

ECONOMIC DEVELOPMENT STRATEGIC PLAN



City of Grand Haven
September 2021

INTRODUCTION

Economic development generally refers to the sustained, concerted actions of policy makers and communities that promote the standard of living and economic health of a specific area. Economic development can also be referred to as the quantitative and qualitative changes in the economy. Economic Development activities can, and often do, involve multiple areas including development of human capital, critical infrastructure, regional competitiveness, environmental sustainability, social inclusion, health, safety, literacy and other quality of life initiatives.

The strategic goals outlined in this document were created through the City of Grand Haven's Master Plan process and adopted in April of 2016. The Master Plan was a joint planning process with Grand Haven Charter Township and the goals and objectives included in the plan were the outcome of an extensive process that included over 200 community members. Public outreach efforts included a project specific website, Leadership Summit, Committee Action Team meetings, public open houses, key person or group interviews and input from the Grand Haven Youth Advisory Council. A diverse range of opinions were received and carefully considered before crafting the City's goals and objectives as a part of the Master Plan.

As a result of the City's efforts to form a community consensus opinion about growth and development in the community, a series of twenty broad goal statements have been developed. Each goal is supported by more specific objectives, and the policies of this plan are founded on these statements. The goals are intended to describe a desirable end state or the condition of the City about twenty-five years into the future. They are intentionally general but are felt to be attainable through concerted effort. The objective statements tend to be more specific and may be regarded as milestones in the journey to achieve the larger goal.

An effective goal serves as a useful guide for policy decisions by the Planning Commission, City staff, and City Council. For a goal to be useful, it must meet the following criteria:

- *Define a desired end.* A goal statement should describe a desired end state, outcome or result. The statement may be worded in either the present or future tense, but if the future tense is used, it should be stated as a prediction, rather than a hope.
- *State in positive terms.* For a goal to be effective, it should state a positive outcome, as opposed to avoidance of an undesirable result. It is tempting to state goals as the reversal of an undesirable trend, such as "Grand Haven will limit developments containing large amounts of impervious surfaces near the Grand River." This statement, however, does not address the idea of stormwater runoff, nor does it address the underlying issue: Protection of water quality in the Grand River for the benefit of future generations.
- *Bold, but realistic.* For a statement to be meaningful, it needs to require effort to achieve. If goals were achieved without effort, they would simply be re-statements of current trends. On the other hand, a goal also needs to be realistic. Goals that are impossible to achieve will languish, resulting in community frustration and acrimony.
- *Reflect a consensus.* Most importantly for goal setting, the goal must reflect a community consensus on a particular issue. Since implementation of these goals will

require broad community support, the goals need to reflect community ideas and values. A statement that does not reflect the ideas and values.

ECONOMIC DEVELOPMENT GOALS and OBJECTIVES

The following goals and objectives will be directed by project champions who will provide leadership and coordination in the City's effort to achieve the goal. Collaboration amongst the Grand Haven community, City staff and strategic partners will be necessary to successfully execute this plan and while specific champions have been identified for each goal others will need to be active participants in bringing the goals to fruition.

In addition to human capital some initiatives will require one or more funding sources to successfully complete the goals and objectives outlined in this plan. The City annually updates their Capital Improvement Plan (CIP) to coordinate pressing needs of the City, as well as initiatives that will help further economic development goals and objectives identified in the City's Master Plan and this strategic plan. An implementation matrix follows the narrative section of this plan and outlines each goal, project champion and a targeted timeframe for completion.

POTENTIAL BARRIERS to SUCCESS

The City of Grand Haven has identified many exciting opportunities as outlined below, however, there are also potential barriers to the ability of the City and its partners to achieve the goals and objectives. The following barriers have been identified and will be monitored as to how they impact the strategic plan and how the City can overcome those barriers:

- Available funding for improvements, programs, staff, grants, etc.
- Available land for development of commercial, industrial and residential properties
- Political and leadership changes at the local, state and federal levels of government
- State and Federal policy changes
- Unknown disruptive technology
- Unforeseen National or International economic conditions
- Available Workforce
- Willingness and ability of the private sector to invest in the City
- Opposing community desires and interest as the community evolves
- Global pandemic

HOUSING and NEIGHBORHOODS

Goal 1. Dwellings in Grand Haven will include a broad range of housing types, including detached and attached units, appropriate for all segments of the population.

