

Goal 3: Economic Base

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Expand job opportunities through the attraction, retention, and expansion of our local business industry.	Consider acquisition of vacant industrial sites to promote economic growth.	On-Going	City Administration
	Actively market industrial properties via MEDC and to trade groups.	On-Going	City Administration
	Develop a local tourism industry through the emphases of recreational opportunities and natural assets.	On-Going	City/Parks & Recreation
	Develop relationships with industrial tenants to maintain retention.	On-Going	City Administration
	Encourage and support the creation of a Gladstone Business Association to promote businesses through activities and events while serving as a resource to one another.	On-Going	DDA/EDC
	Develop screening and lighting standards for non-residential sites.	Mid Term	Community Development
	Encourage and support high speed internet infrastructure throughout the City of Gladstone to attract new businesses and remote workers to our community.	Long Term	City Administration
Maintain and rehabilitate existing commercial and industrial properties.	Improve code enforcement for properties through the implementation of a registration process for condemned, foreclosed and vacant properties.	Mid Term	Community Development /Public Safety
Create harmonious mixed-use districts within the city.	Continue to streamline and improve processes for upgrades and expansions to existing facilities.	On-Going	Community Development
	Improve off-street parking regulations.	Mid Term	Community Development
	Revisit the zoning map in all districts to encourage the best and highest use of property and support economic development.	Mid Term	Community Development

