



RDA General Goals Summary

Goals for 1/1/2010- 12/31/2010

GOAL #1: Determine accurate distribution of Tax Increment Proceeds in Redevelopment Project Areas.

OBJECTIVE 1A: Verify base year and change in taxable value information within the Redevelopment Project Areas.

GOAL #2: Establish strategic direction for each RDA project area.

OBJECTIVE 2A: Prepare updated goals for each project area based upon Board discussion and the adopted strategic plans. Evaluate goals from prior year to determine achievement status and incorporate into current goals, if necessary. Update strategic plans periodically, as necessary.

OBJECTIVE 2B: Prepare 2009 Annual Report summarizing accomplishments and mail to all property owners within project areas and other constituent groups.

GOAL #3: Provide education about redevelopment to the general public

OBJECTIVE 3A: Update and maintain RDA web site regularly, including adding case studies for large projects; updating all programs and application forms.

OBJECTIVE 3B: Distribute marketing materials for all RDA programs to property owners and the general public.

OBJECTIVE 3C: Prepare information to update Board, Administration, and RAC on bills before the 2010 Legislature.

OBJECTIVE 3D: Work with local developers, businesses, banks, and tax credit organizations to educate them about the redevelopment process and encourage their input on making the redevelopment process more accessible and understandable.

GOAL #4: Strengthen working relationships with community councils and property owners within each project area.

OBJECTIVE 4A: Have staff meet with interested property owners to review goals and programs for each project area.

OBJECTIVE 4B: Have staff meet with community councils routinely to inform attendees about projects and answer questions.

GOAL #5: Acquire parcels and assemble properties for sale and redevelopment and improve marketing of RDA properties to generate significant interest in the development community for each sale.

GOAL #6: Work with appropriate departments, public and private organizations to implement the Salt Lake City Community Housing Plan.

GOAL #7 Continue to refine programs established to assist property owners in the redevelopment of properties within the project areas including improving application and paperwork process so that is more “applicant friendly.”.

GOAL #8: Continue to implement recommendations contained in the management audit.

GOAL #9: Perform necessary property management duties for RDA-owned property until property is sold for development.

GOAL #10: Include a Board member, on a volunteer basis, as a point person for major projects.

GOAL #11: Discuss new project area creation and pursue such creation, if desired.

GOAL #12: Obtain a residential market study which outlines the types of housing the Agency should target for the CBD, West Capitol Hill, West Temple Gateway, Depot District, Sugar House and Granary District project areas. Identify parcels in these aforementioned project areas that would be appropriate sites for residential development.

GOAL #13: Pursue opportunities to advance the goals of Downtown Rising.