Ongoing Priorities:

- a. Support a variety of housing types and densities and mixed-use developments for all segments of the population that place users near daily services.

CHAMPION: Neighborhood Development Coordinator

2-3 Year Priorities:

- b. Support and encourage the development of senior housing and assisted living facilities to meet expected demand. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**

Goal 2. Residential neighborhoods will be attractive, well maintained, safe and inviting places with convenient connections to recreation facilities, employment, transportation, shops, services and natural areas.

Ongoing Priorities:

- a. Continue to support the City's property maintenance enforcement program. **CHAMPION: Code Enforcement Officer**
- b. Protect the character, safety and historical patterns of development in residential neighborhoods from inappropriate development. **CHAMPION: Historic Conservation District Commission Chairperson**
- c. Continue to proactively use brownfield incentives to spur high quality redevelopment in mixed use areas. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**
- d. Support the pillars of equity, diversity and inclusion through education and involvement when considering new housing opportunities, policies and procedures. **CHAMPION: Neighborhood Development Coordinator**

Annual Priorities:

- e. Develop and implement education programs for landlord and tenant rights and responsibilities. **CHAMPION: Neighborhood Development Coordinator**
- f. Evaluate the capacity of neighborhoods for accommodating seasonal rentals and establish standards to balance local interests with hospitality and investment objectives. **CHAMPION: Community Development Manager**

2-3 Year Priorities:

- g. Enforce a tree protection and replacement ordinance for public property. **CHAMPION: Public Works Director**

Goal 3. Residents will have skills and resources necessary to improve and maintain their homes

Ongoing Priorities

- a. Continue to support the efforts of Neighborhood Housing Services to provide grant funding to residents for home purchase, home improvement, energy efficiency upgrades, and associated initiatives to improve housing affordability. **CHAMPION: Neighborhood Development Coordinator**

Annual Priorities

- b. Evaluate the construction/building permitting process to improve, streamline, and clarify if possible. Seek input from builders and Neighboring communities for standardization. **CHAMPION: Building Official**

2-3 Year Priorities

- c. Evaluate the formation of a community development corporation to offer homeowner assistance and strengthen neighborhoods, if feasible. **CHAMPION: Neighborhood Development Coordinator**
- d. Develop a program to conduct energy audits and implement energy saving measures. **CHAMPION: Neighborhood Development Coordinator**

Goal 4. Everyone who works in Grand Haven should be able to live in Grand Haven. Grand Haven should have a variety of housing options. Those who live in Grand Haven should be able to age in place.

Ongoing Priorities

- a. Utilize financial incentives and tools that can be accessed for City projects (Act 381 Brownfield Redevelopment, Community Revitalization Program, Low Income Housing Tax Credits (LIHTC), MSHDA Financing, and Payments in Lieu of Taxes (PILOTs). **CHAMPION: Housing Next Director**
- b. Identify viable sites for high density and/or mixed-use residential development to accommodate a diverse range of price points (public/private). Establish dialogue with owners of those sites, and proven developers, to encourage pursuit of projects and programs. **CHAMPION: Housing Next Director**
- c. Support higher density development in select districts. **CHAMPION: Community Development Manager**
- d. Establish public acquisition fund to assist in land assembly. **CHAMPION: Grand Haven Area Community Foundation President**
- e. Work with the Grand Haven Area Community Foundation to establish an Affordable Housing Community Fund to focus private resources. **CHAMPION: Housing Next Director**
- f. Pursue regional support for housing staff to continue to work on housing affordability initiatives. **CHAMPION: Neighborhood Development Coordinator**
- g. Share plan and action steps with neighboring municipalities to create a regional effort. **CHAMPION: Housing Next Director**
- h. Coordinate location of higher density residential development with readily available public and alternative transportation modes. **CHAMPION: Housing Next Director**

TRANSPORTATION and CONNECTIVITY

Goal 5. Residents and visitors to Grand Haven will move about the community safely and conveniently using private and public transportation options that connect to the greater West Michigan region.

