

2011 Action Plan

☐ **Property Management**

- ☐ Lease out available commercial space
- ☐ Generate rental income for CIC operations

☐ **Business Attraction**

- ☐ Recruit new businesses to 181 Granville Street
- ☐ Attract technology-oriented businesses with the Broadband Incentive
- ☐ Establish a Development Fund that can be utilized to support the expansion of Gahanna businesses

☐ **Business Retention**

- ☐ Retain the businesses located at 181 Granville Street
- ☐ Retain Gahanna businesses by providing Broadband Incentive to reduce their expenses and increase their operational efficiencies

2011 Action Plan



☐ **Marketing and Advertising**

- ☐ Highlight the success of Gahanna CLC strategies in local/regional news publications
- ☐ Partner with strategic stakeholders to maximize the impact of Development Department marketing strategy

☐ **Economic and Community Development**

- ☐ Assist the Department of Development in utilizing creative financing opportunities to achieve the City of Gahanna's overall goals and objectives

2011 Budget Plan



- Gahanna CLC is requesting the same percentage of lodging tax revenue from the City of Gahanna
 - ▣ 0.0833 percent of lodging tax revenue
- These funds will help the Gahanna CLC pursue its strategic goals and objectives for 2011