimed at growing existing business, which in itself creates an environment that will be more attractive to new businesses. New businesses often rely heavily on the perceptions of business sentiment in the local business community as a critical factor in making a decision to locate. As a result, this effort helps both existing businesses and fosters a climate for new businesses as well.

To date there are 18 cities, 10 Villages and 16 townships participating, coordinated by 5 counties.

A presentation of the program is outlined in attachment A.

Alternatives Analysis

The Village could elect to not participate. This would require the Village to either do retention or expansion with existing staff. This would also leave us open to other communities aiming incentives on local businesses that may be looking to expand or relocate.

Recommendation

Village Manager recommends adoption of the resolution.

Approved by:

Attachment A

Business First Presentation Materials