

A group of people are seated around a large table in a meeting room. They are looking at documents and talking. The room is filled with other people in the background, suggesting a large gathering. The image has a purple overlay.

Kick Off Meeting Housing Study Steering Committee

Vibrant Communities of La Porte County

January 15, 2021

What is Vibrant Communities of La Porte County?

- Community engagement process to set a vision, goals and Action Items
- Co-Organized by LPC CVB and Unity Foundation, modeled after Elkhart County process
- 25 Member Steering Committee
- Engagement Phase August 2019 - Dec 2019
- Nearly 1,000 people participated, 4,000+ comments
- 1,163 existing documents reviewed

Goal Statement: Broad opportunities for enhanced economic activities available to all citizens that are defined by: a stream-lined coordination, a business friendly approach, diverse jobs and investments, a capable workforce, and leveraged assets.

- 1 Complete the Veteran's Parkway**
Complete development and paving the road that connects 100+ local farms to Highway 21. The parkway will stream-lined separate off of Highway 21 and US 41. North of downtown area to a state through for Michigan.
Place priority dots on the map below
- 2 Develop a retirement community at Fort McClellan**
Develop and promote a retirement and aged living community on the old Fort McClellan. This would increase the taxes generated from the community and lead to additional housing developments in addition to income tax expansion.
- 3 Hire an economic development staff member**
The city could benefit from an experienced professional who can engage local businesses and economic opportunity for a region. This would require developing strategic partnerships with existing local businesses and agencies. The city should hire an economic development specialist.
- 4 Create a "One Stop Shop" at City Hall**
Provide customer service a priority for the city. The city should create a One Stop Shop for new and expanding businesses to meet their varied needs in an efficient manner.
- 5 Install city broadband service**
Fiber optic and high-speed data service is needed to many businesses to better serve existing businesses and attract new customers. City wide broadband should be installed.
- 6 Create a minority-owned business support program**
The community has a variety of talented members of the community that may not be best positioned to be competitive. The city should support minority and disadvantaged businesses through programs, services and incubator opportunities.
- 7 Encourage "pop up stores" and other business innovation**
Many business opportunities can be launched with little investment in "pop up stores" pop up stores can provide low risk ventures in a unique venue and help activate sidewalks and to underutilized space.

