

**RESOLUTION NO. \_\_\_\_-2014**

**RESOLUTION OF THE FORT BRAGG CITY COUNCIL ADOPTING THE CITY OF FORT BRAGG BUSINESS RETENTION AND EXPANSION PROGRAM**

**WHEREAS**, local businesses provide the foundation for economic vitality because they provide goods and services for residents and visitors and provide tax revenues that support delivery of important City services; and

**WHEREAS**, the City’s Economic Development Strategy includes tactics and recommendations to proactively recruit new business and to actively grow and retain existing businesses; and

**WHEREAS**, the Fort Bragg Business Retention and Expansion Program (“BRE Program”) provides focus and specific tools for implementation of business retention and expansion goals; and

**WHEREAS**, the BRE Program establishes four key priorities, as follows:

- Demonstrate support for the BRE Program through adoption by City Council and publication of the BRE Program on the City’s governmental website and in other promotional materials;
- Embrace a **Customer Service Focus** to provide excellent support for businesses;
- Provide on-going **Outreach to Businesses** to enhance the Fort Bragg business climate and to seek information about local business opportunities and challenges; and
- Engage in active and broad **Business Recognition** to show appreciation and provide exposure for Fort Bragg businesses.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Fort Bragg does hereby adopt and implement the City of Fort Bragg Business Retention and Expansion Program, attached hereto as Exhibit A.

**The above and foregoing Resolution was introduced by Councilmember \_\_\_\_\_, seconded by Councilmember \_\_\_\_\_, and passed and adopted at a regular meeting of the City Council of the City of Fort Bragg held on the 11<sup>th</sup> day of August, 2014, by the following vote:**

**AYES:  
NOES:  
ABSENT:  
ABSTAIN:**

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**DAVE TURNER,  
Mayor**

**ATTEST:**

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**Cynthia M. VanWormer, MMC  
City Clerk**