

REPORT TO COUNCIL - APRIL 3, 2017

ONLINE PRESENCE

- **City Website**
 - Pageviews YTD: 39,183
 - Unique Users YTD: 4,994
- **Facebook Page**
 - Likes: 1,797
 - Post Impressions YTD: 191,740

PRESENTATIONS GIVEN

Midwest Entrepreneurs. On Tuesday, March 21, Paul gave a presentation on software entrepreneurship to Monmouth College's Midwest Entrepreneurs class. The class focuses on stories of local and regional entrepreneurs.

Monmouth College Citizenship Class. Paul delivered a presentation of the Monmouth economic ecosystem to Kevin Robert's capstone citizenship class at Monmouth College on Friday, March 31st.

PRESENTATIONS ATTENDED

Impact Analysis. On Wednesday, March 22, Lowell and Paul attended a webinar hosted by the Retail Coach that explored Economic Development Impact Analysis reports, which can be used to value a potential new development's benefit to the City.

ENTREPRENEURSHIP DEVELOPMENT

Warren County CEO Program. The board, in partnership with the Monmouth Business Council, will be hosting a kick-off and get involved event at Market Alley Wines on Thursday, April 6th. The purpose is to secure more business investors, recruit business mentors and sign up local businesses for class site visits.

DOWNTOWN

Facade Program. The Facade Committee met on Tuesday, March 28 to move forward on two applications: Jason Robbins (Bowman-Collwell building) and Shovel Piper (Shyvel's Photography). The committee voted to support the work on the Bowman-Collwell building (which will be coming to Council in early May) and requested one more estimate on facade work for Shyvel's building.

BUSINESS DEVELOPMENT

Impact Analysis Report. Paul, working with Amy, developed a standardized report template that the City can use going forward to help assess potential new commercial developments.

Respectfully submitted,



Paul Schuytema, Director of Community and Economic Development