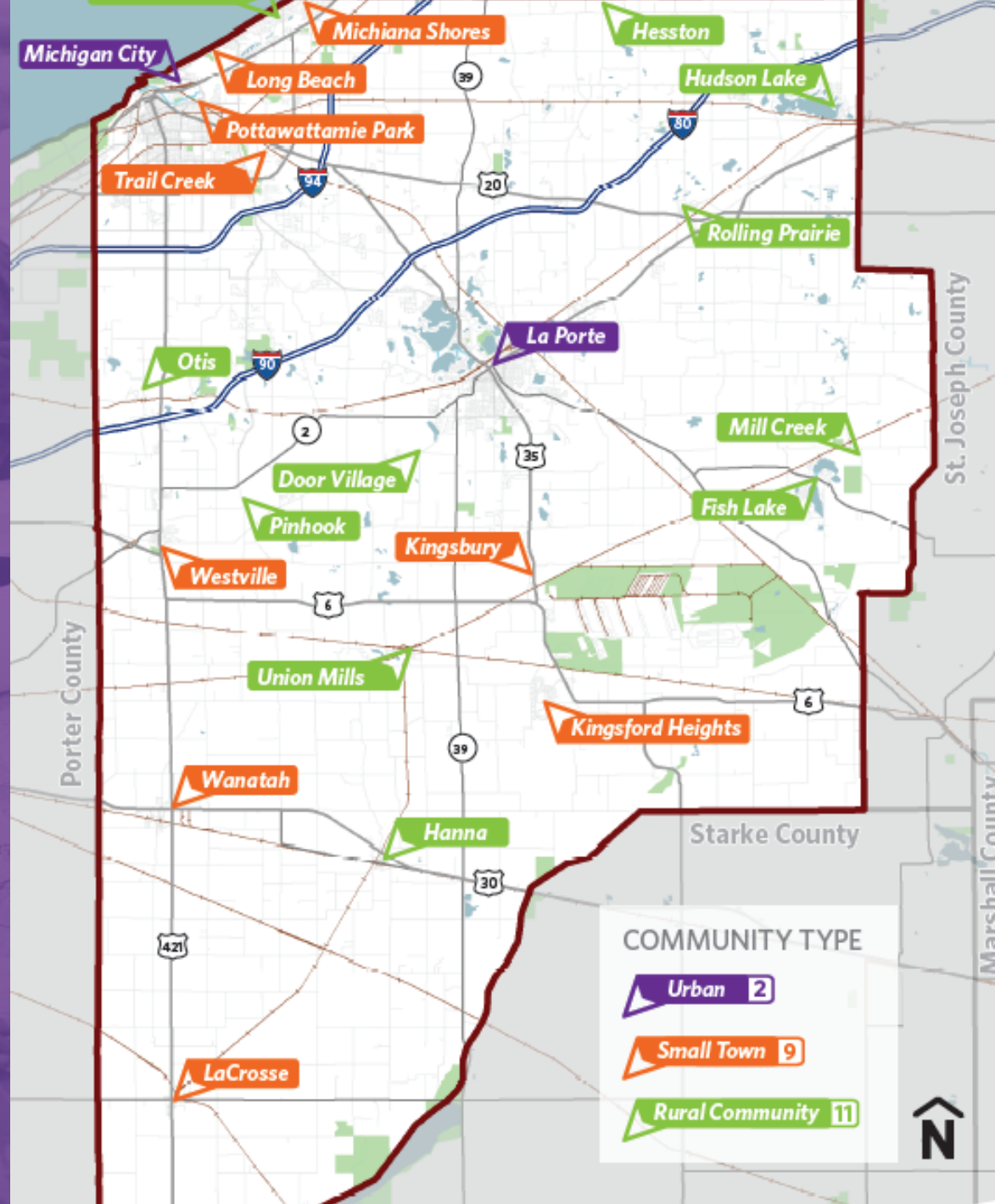
ONE CITY ONE VISION

The MANY Communities of La Porte County

2 Urban Cities

9 Small Towns

11 Rural Communities



Why Are We Here?

- ***#1 ranked goal: “Conduct a countywide housing inventory and market study”***
- ***Housing has been an issue here for decades- key to economic & community development***
- ***Commissioners began convening this 1/2020***
- ***Unique Partnership: Thanks to OECD- Tony Rodriguez and Bailey McGrath***
- ***Unity won implementation grant from Lilly***
- ***Need your help!***



Process

1. Came together to create an RFP for the study
2. Got LOTS of input from people who know
3. Sent to 10, 4 responded. Interviewed 3 and chose Greenstreet Ltd



Why Greenstreet Ltd?

- **Indianapolis-based, with lots of projects we can drive to & see first hand**
- **Experienced with county-wide plans: Cities, Towns and rural communities**
- **Great feedback from their clients...all have hired them multiple times**
- **“Good Fit” for doing our first study & action agenda**
- **Experienced with many types of housing, incomes and equity**
- **Ability to help us learn, grow, and improve**

PROSPERITY

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- 1 Complete the Veteran's Parkway**
Complete development and paving the trail that connects 14th Street from Main to Highway 21. The parkway will connect separate 21st to Highway 21 and 22nd to Highway 21, creating a more direct route through the downtown area.
- 2 Develop a retirement community at Fort McClellan**
Develop and provide a retirement and aged living community on the old Fort McClellan. This would increase the taxes generated from the community and lead to additional housing developments in addition to retirement park expansion.
- 3 Hire an economic development staff member**
The city needs a staff member in a senior position to coordinate and manage the city's economic development efforts. This would increase the city's ability to attract and retain businesses and create jobs. The city should hire an economic development specialist.
- 4 Create a "One Stop Shop" at City Hall**
Create a customer service center at City Hall. The city should create a One Stop Shop for new and expanding businesses to meet their needs and make their office more efficient.
- 5 Install city broadband service**
Fiber optic and high-speed data service is needed to many businesses to better serve existing businesses and attract new customers. City wide broadband should be installed.
- 6 Create a minority-owned business support program**
The community has a variety of talented members of the community that may not be positioned to be competitive. The city should support minority and disadvantaged businesses through programs, grants and business opportunities.
- 7 Encourage "pop up stores" and other business innovation**
Many business opportunities can be identified with little investment in "pop up stores" and other business innovation. Pop up stores can provide low risk ventures in a unique venue and help activate sidewalks and to underutilized space.

ONE CITY ONE VISION

Welcome Mark O'Neall



Mark has led over 20 market analyses and conducted eight anchor institution strategies in communities across the Midwest

PROSPERITY

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- 1 Complete the Veteran's Parkway**
Complete development and paving the road that connects 14th Street from the road to Highway 23. The parkway will stream-line separate 27 to Highway 23 and US 41. North of downtown Arvada to a road through Fort McClellan.
Place priority dots on the map below
- 2 Develop a retirement community at Fort McClellan**
Develop and promote a retirement and assisted living community on the old Fort McClellan. This would increase the taxes generated from the community and lead to additional housing developments in addition to income tax expansion.
- 3 Hire an economic development staff member**
The city could benefit from an experienced professional who can engage local companies providing economic opportunity for Arvada. This would include developing strategic partnerships with existing and potential manufacturing companies. The city should hire an economic development specialist.
- 4 Create a "One Stop Shop" at City Hall**
Quality customer service is a priority for the city. The city should create a One Stop Shop for new and expanding businesses to meet their various needs in an efficient manner.
- 5 Install city broadband service**
Fiber optic and high-speed data service is essential to many businesses. To better serve existing businesses and attract new customers, city wide broadband should be installed.
- 6 Create a minority-owned business support program**
The community has a variety of talented members of the community that may not be positioned to be competitive. The city should support minority and disadvantaged businesses through programs, services and incubator opportunities.
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