Business Friendly City

Developing Relationships with Roosevelt Business and Industries
Change in Administration:

- City hired both a City Manager and Finance Director/Assistant City Manager with private and public business experience to help bring a business friendly feel to the city.
- Identifying vacant store fronts on Main Street and having City Manager, Department Heads, County Economic Development Director, and others tour empty properties to identify possibilities.
- Increased the amount of time street sweepers spent on Main Street to help increase the appeal of downtown. Also used court ordered community service personnel to sweep sidewalks along Main Street.
- Reviewed and implemented an updated purchasing policy with a five percent local bid preference to help local businesses compete for city purchases.
- Updated all city employees’ job descriptions and posted in an online directory.
- Develop a five year budget model to help business and residents know what is planned.
City Zoning Ordinances

- Evaluated and updated city zoning to allow for more multiple residential and business use zones
- Reviewed and modified process for home occupation businesses. Drafted and amended code to streamline process of conditional use applications.
- Reviewed Land Use Code
- Reviewed possible economic development strategies
- Sent surveys out to over 1/3 of all residents
- Surveys sent to all city business license holders to help in understanding issues that they might have working with the city
- Published zoning maps online to help businesses and residents know zoning designations
Updated City Website

- Converted various city forms from printed picked up at city office, to online fill-in and .PDF
- Published a directory of city businesses on website.
- Consolidated all fees into single fee schedule that can be reviewed annually
- Design and implemented a “Report a Concern” on city's website
- Invited numerous business owners to go for windshield tours in developing the city’s strategic plan.
- Promoted businesses by finding creative advertising space throughout the city.
- See for new website RooseveltCity.com
Legal Review of Code

- Published Roosevelt City Code online.
- Reviewed each title and chapter of city code for consistency and legal contradictions.
- Worked to remove cumbersome sign regulations.
Additional Actions Taken:

- Evaluated infrastructure needs and spent $600K, which included newly paved Industrial Park streets in city. Business owners contributed over $80K to the project. This will help in attracting new business development.
- Applied for and received $550K grant to help business evaluate potential EPA issues.
- Worked with County Chamber of Commerce, and Roosevelt Business Alliance to highlight new businesses moving into the city.
- Support Roosevelt Business Alliance with various downtown events.
- In conjunction with Duchesne County Chamber, hosted “At Your Leisure” television show to highlight various businesses in town.
- Increased, through annexation, the size of the Industrial areas to promote growth and development.
- Worked with various businesses during a local emergency to mitigate damage and to bring relief to home owners.
Access to City Information:

- Does your city/town have sufficient business information available on the website? **YES**
- Does your city/town explain how to obtain licenses on the website? **YES**
- Does your city/town have ordinances that are easily accessible, searchable, and online? **YES**
- Does your city/town participate in the State of Utah’s One-Stop business registration? **YES**
- Can businesses obtain necessary information from the city easily and quickly? **YES**
Areas for Consideration:

- Have you updated your code and ordinances to reflect recent legislation? **YES**
- Review your business development fees **YES**
- Streamline your business application process **YES**
- Review your zoning and code amendment process **YES**
- Review and streamline your development review process **YES**
- Review and streamline your building permit and site approval process **YES**
- Review your sign code and sign permit process **YES**
- Review your impact fees **YES**
- Review and streamline building inspection process **YES**
- Review and streamline wastewater inspection process **YES**
- Update your General Plan or Transportation Plan **YES**
- Utilize the Land Use Academy of Utah training videos for local elected officials, planning commissioners, business leaders, and the general public **YES**
Communication:

- Create a process to improve communication between city/town, business leaders, & the general public **YES**
- Articulate to business leaders and the general public how business fees are invested in the city/town (via newspaper, website, or social media) **YES**
- Articulate to business leaders and the general public why certain regulations exist **YES**
- Join and participate in the local chamber **YES**
- Create a process for regular dialogue between city staff and business leaders about continued improvement and implementation **YES**
Review of Actions

- Conducted a **community survey** as well as a **business owner survey**, and held public open houses
  - [http://rooseveltstrategicplan.org/](http://rooseveltstrategicplan.org/)
  - [https://drive.google.com/open?id=0B9KkEaDkNIXUT3l3N01tSHFleVk](https://drive.google.com/open?id=0B9KkEaDkNIXUT3l3N01tSHFleVk)

- Conducted anonymous interviews with individual business owners

- Developed **recommendations for the local economy** (Main Street and the energy industry)
  - [https://drive.google.com/open?id=0B9KkEaDkNIXUNEJfWE1zU1A0M2s](https://drive.google.com/open?id=0B9KkEaDkNIXUNEJfWE1zU1A0M2s)

- Developed **recommendations about their plan and city ordinances**
  - [https://drive.google.com/open?id=0B9KkEaDkNIXUSzJscWt3VFhIdk0](https://drive.google.com/open?id=0B9KkEaDkNIXUSzJscWt3VFhIdk0)

- Roosevelt implemented a **new website** with transparency components
  - [https://ut-rooseveltcity.civicplus.com/](https://ut-rooseveltcity.civicplus.com/)