



## Section 9: Prosperity

Provo City and the business community enjoy a relationship based on mutual need, trust, and cooperation. Provo City and the business community understand and realize that each relies on the other to be successful and healthy.

Goal 9.1 - Work effectively and fairly with the business community so the dominant perception in the business community is that it is easy to work with Provo City.

Objective 9.1.1 Work to significantly reduce the barriers to growing/expanding/doing business in Provo.

Objective 9.1.2 Look for ways to help grow/leverage the city assets to improve economic development.

Goal 9.2 - Foster the entrepreneurial spirit and reality of Provo as the preeminent place to start a business in Utah Valley.

Objective 9.2.1 Create a fertile environment for business ideas for products and services to progress more rapidly through the business cycle.

Objective 9.2.2 Make it cheaper and easier to be in Provo as a new/growing business.

Objective 9.2.3 Make it easier to expand a business.

Goal 9.3 - Determine the appropriate types of businesses for Provo to foster and grow.

Objective 9.3.1 Build on our strengths and continue in the direction the business community wants to go.

Objective 9.3.2 Develop and maintain a city-wide Economic Development Strategic Plan that identifies new employment and retail opportunities.

Goal 9.4 - Retain/support our established businesses and talent.

Objective 9.4.1 Create incentives to reinvest in growth-mode businesses in Provo.

Goal 9.5 - Maximize the vast second language skill set in the community.

Objective 9.5.1 Take better advantage of Provo's second-language resources to improve business opportunities and services.

Goal 9.6 – Maximize our airport for business and recreational traffic

Objective 9.6.1 Promote the airport to the local business and tourism travel industry as an economical and convenient alternative to using the Salt Lake International Airport.

Objective 9.6.2 Develop a business park around the Provo Municipal Airport that attracts and promotes aviation-related business.

Goal 9.7 - Maintain well-functioning transportation routes throughout the city.

Objective 9.7.1 Ensure that all modes of transportation to, from, and within Provo are safe and efficient.

Goal 9.8 - Facilitate participation by Provo business leaders in the political process.

Objective 9.8.1 Encourage Provo business leaders to become engaged in the political process to ensure that business interests are appropriately balanced with residential interests.

