



Item Number: 6

**City Council / Board of Directors**

**Consent Calendar**

**Meeting of: September 19, 2023**

**Submitted By:**

Keith C. Metzler, City Manager

**Subject:**

Economic Development Activity Report

**Recommendation:**

That the Honorable City Council review and file the attached Economic Development Activity Report.

**Fiscal Impact:**

There is no fiscal impact associated with this item.

**Strategic Plan Goal:**

This item aligns with Strategic Plan Goal C, Community and Economic Development. The Economic Development Department will continue to present these reports to the Council and the community to attract new businesses and work to retain existing businesses.

**Background:**

The City's Economic Development Department has traditionally focused on attracting industrial development, large manufacturing, and distribution centers to the City of Victorville, as well as promoting retail development projects throughout the City. Over the past several years, Economic Development's marketing program has focused more directly on attracting retail and commercial development to enhance the community's quality of life.

**Discussion:**

As part of our ongoing efforts to achieve the strategies outlined in the adopted Strategic Plan for Community and Economic Development, this Activity Report will summarize recent key projects and programs. The City's Economic Development Department will provide quarterly updates to present key departmental activities, highlights, and operational performance indicators.

Staff remains available for any questions you may have.

**Attachments:**    A. Economic Development Activity Report