

I. ECONOMIC DEVELOPMENT

Both problems and opportunities appear from social and demographic change from within and outside a community. By understanding both the concerns and prospects, sound and informed decision making can be made to improve the social and economic well-being of citizens.

Sustainable economic development is a long-term approach, requiring significant planning, explicit community vision, and coordination among multiple agencies and private organizations. Being responsive to market changes will attract and support new economic development opportunities.

GOAL: Increase the capacity of citizens, community groups, and city leaders to understand and respond to external and internal influences that affect the economic vitality of the City.

ED 1: One of the major obstacles facing a community is often the organization required to accomplish a community “vision”. The City should be the leader in implementing a strategic planning process by teaming with organized citizen groups, elected officials, other planning agencies, and stakeholders to offer assistance and guidance to each other. The advantages of such a coalition would:

- a. Enable and engage community members to learn about and understand community issues, along with the economic, social, environmental, and political impacts that may result from a particular decision and/or course of action.
- b. Incorporate the diverse interests and cultures of the community in the development process to educate others about these interests as well as diminish efforts that may adversely affect the disadvantaged members of a community.
- c. Enhance the knowledge and understanding of leadership in order to make more informed decisions about matters prevalent within the community.
- d. Allow community members to be open to a range of action strategies that, in the long term, will work toward the sustainability and well being of the community.
- e. Organize development strategies to promote key local economic strengths and remedy identified weaknesses.

ED 2: In order to achieve a sustainable, vibrant, and sought-after community, the following strategies should be employed:

- a. Simplify the development process with clear purpose and flexible approaches to ensure predictability, accountability, and performance.
- b. Establish an “enterprise” zone that offers incentives to businesses that locate within the zone, create employment and housing opportunities for community members, utilize and improve existing infrastructure, and employ sustainability practices.
- c. Actively recruit employment and industries to the City. Promote the City’s vision to potential employers, developers, and businesses.
- d. Work with land owners, residents and the Chamber of Commerce to promote Eagle as being *Open for Business*.
- e. Use the Eagle City Website, the Eagle Chamber of Commerce, the Boise Valley Economic Partnership and the Idaho Department of Commerce to promote the *Eagle is Open for Business* campaign.
 - Formalize and mobilize the Eagle Economic Development Committee.
 - Develop and promote an employment recruitment program for the City of Eagle, including identification of target markets, potential employers, and emerging industries.
 - Get the word out - Work with local groups including the URA, Eagle Chamber, Kiwanis, Lions, and other community groups to share the vision and promote Eagle.
 - Look for options to beautify Downtown.
 - Consider Public Art projects.
 - Consider expanding the Saturday Market.
 - Prioritize street and sidewalk improvements.
 - Consider place making and way finding efforts.
- f. Work with community members, Eagle Star Emmett Tech Corridor, the Eagle Viticulture Center, and the State of Idaho to identify emerging industries/employment opportunities which would want to capitalize on the Eagle work force and lifestyle.
- g. Look at options for the development of business incubators in the City of Eagle.
- h. Develop and promote the scenic and recreation opportunities in close proximity to Downtown Eagle, including:
 - Eagle Island State Park
 - Eagle Bicycle Park
 - Boise River
 - Eagle Foothills