Ongoing Priorities

- a. Evaluate and implement, if feasible, a requirement for shared driveways and cross-access agreements for compatible adjacent land uses, particularly those along Beacon Boulevard and Robbins Road. **CHAMPION: Community Development Manager**
- b. Work with MDOT to monitor and plan for the short-term and long-term maintenance needs of the US 31 bridge to assure vehicular and pedestrian safety and to reduce the potential traffic disruptions. **CHAMPION: Public Works Director**
- c. Evaluate the Robbins Road Corridor Plan. Update as needed and remove barriers to implementation. **CHAMPION: Community Development Manager**
- d. Encourage tourism exchange opportunities between the City of Grand Haven and places like Muskegon and Grand Rapids to facilitate transportation between the communities during special events. **CHAMPION: Director of Grand Haven Area CVB**

Annual Priorities

- e. Establish streetscape design standards for major thoroughfares. **CHAMPION: Community Development Manager**

2-3 Year Priorities

- f. Work to implement features of the Robbins Road Corridor Plan as private development opportunities and public funding allow. **CHAMPION: Community Development Manager**
- g. Support the goals and objectives of Harbor Transit's strategic plan to develop and implement a stronger public transit system to serve the greater Grand Haven Area. **CHAMPION: Transportation Director**
- h. Evaluate and implement, if feasible, a system of remote shuttle parking lots to reduce downtown parking lots. **CHAMPION: Main Street Executive Director**
- i. Work with neighboring communities and MDOT to explore the long-term establishment of intercity transit to effectively serve the Ottawa, Kent, and Muskegon region. **CHAMPION: City Manager**
- j. Establish a commuter parking lot for ride sharing. **CHAMPION: Transportation Director**
- k. Improve access to waterways for kayaking, canoeing and boating. **CHAMPION: Community Development Manager**

Goal 6. Non-motorized connections (including sidewalks, bicycle paths, and recreation trails) will serve all areas of the community offering safe, attractive and barrier-free connectivity.

Ongoing Priorities

- a. Develop and implement trails and pathway designs that minimize runoff through the use of porous surfaces. **CHAMPION: Public Works Director**
- b. Establish parking areas that are near trail systems and trolley stops to make it easier for people to reduce vehicle trips to area attractions like the State Park and the Farmer's Market. **CHAMPION: Public Works Director**
- c. Continue to retrofit existing sidewalk crossing with accessible ramps to provide increased accessibility. **CHAMPION: Public Works Director**

2-3 Year Priorities

- d. Establish a regional bicycle and pedestrian plan and coordinate with adjacent communities to create seamless non-motorized connections across municipal boundaries to serve residential, commercial, and institutional land uses. **CHAMPION: Community Development Manager**
- e. Promote the placement of bicycle racks and lockers in numerous locations in the community. **CHAMPION: City Manager**
- f. Evaluate and implement, if feasible, a community bicycle sharing program. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**
- g. Identify areas of the City that are not conducive to safe bicycling, running, and walking due to a lack of lighting or poor surface conditions. Develop a plan to improve these routes. **CHAMPION: Community Development Manager**

3-5 Year Priorities

- h. Complete the non-motorized trails, pathways and sidewalk system. **CHAMPION: Public Works Director**
- i. Establish additional north-south bicycle lane connections. **CHAMPION: Public Works Director**

5+ Year Priorities

- j. Complete the Boardwalk connection along the entire Grand River edge. **CHAMPION: Community Development Manager**

EMPLOYMENT and the ECONOMY

Goal 7. Grand Haven will be a vital economic center in West Michigan and the Midwest with a variable balance of clean manufacturing, technology, healthcare, agriculture, professional and seasonal service, hospitality, retail and institutional employment.

