

GOAL II: To strengthen business growth and investment in the community (through job creation, business location and expansion, redevelopment, and tourism).		
Measures:	a.	The number of jobs available within the City limits will increase by 15%.
	b.	The number of business licenses awarded will increase by 20%.
	c.	The overall value of building permits awarded will increase by 15%.
	d.	The commercial tax base will increase by 15%.
	e.	Local option sales tax revenue will increase by 20%.
Strategic Initiative A:	To create standard operating policies and procedures for business development that is consistently implemented 100% of the time and that are transparent to all.	
Measures:	a.	Standardized operating policies and procedures for all business development in the City will be created, soliciting input from stakeholders, and adopted.
	b.	Deviations to business development procedures created through the SOP will be reduced 100%; no deviations will be evident.
	c.	Utilization of a City-sponsored website dedicated to business development will increase by 50% as measured by hits on website.
Strategic Initiative B:	Regulatory framework for business development will be up-to-date and reflect current best practices.	
Measures:	a.	100% of regulations older than 10 years will be reviewed to determine effectiveness in business and community development.
	b.	100% of regulations that are found to not be up-to-date and reflect current best practices will be updated.
	c.	The number of variances and special exceptions will be reduced by 50%.
	d.	Improve by 50% the percentage of businesses that report satisfaction with the regulatory process.
Strategic Initiative C:	To strengthen and build partnerships that contributes to improved quality of life within the City (i.e. arts & culture, natural resources, health).	
Measures	a.	The number of collaborative partnerships supporting overall quality of life will increase by 20%.
	b.	The number of effective collaborative solutions to improving overall quality of life will improve by 25%.
	c.	Improve by 20% the percentage of residents who rate the quality of life in Columbia as good or excellent.
Strategic Initiative D:	Develop a strategic approach for business development in the City of Columbia.	
Measures:	a.	A needs assessment will document priority areas within the City for business development resources.
	b.	Business development resources will be allocated 100% based on the needs assessment.
	c.	Business development will occur in a focused manner, based 100% on the needs assessment results.