RESOLUTION NO. 3731-*2014*

RESOLUTION OF THE FORT BRAGG CITY COUNCIL ADOPTING THE CITY OF FORT BRAGG BUSINESS RETENTION AND EXPANSION PROGRAM

WHEREAS, local businesses provide the foundation for economic vitality because they provide goods and services for residents and visitors and provide tax revenues that support delivery of important City services; and

WHEREAS, the City's Economic Development Strategy includes tactics and recommendations to proactively recruit new business and to actively grow and retain existing businesses; and

WHEREAS, the Fort Bragg Business Retention and Expansion Program ("BRE Program") provides focus and specific tools for implementation of business retention and expansion goals; and

WHEREAS, the BRE Program establishes four key priorities, as follows:

- Demonstrate support for the BRE Program through adoption by City Council and publication of the BRE Program on the City's governmental website and in other promotional materials;
- Embrace a **Customer Service Focus** to provide excellent support for businesses;
- Provide on-going **Outreach to Businesses** to enhance the Fort Bragg business climate and to seek information about local business opportunities and challenges; and
- Engage in active and broad **Business Recognition** to show appreciation and provide exposure for Fort Bragg businesses.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Bragg does hereby adopt and implement the City of Fort Bragg Business Retention and Expansion Program, attached hereto as Exhibit A.

The above and foregoing Resolution was introduced by Councilmember Hammerstrom, seconded by Councilmember Kraut, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 11th day of August, 2014, by the following vote:

AYES: **Councilmembers Deitz, Hammerstrom, Kraut, and Mayor Turner.**
NOES: **None.**
ABSENT: **Councilmember Courtney.**
ABSTAIN: **None.**

DAVE TURNER,
Mayor

ATTEST:

Cynthia M VanWormer

Cynthia M. VanWormer, MMC
City Clerk