



ECONOMIC
DEVELOPMENT ACTION
PLAN
Grimes, Iowa

CITY OF
GRIMES

Key Strategies

The Grimes Economic Development Action Plan identifies 4 key strategies, that cover specific aspects associated with the continued development of the City of Grimes. The identified strategies act as pillars to which the City can stand upon as it relates to Economic Development. Each have one or more goals or actions that are intended to support overall strategy. It is important to note that this is intended to be treated as a living document, that is evaluated annually, and updated as needed.

The 4 key strategies are listed below in no specific order or ranking of importance.

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Key Strategy 1: Foundation

As with any development, the foundation is one of the most important aspects of any project. The same case can be made with Economic Development. Without a solid foundation to build the program upon, failures and setbacks are to be expected.

As such, Key Strategy 1 aims to ensure that the program has appropriate considerations for development, feedback, and ongoing evaluation.

GOAL 1: CREATE AN ECONOMIC DEVELOPMENT COMMITTEE

- Action 1: Develop a vision and structure for the committee
- Action 2: Identify community stakeholders and members that are willing and able to actively participate in the defined scope of the committee
- Action 3: Establish Committee goals and projects for the upcoming year
- Action 4: Coordinate activities through strategic planning process with City

GOAL 2: CREATE A POSITIVE IMPACT ON THE COMMUNITY

- Action 1: Develop overall program goals and metrics
- Action 2: Measure the annual impact by way of evaluating metrics

Key Strategy 2: Visibility

The age old saying of “It’s all about who you know”, is true when it comes to the world of Economic Development. Regularly visiting with the business community, and regional stakeholders will continue to reinforce the position of Grimes.

As such, Key Strategy 2 intends to provide the framework for how Grimes is portrayed in the greater metro area and midwest region.

GOAL 1: ENGAGE IN ANNUAL VISITS WITH THE LOCAL BUSINESS COMMUNITY

- Action 1: Annually identify key businesses desired to be met with
- Action 2: Evaluate information collected during meetings to determine if any action is required
- Action 3: Report on key business visits with the Economic Development Committee and City Council

GOAL 2: ASSIST BUSINESSES WITH GROWTH AND EXPANSION EFFORTS IN GRIMES

- Action 1: Maintain active communication with business and community leaders
- Action 2: Inform business and community leaders of opportunities within Grimes
- Action 3: Communicate about incentive policies and options
- Action 4: Maintain a database of all available development opportunities

GOAL 3: HIGHLIGHT AND RAISE THE PROFILE OF THE CITY

- Action 1: Develop relationships with members of the press who cover Grimes, to ensure that Grimes is being portrayed in the appropriate manner
- Action 2: Work with appropriate media streams to increase awareness of activity in Grimes
- Action 3: Develop and distribute periodic Economic Development newsletters and information sheets
- Action 4: Develop and distribute an annual report on the Economic Development activities within the City

GOAL 4: INCREASE STAFF PRESENCE IN THE MARKET AND REGION

- Action 1: Increase presence at trade shows and conferences, representing the City of Grimes
- Action 2: Build relationship with strategic regional economic development partners such as the IEDA, GDMP and ICREA.

Key Strategy 3: Financial

Economic development ventures typically include some level of risk, financial or otherwise. In order to maximize the number and quality of local economic development projects, the community of Grimes should take steps to either mitigate risk or create predictable policies that will allow potential investors to accurately assess their risk when determining whether or not to proceed with a project.

As such, Key Strategy 3 is intended to provide opportunities for Grimes to align their financial opportunities and consider options to ensure the City remains competitive with our neighbors.

GOAL 1: DEVELOP COMPETITIVE FINANCIAL POLICES

- Action 1: Develop an Economic Development Policy, Application, and Clear Language on Eligibility and Access for Prospective Development Partners
- Action 2: Communicate often regarding the adopted policies and programs

GOAL 2: UTILIZE ASSESSMENTS WHEN APPROPRIATE AND JUSTIFIED

- Action 1: Develop an assessment policy
- Action 2: Consider the assessment policy for all capital projects

GOAL 3: INCREASE THE PREDICTABILITY OF CAPITAL IMPROVEMENTS

- Action 1: Implement an annual Capital Improvements Program
- Action 2: Engage the public and appointed commissions on proposed plans

GOAL 4: DIVERSIFY FUNDING OPPORTUNITIES WITHIN THE CITY

- Action 1: Annually evaluate grant funding opportunities
- Action 2: Leverage private investment when the opportunity presents itself

GOAL 5: EVALUATE POLICIES AND FEES FOR DEVELOPMENT

- Action 1: Annually evaluate fees and “cost of doing business” in Grimes
- Action 2: Update fees to remain competitive, while ensuring development pays for development

Key Strategy 4: Access

Having access to information and a predictable environment is crucial to the success of Economic Development. Development within Grimes should be established in a manner that efficiently provides all necessary information to applicants, and ensures that the information is accurate and up to date. Having staff that are trained in the information, and can effectively respond to inquires is critical.

As such, Key Strategy 4 is intended to ensure that development opportunities in Grimes are ample, and that information necessary to invest in Grimes is readily available and in a format that can be easily understood.

GOAL 1: REGULARLY EVALUATE LAND USE WITHIN GRIMES

- Action 1: Educate decision makers on importance of land use planning
- Action 2: Evaluate current land use and prepare new land use plan
- Action 3: Develop policies for regular updating of land use

GOAL 2: IMPLEMENT AN ANNEXATION STRATEGY

- Action 1: Identify areas for development along the border
- Action 2: Create landowner database and establish relationships
- Action 3: Project and plan for future utilities

GOAL 3: MODERNIZE THE ZONING ORDINANCE

- Action 1: Evaluate current ordinance for changes
- Action 2: Implement technologies that allow for easier access to information

GOAL 4: PROACTIVELY PLAN FOR FUTURE UTILITIES

- Action 1: Conduct studies to help assist with the prioritization of improvements
- Action 2: Coordinate improvements with annexation strategy and CIP

GOAL 5: PROVIDE ACCURATE AND TIMELY INFORMATION

- Action 1: Ensure staff are trained and prepared to effectively respond to the public
- Action 2: Attend a retail training academy work session
- Action 2: Provide all development information in an electronic format