

HARTLAND BUSINESS FRIENDLY POTENTIAL WORKPLAN 3/17/2018

- **Conduct a Workshop** to review evidence regarding current level of perceived friendliness of Hartland Township to its businesses
 - Establish a Position Statement of Hartland Township regarding becoming more “business friendly” , such as:
 - **MAKE HARTLAND A VERIFIBLY GREAT PLACE FOR BUSINESS...**

- **Link Township Website to the HBA website**, as is provided for the Hartland Chamber of Commerce

- **Create a Joint Committee of the Board** – Composed of Township and HBA members
 - Proposed: three members of the Board of Trustees including the Planning Commission board liaison person - persons selected should be open to the objective
 - Proposed: including at least 3 Members of HBA
 - Create a Mission Statement for the Committee – including agreement of a working definition of “Business Friendly”
 - Establish priorities for Change, including areas specifically identified in Township Survey of businesses:
 - Obvious problems in business community that can be easily corrected (i.e. no entrance sign to Fountain Square, no signage on Speedway canopy, etc.)
 - Regulatory Environment
 - Cooperative and Collaborative Environment
 - Township Government
 - Surveys – Initiate changes to survey process
 - Include owners of undeveloped commercial land in future business surveys – perhaps as a separate category
 - Include special survey / exit interview for businesses that
 - didn’t choose Hartland (Menards)
 - were rejected by Hartland (apartment complex)
 - chose to leave Hartland (Walmart)
 - Define and assign tasks
 - To be carried out by the Committee members, and
 - To entities such as the Planning Commission -