Ongoing Priorities

- a. Support “buy local” programs. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**

Annual Priorities

- b. Support the Chamber of Commerce’s strategic plan for economic development and business retention. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**
- c. Evaluate and amend local ordinances that may be a barrier for new manufacturers trying to locate within Grand Haven. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**
- d. Develop a “new business relocation guide” to assist new businesses with the permitting process to legally occupy and operate in the City. **CHAMPION: Community Development Manager**
- e. Research the viability of offering alternative incentives for development, such as density bonuses for providing a percentage of affordable housing units. **CHAMPION: Neighborhood Development Coordinator**
- f. Partner with the Northwest Ottawa County to create a marketing and branding program for the community. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**

2-3 Year Priorities

- g. Explore the opportunity to develop a commercial kitchen incubator. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**

Goal 8. Commercial and industrial development will be clean, attractive and efficiently designed to adapt to changing business needs.

Ongoing Priorities

- a. Encourage an evaluation of the re-use of existing industrial buildings before new or replacement structures may be approved. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**
- b. Evaluate and amend local ordinances that may be a barrier to new and existing city retail / commercial areas other than the designated Main Street DDA. **CHAMPION: Community Development Manager**

2-3 Year Priorities

- c. Evaluate and implement, if feasible, a streamlined permitting and approval process for job generating economic development projects. **CHAMPION: Community Development Manager**
- d. Evaluate and strengthen as needed both code enforcement and development incentives to promote high quality commercial neighborhoods. **CHAMPION: Community Development Manager**
- e. Establish requirements for electric vehicle parking infrastructure and promote the installation of. **CHAMPION: Public Works Director**
- f. Explore the opportunity to develop a local warehouse, processing, and cold storage facility. This could involve defining a kitchen incubator in the Zoning Ordinance and allowing kitchen incubators as a permitted use and/or special land use in appropriate districts. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**

Goal 9. The community will include world-class education and training opportunities and facilities.

Ongoing Priorities

- a. Strengthen collaboration between area schools and the local business community. **CHAMPION: Director of Talent & Leadership, The Chamber of Commerce**
- b. Develop curriculum with local schools and universities for students to learn about careers in manufacturing and agriculture. **CHAMPION: Director of Talent & Leadership, The Chamber of Commerce**
- c. Assure the development of a well prepared and educated youth ready to compete in the global knowledge economy. **CHAMPION: Director of Talent & Leadership, The Chamber of Commerce**

2-3 Year Priorities

- d. Encourage the addition of a satellite campus within the region. **CHAMPION: City Manager**

3-5 Year Priorities

- e. Establish state-of-the-art higher education and retraining facilities in the community focusing on increasing brainpower, job creation and retention. **CHAMPION: City Manager**
- f. Improve access to high-speed and reliable wireless broadband service throughout the community. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**

Goal 10. Hospitality and tourism will be an important part of the local economy, structured to offer visitors year-round memorable and enjoyable experiences while balancing the interests of local residents and the other key sectors of the economy.

Ongoing Priorities

- a. Support efforts for voluntary residential and non-residential historic preservation while allowing for appropriate building re-use. **CHAMPION: Historic Conservation District Commission Chairperson**
- Annual Priorities

- b. Evaluate zoning and land use standards to attract small-scale, boutique hotels. **CHAMPION: Community Development Manager**
- c. Develop and implement improved communication channels to communicate with “snow birds” when they have left town for the winter. **CHAMPION: City Manager**

