Draft Goals – Doing Business in Cambridge

Presented below are the Economic Development goals previously discussed and voted on in this committee. They are based on the past year's worth of Economic Development Committee hearings on goals that will plug in to the financial planning process for the city. Please note these goals are for the city, not for the Council's next Economic Development Committee.

These goals fall under the City Council objective:

Promote Doing Business in Cambridge and work to strengthen our mutually beneficial partnerships with businesses and universities.

1. That the city departments involved with inspectional services and permitting streamline and clarify the processes for small business uses.

2. That the Community Development Department develop a refresh of the table of uses in a way that includes a hierarchy of uses.

3. That the Community Development Department research strategies for increasing curb appeal in Cambridge's squares including, but not limited to, limiting bank frontage, working with property owners, beautifying windows, and etc.

4. That the Economic Development Department develop more programming to support and foster Cambridge's entrepreneurial community.

5. That the Community Development Department and the Purchasing Department work with the local business community to establish an interest in doing business with the city and within the city, and work to increase the number of local pre-qualified businesses.

6. That the Economic Development Department and the Office of Tourism develop and implement a strategy for a branding and promotional campaign for Cambridge with increased information of Cambridge, signage, and use of technology.