



AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF JANUARY 16, 2008

DEPARTMENT: CITY MANAGER
DIRECTOR: DOUGLAS A. SELBY

Consent Discussion

SUBJECT:
ADMINISTRATIVE:

Report and possible action related to Las Vegas Strategic Plan Priority IV concerning, Aggressively attract and retain diverse businesses and Priority VI concerning Provide an open government, which allows access, participation and respectful communication - All Wards

Fiscal Impact

No Impact

Augmentation Required

Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

In December of 2005, City Council approved the revision of the city's Strategic Plan. Key performance indicators (KPIs) were presented to Council at the budget workshop in March of 2006. KPIs establish a baseline for implementing the plan and allow for data-driven decision making. Team members will make a presentation to Council of the most recent KPI accomplishments.

RECOMMENDATION:

Receive presentation and direct staff accordingly

BACKUP DOCUMENTATION:

1. Submitted at meeting Priority VI Strategic Plan Priorities Key Performance Indicators report by staff
2. Submitted after meeting PowerPoint Presentation by staff
3. Submitted after meeting DVD of Video Presentation by staff

Motion made by GARY REESE to Approve and Accept the Reports

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

RICKI Y. BARLOW, LOIS TARKANIAN, LARRY BROWN, OSCAR B. GOODMAN, GARY REESE, STEVE WOLFSON, STEVEN D. ROSS; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

SCOTT ADAMS, Director of the Office of Business Development, stated that his presentation would focus on the same four Key Performance Indicators (KPIs) he presented a year ago,

CITY COUNCIL MEETING OF: JANUARY 16, 2008

because they truly represent the economic health of the City. He then detailed a PowerPoint presentation, a copy of which is made a part of the minutes. The Business Licenses Issued slide shows a smooth increase in the number of business licenses, as well as businesses continuing to want to relocate to the City and stay. This means that the policies put in place by the Council have been effective in providing a quality-business environment.

The RDA Real/Personal Property Tax slide is an indicator of the overall economic health of the core of the City, which is very positive, as there have been very dramatic increases.

The Land in CLV slide shows a significant increase in non-residential land, a positive indicator that the land available for commercial and industrial uses is increasing. It is important to keep an appropriate balance between residential and non-residential uses, so as to attract a tax base and jobs.

Regarding the Income for Residents KPI, the Council was very concerned last year, because the per capita income, when adjusted for inflation, was very flat. However, the slide shows a fairly healthy increase in per capita income from 2005 to 2006. This means that the number of residents enjoying higher wages has increased, consistent with numbers from a regional economic study conducted by the Regional Planning Committee.

COUNCILMAN WOLFSON observed that higher incomes are consistent with findings in Clark County. MR. ADAMS added that the numbers for the City were obtained from half-year U.S. Census information, as well as other statistics.

COUNCILMAN BROWN asked MR. ADAMS to briefly touch on the outreach staff does for the business retention program. MR. ADAMS indicated that the program has been in effect for over three years, and it is advertised on the City's website. Staff has outreached by surveying thousands of businesses and making face-to-face contact with about 1,000 businesses. The results have shown a 95 percent satisfaction rate.

COUNCILMAN BROWN requested that MR. ADAMS share the information on the survey with the Council members, as he was certain they would like to see the responses, and the Council would be better prepared to respond to queries by the business community.

Referring to the Land in CLV slide, COUNCILMAN BROWN asked where it reflects City land that has been entitled but not yet developed. MR. ADAMS answered that he would have to obtain that information from the Department of Planning and Development and present it at a later date.

COUNCILMAN BROWN then asked if, statistically, the industry considers the balance between residential and non-residential to be an appropriate one, to which MR. ADAMS replied that it is more of a trend. Clearly, if there were more residential, the ability to create jobs would diminish. But he was not aware of an ideal balance.

CITY COUNCIL MEETING OF: JANUARY 16, 2008

With respect to the overall per capita information, COUNCILMAN BROWN asked MR. ADAMS if it could be used to obtain the per capita stratification, from the highest five percent to the lowest five percent income levels for the City. He would like a better definition of the middle class, and the impact on lower and higher classes, in order to compare to the rest of the nation. MR. ADAMS indicated that he would amass that information.

MAYOR GOODMAN asked how the City of Las Vegas benefits from a successful business. MARK VINCENT, Director of Finance and Business Services, explained that the secondary benefits are many: payment of business and personal taxes, creation of jobs, which have to be filled with people who pay sales and property taxes and rent property. An increase in median household income numbers are of great benefit because that is one aspect on which the City has always received criticism from the bond raters; they have always felt median income was too low to warrant upgrades.

DAVID RIGGLEMAN, Director of Communications, was joined by JOSEPH MARCELLA, Director of Information Technologies, and CLAUDETTE ENNIS, Director of Human Resources, to report on the progress of Strategic Priority VII, Provide Outstanding Government. MR. RIGGLEMAN stated that since his report a year ago, a new public survey was added to take a more arching view of how the City is doing as an organization in its communications efforts. He gave a synopsis of the results by showing a videotape presentation, of which a DVD was submitted for the minutes.

COUNCILMAN WOLFSON asked why the minority viewership numbers shown on Page 5 of the booklet, a copy of which is made a part of the minutes, were so low. He suggested that perhaps it would be necessary to reach out farther to get a better representation of diversity. MR. RIGGLEMAN answered that he did not know why they were lower. The survey process involved phone calls made on a random basis until there were 400 respondents. The numbers represent that viewership of Channel 2 is higher.

COUNCILMAN ROSS asked how the phone calls were made. MR. RIGGLEMAN replied that 400 phone calls were made to residents of Las Vegas, 18 years old or older, who could make decisions in the household. It was done randomly but across the entire City. No neighborhood was targeted.