2-3 Year Priorities

- d. Evaluate opportunities for encouraging longer term winter activities in addition to the existing weekend festivals. **CHAMPION: Main Street Executive Director**
- e. Identify and assess risks that may jeopardize the image and/or brand of the Grand Haven Area as a tourism destination. Work with local leaders to resolve current and prospective issues. Address potential problems from a public relations standpoint in hopes of mitigating any threat to this important part of the local economy. **CHAMPION: Main Street Executive Director**

NATURAL FEATURES and the ENVIRONMENT

Goal 11. The preservation and enhancement of natural features of the community will be the central consideration in all civic decisions in Grand Haven. Buildings and infrastructure will be planned, constructed and maintained to protect and improve the quality of the natural environment while serving the needs of the population and allowing residents and visitors appropriate access to enjoy natural features.

Ongoing Priorities

- a. Proactively use brownfield incentives to spur high quality redevelopment in mixed use areas. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**
- b. Evaluate and implement, if feasible, programs to use IFTs, Obsolete Property Rehabilitation Act (OPRA), streamlined processing and other development incentives, to encourage energy-efficient building design standards and low-impact development techniques. **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**
- c. Adhere to the 10-20-30 formula for municipal street tree planning (no more than 10% of a single species, no more than 20% of a single genus, no more than 30% of a single family). **CHAMPION: Public Works Director**
- d. Look for opportunities to establish green roofs on buildings **CHAMPION: Community Development Manager**
- e. Continue to promote waterfront and park activities **CHAMPION: Community Affairs Manager**

Annual Priorities

- f. Work with Ottawa County and NORA to develop a County-wide map of all recreation amenities (ie: parks, open space, trails, sidewalks, pathways, etc.) and support NORA activities for enhanced regional recreation, including collaboration and partnerships with the other recreational providers in Northwest Ottawa County. **CHAMPION: President, The Chamber of Commerce**
- g. Explore administrative and funding options for future harbor dredging needs **CHAMPION: President, The Chamber of Commerce**

2-3 Year Priorities

- h. Establish goals, standards, and ordinances to maintain a minimum of 40 percent tree cover. **CHAMPION: Public Works Director**
- i. Consider the Best Management Practices described in Chapter 9 – Coastal Resilience of the Grand Haven Master Plan **CHAMPION: Public Works Director**

3-5 Year Priorities

- j. Develop a green infrastructure plan to enhance and sustain the network of natural features of the City and the ecological interaction of those features, within the context of the built environment and the community **CHAMPION: Community Development Manager**

Goal 12. Grand Haven will be a leader in the encouragement of local and remote energy production systems and conserve and enhance natural resources.

Ongoing Priorities

- a. The Board of Light & Power will continue to seek opportunities to exceed Michigan's energy utility power supply requirements (and any other State or Federal utility regulations) consistent with the Board's Strategic Plan and its Integrated Resource Plan. **CHAMPION: Board of Light & Power General Manager**

Annual Priorities

- b. Advocate for future energy alternatives that can save and enhance natural energy resources and promote renewables. **CHAMPION: Board of Light & Power General Manager**

2-3 Year Priorities

- c. Develop and implement programs to promote energy conservation in municipal operations and in local businesses and residences. **CHAMPION: Facilities Manager**
- d. Evaluate local ordinances to support renewable energy and adjust as needed to improve feasibility and encourage use. **CHAMPION: BUILDING OFFICIAL**
- e. Develop a long-range municipal energy plan for the City that meets or exceeds established local goals.. **CHAMPION: City Manager**
- f. Work with local builders to host energy efficiency training programs such as LEED and encourage builders to seek special certifications. **CHAMPION: BUILDING OFFICIAL**

3-5 Year Priorities

- g. Explore opportunities to develop local and customer-owned renewable energy projects. **CHAMPION: Board of Light & Power General Manager**

Goal 13. New developments and buildings re-use in Grand Haven will maximize energy efficiency and improve environmental quality.

