



**ECONOMIC DEVELOPMENT AUTHORITY**

<b>AGENDA SECTION</b>	<b>BUSINESS ITEMS</b>
<b>MEETING DATE</b>	03/02/2026

<b>ITEM:</b>	<b>2026 EDA Goal Setting Part II.</b>		
<i>Presenting Item:</i> Mitchell Forney, Community Development Director			
<b>DEPARTMENT:</b> Community Development		<b>BY/DATE:</b> Comm Dev Team, 2/27/2026	
<b>CORE CITY STRATEGIES:</b>			
_Community that Grows with Purpose and Equity		_Engaged, Effective and Forward-Thinking	
_High Quality Public Spaces		<b>X</b> Resilient and Prosperous Economy	
_Safe, Accessible and Built for Everyone		_Inclusive and Connected Community	

**BACKGROUND**

Based on the focus areas agreed upon by the Commission in December 2025 and on the specific suggestions Commissioners made during the February 2026 goal setting activity, staff have prepared a list of draft 2026 goals for the EDA’s consideration. The goals listed below will inform the creation and execution of the year’s work plan for Community Development staff. In doing so, they will help match EDA priorities with available resources. Certain goals are specific, while others are more general; while developing this list, staff worked to capture the ideas put forth by the Commission while leaving space for additional opportunities.

**1. Central Ave**

- a. Advance placemaking and public art initiatives along Central Avenue to enhance the corridor’s identity and to support economic vitality.
- b. Expand the City’s Business Retention & Expansion (BRE) program with a strategic focus on Central Avenue, in preparation for the upcoming highway reconstruction project.

**2. Business**

- a. Pursue business engagement efforts that prioritize personal interaction, consistent communication, and meaningful networking opportunities.
- b. Strengthen the City’s business support efforts through coordinated information and resource delivery (including financial and technical) and by using marketing and communications to elevate local business visibility.

**3. “Big Sites”**

- a. Advance redevelopment of large EDA-owned properties (*see also goal 4.a*).
- b. Promote and champion opportunities for major local redevelopment sites and report back to the EDA with regular updates.

**4. Neighborhood/Housing**

- a. Conduct an inventory assessment of EDA-owned properties and create a plan positioning them for reinvestment and reuse.
- b. Optimize the first year of the City's Naturally Occurring Affordable Housing (NOAH) Program by tracking feedback, performing targeted outreach and marketing, and making refinements to the program as necessary.

**ATTACHMENT(S)**

1. 2026 Ideas List with Vote Tallies