

**City of Bloomington Economic &
Sustainable Development Department**

**Annual Budget Presentation
July 2012**

**This full presentation can be viewed
online at CATS TV:**

<http://catstv.net/m.php?q=300>

**(ESD presentation begins
approximately at 67:10)**

CITY OF BLOOMINGTON

**Mission
Statement**

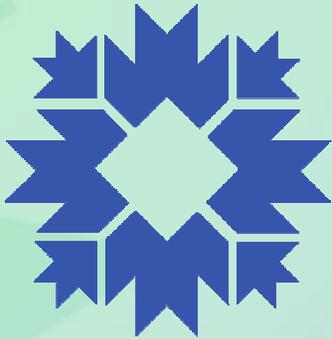
**To preserve,
promote and
enhance Bloomington,
Indiana's distinct
identity and vibrant
quality of life**



2013 BUDGET PROPOSAL

Economic & Sustainable Development

Overview



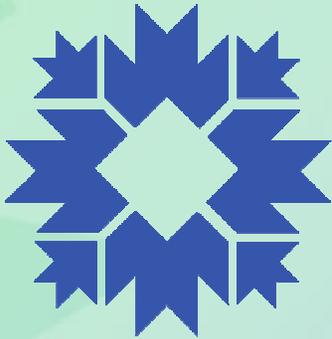
Mission is to foster a livable and economically resilient community through partnerships, collaboration and outreach,

and through strategic initiatives that

- expand economic opportunities,
- preserve the health of our environment,
- provide for social equity to the citizenry, and
- advance the principles of sustainable development

Economic & Sustainable Development

Overview



- Sustainable development, Sustainable City Initiative
- Arts and cultural destination development, Bloomington Entertainment and Arts District
- Business relations and business development

Economic & Sustainable Development

Overview: Beyond the General Fund

- Certified Technology Park (CTP) Master Planning
- Community Revitalization Enhancement Districts (CRED) financing
- Bloomington Urban Enterprise Zone
- Tax Increment Financing, project advancement
- Economic Development Revenue Bonds
- Tax Abatements, Investment Deductions
- Enterprise Zone Investment Deduction
- Bloomington Investment Incentive Fund
- Industrial Development Advisory Commission
- Economic Development Commission
- BUEA: B-Line Business Enhancement Grants
- BUEA: Zone Arts Grants
- Percentage for the Arts
- Itinerant Merchant/Solicitor Licensing
- Green Building Ordinance implementation
- Living Wage Ordinance compliance
- Business ombudsman, service referrals
- Team Green
- City of Bloomington Utilities Energy Team
- Hoosier to Hoosier
- Facility Managers Forum
- Biking education events
- Convention Center Expansion
- Downtown Market Study
- Benchmarking Local Economy Study
- Switchyard Master Plan
- Bloomington Technology Partnership Advisory Committee
- Bloomington Life Sciences Partnership
- Downtown Bloomington, Inc.
- Franklin Initiative Advisory Board
- Bloomington Urban Enterprise Association
- Visit Bloomington board
- Ivy Tech John Waldron Arts Center Advisory Committee
- IU Campus Sustainability Advisory Board

Economic & Sustainable Development

Innovation & Sustainability Highlights



- Shepherded adoption of Sustainable Purchasing and Solid Waste Management policies (City Hall)
 - Compliance with LEED certification
 - Assisting with enterprise-wide purchasing policies (sustainable, local preference, etc.) and tools
- Issued Local Government Operations Energy Use and Emissions Inventory
- Assessing City facilities (beyond the Green Building Ordinance schedule)

Economic & Sustainable Development

Innovation & Sustainability Highlights



- Downtown Recycling Center (with Public works, BUEA, Bltn Pedal Power) — opened Dec. '11
- 4-year SPEA ACE (Advocates for Community Engagement) Coordinator
 - sustainability-focused service learning projects; begins Fall '12

Economic & Sustainable Development

Overview: Sustainable City



- Facilitate, coordinate and enable others to move toward more sustainable policies and practices.
- Liaison to the Commission on Sustainability
- Partner with community organizations, institutions, businesses and residents.
- Build on knowledge, efforts and ideas generated by fellow departments.

Economic & Sustainable Development

2013 Priorities

- Sustainability Partnership Grant Program
- LEED AP accreditation
- Continued membership in Local First Indiana, USDN, USGBC (regionally and nationally), ICLEI
- Assist with TLRC LEED Certification (GBO compliance) and prioritize non-GBO opportunities for energy efficiency measures in City facilities
- Green infrastructure planning in the CTP; analyzing district energy potential



<http://bloomington.in.gov/sustainabledevelopment>

Find us on facebook: [Bloomington – Sustainable City](#)

Economic & Sustainable Development

Overview: Cultural Destination



- Collaborate to brand Bloomington as an arts and entertainment destination
- Develop and promote the Bloomington Entertainment and Arts District
- Administer public art/entertainment programs/partnerships
- Work to build capacity of local arts and entertainment organizations and businesses

Twitter: @GoBead

<http://www.facebook.com/bloomingtonentertainmentandartsdistrict>

Economic & Sustainable Development

2013 Priorities



- Incentives and Assistance:
 - BEAD Forgivable Loan Program
 - BEAD Arts Partner Grants
 - Arts Commission Grants
 - Zone Arts Grants (BUEA funds)
- Public Art
 - maintenance of pieces and signage
- Destination Marketing
 - visitbead.com interactivity and stickiness
 - brochures, maps and advertising in regional tourism and culture publications

Economic & Sustainable Development

Business Development

- Business retention, recruitment and expansion through quality-of-life economic development
- Use business incentives toward responsible economic growth
- Advocate for business concerns
- Collaborate with partners to support and promote growth of targeted sectors



Economic & Sustainable Development

2013 Priorities



- Partnership funding
 - Bloomington Technology Partnership and Bloomington Life Sciences Partnership (BEDC)
 - Downtown Bloomington, Inc.
- Support for collaborations, events that foster entrepreneurial capacity building and workforce development
 - Lemonade Day Bloomington (Ivy Tech Center for Entrepreneurship, Boys & Girls Club, Franklin Initiative)
 - The Combine Tech Conference
- Professional development and networks
 - New: National Business Incubator Association and the International City/County Managers Association

Economic & Sustainable Development

Category	2012	2013	\$ Change	% Change
100 - Personal Services	304,439	332,869	28,430	9.34%
200 - Supplies	3,000	2,900	-100	-3.33%
300 - Other Services	216,784	194,579	-22,205	-10.24%
400 - Capital Outlays	0	0	0	0.00%
Total Budget	524,223	530,348	6,125	1.17%
Total FTE	4.00	4.00	0.00	0.00%

Economic & Sustainable Development



<http://bloomington.in.gov/economicvitality>

On facebook: [City of Bloomington Economic & Sustainable Development](#)

commerce

character

community

collaboration

condition

