

GOAL LU-5 ECONOMIC DEVELOPMENT

A strong, diverse, and resilient local economy that supports the delivery of needed infrastructure and desired community services.

LU-5 Policies

- LU-5.1 **Brand Identity.** Strengthen brand identity and enhance awareness of Glendale on a local, national, and global scale.
- LU-5.2 **Business Culture.** Develop a business-friendly ecosystem that supports business attraction, retention, and expansion efforts to ensure a diverse, inclusive, and resilient economy.
- LU-5.3 **Innovation Ecosystem.** Foster a thriving innovation ecosystem by supporting established companies and attracting high-growth industries - from emerging startups to new tech firms to drive job creation, leading to competitive wages and substantial revenue growth for the City and regional economy.
- LU-5.4 **Entertainment and Lifestyle.** Grow the arts, culture, and entertainment sector to position Glendale as a destination City.
- LU-5.5 **Tax Base.** Broaden and diversify the City's tax base, with an emphasis on increasing Glendale's assessed value and retail sales.
- LU-5.6 **City Practices.** Maintain City government practices attuned to business needs for clear and timely use of incentives, regulations and development entitlement processes.
- LU-5.7 **Business and Property Development.** Encourage business and property development that will provide jobs and generate revenue to support city services and infrastructure but also meets the diverse needs of the community.
- LU-5.8 **Stakeholder Support.** Foster a civic environment in which all stakeholders are committed to the community's diversity, economic vitality and long-term sustainability.
- LU-5.9 **City-Owned Properties.** Use city-owned property to provide public and economic benefits, such as affordable housing.

LU-5 Actions

- LU-5a Maintain and periodically update a strategic plan for economic development (Three-Year Economic Strategy) establishing near-term economic development goals and actions to achieve those goals.
- LU-5b Evaluate and periodically update the City's policies, regulations, and ordinances to maintain Glendale's competitive ability to attract and grow businesses.
- LU-5c Continue to partner with public, private, and non-profit organizations to advance economic development goals, meet the needs of businesses, and resolve constraints to business operations at the local, state, and federal levels.