Ongoing Priorities

- a. Continue to promote the use of energy efficient designs, lighting, and equipment in Grand Haven **CHAMPION: Board of Light & Power General Manager**

Annual Priorities

- b. Research options available to re-use outdated buildings and/or decommission buildings to promote infill development **CHAMPION: Director of Economic Development Strategic Directions, The Chamber of Commerce**

2-3 Year Priorities

- c. Evaluate and implement, if feasible, stronger requirements for Low Impact Design. **CHAMPION: Public Works Director**
- d. Include site design criteria in Planned Developments, public projects, subdivision planning, etc., to optimize energy efficiency, minimize road and infrastructure needs, promote green spaces, and reduce stormwater runoff and pollution. **CHAMPION: Community Development Manager**

3-5 Year Priorities

- e. Identify methods and create ordinances to encourage the development of energy efficient buildings and sites, such as an energy audit program. **CHAMPION: Community Development Manager**
- f. Increase residential and commercial rainwater capture and reuse. **CHAMPION: Public Works Director**

INFRASTRUCTURE and GOVERNANCE

Goal 14. Grand Haven's public facilities, including roads, utilities, parks and buildings will be carefully planned, constructed and maintained to efficiently serve the needs of current and future generations.

Ongoing Priorities

- a. Regularly review and update as necessary the future land use map and coordinate with the adjacent communities wherever possible. **CHAMPION: Community Development Manager**
- b. Coordinate capital projects such as street projects with neighborhood development (i.e. resurfacing street after water/sewer installation; reviewing sub-area plans for neighborhoods that are scheduled to have infrastructure improvements, like Centertown in 2014. **CHAMPION: Public Works Director**

3-5 Year Priorities

- c. Periodically review and update the Parks Master Plan in keeping with the policies, goals, and objectives of the Master Plan. . **CHAMPION: Community Development Manager**
- d. Maintain and expand assured sources of revenue to support strong maintenance programs for public infrastructure, buildings and facilities. **CHAMPION: Public Works Director**

Goal 15. Information on planning, development and governmental services decision-making will be broadly available through numerous sources of outreach and community participation in local governance will be informed, thoughtful and transparent.

Annual Priorities

- a. Evaluate and expand the use of local access video, cable, and digital internet streaming video to broaden public access to meetings. **CHAMPION: Assistant to the City**
- b. Improve the posting of City Council, Planning Commission, and other Board minutes as both and final versions. **CHAMPION: City Clerk**
- c. Expand the use of digital media for report delivery. **CHAMPION: Assistant City Manager**
- d. Improve communications among elected officials, appointed officials and City staff to promote understanding of mutual roles. **CHAMPION: City Manager**
- e. Improve feedback of mechanisms for citizens and visitors to provide more timely and robust input regarding issues and concerns. **CHAMPION: Assistant City Manager**

2-3 Year Priorities

- f. Work with local schools to expand curriculum on local governmental processes. **CHAMPION: City Manager**
- g. Improve the City's website to enable online forms of filing. **CHAMPION: Assistant City Manager**

Goal 16. Grand Haven will be a leader in West Michigan in working with other units of government, state agencies, schools and special authorities to manage growth and to plan and deliver services to the residents and businesses of the area in the most efficient and transparent manner possible.

Ongoing Priorities

- a. Cooperate with other area communities in the evaluation and implementation of any feasible joint approach to service delivery. **CHAMPION: City Manager**
- b. Collaborate with local units of government to buy locally to achieve a balance between the least dollar cost and the smallest carbon footprint to meet governmental needs. **CHAMPION: City Manager**
- c. Consider how new policies advance the basic need deficiencies outlined through the assessments from the Greater Ottawa County United Way. **CHAMPION: City Manager**

2-3 Year Priorities

- d. Work with neighboring communities to form a Joint Planning Committee to improve inter-local coordination and communication and to consider common planning strategies and issues of sustainability, in a regional context. **CHAMPION: Community Development Manager**

Goal 17. The City of Grand Haven will have a modern, efficient and effective governmental structure established through an updated City Charter.

