

City of Wixom Economic Development Strategy



The
Chesapeake Group, Inc.

Building A Foundation For The Future

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identity
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Funded in partnership by:



Who is involved in this project?

- ▶ City of Wixom
- ▶ US Economic Development Administration
- ▶ Consulting Team
 - ▶ Clearzoning, Inc. (planning, zoning and transportation consultants) Award-winning development manuals, plans, and zoning codes.
 - ▶ The Chesapeake Group
 - ▶ Identity

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The premier economic analysis and economic development firm in the U.S. President Howard Kohn works nationwide assisting local governments and developers with understanding and improving economic development opportunities. CZ and TCG have teamed on numerous projects, including the award-winning Big Beaver Corridor Study in Troy.

- ▶ Identity

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A public relations firm specializing in brand strategy, media relations, social media, and marketing. Brent Eastman, the firm's Creative Director, will direct the Wixom Brand Clarity process. Identity will look at the competition, internal strengths, and develop a unique brand voice that will set Wixom apart from others.

What is this project all about?

- ▶ Understanding current economic conditions, opportunities, and challenges
- ▶ Identifying assets the City can offer existing and new businesses
- ▶ Creating a nurturing environment for business development
- ▶ Enhancing the development review process
- ▶ And much more

Why is this Strategy Needed?

- ▶ Successful cities are a mix of businesses and residents
 - ▶ Businesses create a variety of job opportunities for residents and create valuable goods and services
 - ▶ A healthy economic environment stabilizes property values
 - ▶ Businesses need a quality workforce that has appropriate skills and education
 - ▶ Quality of life amenities attract businesses and their workforce

What is the process?

1. **Inventory & analyze economic development-related assets:**

- ▶ Physical and organizational assets that support business
- ▶ “Quality of life” assets, including culture, arts, history, educational, and recreation assets that help drive economic development decisions.

2. **Assess and streamline development procedures:**

- ▶ Understand what’s working and what needs work within the City approval process.
 - ▶ Goal is to create a nurturing environment for businesses.

What is the process? (con't)

3. Identify appropriate industrial sectors for the City and develop business recruitment and retention strategies:

- ▶ Conduct stakeholder interviews, focus group sessions, and online surveys
- ▶ Develop an action plan to enhance the economic viability of the community.

4. Incorporate economic development resources into the City's website:

- ▶ Review the City's website offerings add new info to support economic development activities.
 - ▶ Focus on conveying essential information in a logical and clear manner.
 - ▶ Establish platform for a business to business directory

What is the process? (con't)

5. **Discover the City's brand and develop appropriate marketing strategy:**

- ▶ Get the City's strategy on the right path from the beginning.
- ▶ Understand the City's audience
- ▶ How do these groups perceive the City of Wixom?
- ▶ What motivates decision making?
- ▶ Develop a unique brand voice and tagline

6. **Create strategies to recruit institutions of learning to the City:**

- ▶ Identify the education, training, and continuing education needs of the local workforce
- ▶ Define the type of education institutions that can play a role in meeting these needs.

What is the process? (con't)

7. Develop strategies that support local workforce development efforts:

- ▶ Provide current and detailed information on the labor force.
- ▶ Share and utilize this data to create a program to address current and future economic opportunities.

8. Create an accessible development guide to serve as a resource for planning, zoning, and building requirements:

- ▶ Create a Development, Site Plan, and Building Manual to guide economic development efforts in the City.
 - ▶ Easy-to-use manual that is filled with graphics and flow charts that clearly illustrate the review process. On-line forms and resources.
 - ▶ Format online as well as in hard copy, providing access around-the-clock and around-the-world.

What's the timeline?

Task	Month
A. Inventory & analyze economic development-related assets	1-2
B. Assess and streamline development procedures	1-3
C. Identify appropriate industrial sectors for the City and develop business recruitment and retention strategies	2-5
D. Incorporate economic development resources into the City's website	4-7
E. Discover the City's brand and develop appropriate marketing strategy	2-5
F. Create strategies to recruit institutions of learning to the City	5-6
G. Develop strategies that support local workforce development efforts	5-6
H. Create an accessible development guide to serve as a resource for planning, zoning, and building requirements	4-7

We look forward to working with You!

- ▶ Questions?

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