

**Goals and Objectives related to Economic Development
as contained in the
Redevelopment Agency Five Year Implementation Plan
adopted December 2009**

***Goal No 1* Preserve and Enhance the Economic Prosperity of the Community
and Aid Business Development and Retention.**

Objectives

- a. Continue a commercial façade improvement forgivable loan program to assist in the revitalization and beautification of commercial properties within the Project Area.
- b. Continue to promote the industrial development loan and grant programs offered through Kings County Economic Development Corporation (Kings EDC) and the Small Business Administration (SBA) and provide Agency gap financing, when appropriate.
- c. Provide development assistance for commercial and industrial development programs as needed to encourage new economic investments in the community.
- d. Initiate ongoing promotional activities to attract targeted business development (i.e. marketing campaigns, special events, etc.).
- e. Continue to appropriate funds for ongoing activities to aid business retention. Partnering may include Lemoore Chamber of Commerce and/or Kings EDC.
- f. Increase the capacity of water, wastewater treatment, and storm drain facilities to accommodate new business development.
- g. Improve circulation and/or aesthetics at or along strategic City Street/State Route intersections.
- h. Determine location of possible Brownfields and provide Agency assistance as appropriate.
- i. Consider providing financial resources to public and private agencies, forming partnerships to obtain additional civic, cultural, educational and recreational facilities and amenities, and to encourage new economic investments, programs and projects in the community, both inside and outside the Project Area.

Goal No. 2 Encourage the Development of Sales Tax Generating Activities within the Project Area (Retail Users).

Objectives

- a. Promote available commercial properties and buildings by sponsoring special events and marketing campaigns to increase public participation and exposure.
- b. Financially support business retention and attraction programs.
- c. Provide financial resources to attract tourism and generate additional sale tax revenue by installing directional signage to provide motorists ease of way-finding.

Goal No. 3 Continue to Assist in the Revitalization of the City's Central Core Area.

Objectives

- a. Work with the affected business community to identify necessary funding requirements and provide Agency assistance as appropriate.
- b. Identify areas of inadequate infrastructure and provide agency funding as appropriate.
- c. Initiate an infill program of vacant properties in the City's Central Core Area to reduce blight and encourage business and recreational uses.
- d. Commission and financially support a streetscape design for "E" Street between Fox and Follett Streets and implement the improvements.
- e. Provide financial assistance for the improvement of horticultural and visual elements, which may provide comfort for retail users and beautification to the City's Central Core Area.
- f. Develop and implement a program that provides financial assistance for outdoor art in the City's Central Core Area.
- g. Financially support very low, low and moderate income housing, as well as market rate housing projects when the re-use of existing buildings or new infill development is part of a mixed use project within the City's Central Core Area.