Ongoing Priority

- a. Continually monitor this living document and periodically evaluate weaknesses and either amend or rewrite the Charter as necessary. **CHAMPION: City Manager**

RESILIENCY

Goal 18. The City will be a resource and educator for Grand Haven residents on the importance of developing and maintaining a resilient community.

2-3 Year Priorities

- a. Coordinate with Grand Haven Public Schools to incorporate resilient and environmental education curriculum as well as volunteer opportunities for community projects that support the resiliency efforts. **CHAMPION: Community Development Manager**

Goal 19. Grand Haven will be prepared for natural disasters.

Ongoing Priorities

- a. Identify and review emergency preparedness plans. **CHAMPION: Public Safety Director**

Annual Priorities

- b. Identify existing and potential new locations for emergency shelters. **CHAMPION: Public Safety Director**
- c. Establish a network of organizations and resources to assist with post-emergency efforts. **CHAMPION: Public Safety Director**
- d. Enhance existing and establish redundant public emergency communication systems. **CHAMPION: Public Safety Director**

Goal 20. All residents will have access to affordable, locally sourced foods.

Ongoing Priorities

- a. Advocate for the operations of the Farmers Market. **CHAMPION: President, Chamber of Commerce**
- b. Encourage daily destinations such as grocery stores to accommodate bicyclists and pedestrians in their site plans. **CHAMPION: Community Development Manager**
- c. Support and promote convenient access to local food sources such as roadside stands, edible landscaping, and front yard gardens. **CHAMPION: Community Development Manager**

2-3 Year Priorities

- d. Expand the market for local food sources in schools and area businesses. **CHAMPION: President, Chamber of Commerce**
- e. Partner with local restaurants and grocers to expand and advertise the use of fresh and healthy foods. **CHAMPION: Director of Events and Programs, The Chamber of Commerce**

Goal 21. Residents will have access to resources to live an active and healthy lifestyle.

Ongoing Priorities

- a. Support local groups focusing on healthy lifestyle activities. **CHAMPION: Community Affairs Manager**

2-3 Year Priorities

- b. Foster a culture of bicycling and walking. **CHAMPION: Public Works Director**

3-5 Year Priorities

- c. Consider allowing sidewalk gardens in neighborhoods and in parks and other public spaces by expanding the list of what is acceptable to grow in the City right-of-way and parkway. This could mean rewriting landscaping requirements in all districts to allow non-standard planting and edible planting with certain reasonable restrictions. **CHAMPION: Public Works Director**

Goal 22. The sensitive natural landscapes that distinguish the Grand Haven landscape will be protected as context-sensitive development will be carefully permitted.

2-3 Year Priorities

- a. Establish a pilot program for the use of native vegetation in order to stabilize sensitive landscapes. **CHAMPION: Community Development Manager**
- b. Review opportunities for flood mitigation along the lakeshore. **CHAMPION: BUILDING OFFICIAL**

This Economic Development Plan is to be reviewed on an annual basis on the third Wednesday of August each year. The City Manager will be responsible for scheduling this meeting. The following Goal Champions shall be present, or able to submit a written update prior to the meeting. Those Goal Champions with a * next to their roles are considered critical in the review process. Those without a * next to their roles may be represented during this meeting by their supervisor already on the list, or through a written report in advance.

Assistant to the City Manager
Board of Light & Power General Manager
Building Official
City Clerk
City Manager *
Code Enforcement Office
Community Affairs Manager
Community Development Manager *
Director of Economic Development Strategic Directions, The Chamber of Commerce*
Director of Events and Programs, The Chamber of Commerce
Director of Grand Haven Area CVB
Director of Talent and Leadership, The Chamber of Commerce
Facilities Manager
Grand Haven Area Community Foundation President
Historic Conservation District Commission Chairperson
Housing Next Director *
Main Street Executive Director *
Neighborhood Development Coordinator
President, The Chamber of Commerce *
Public Safety Director
Public Works Director
Transportation Director