



City of Rochester Hills  
AGENDA SUMMARY  
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.  
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Legislative File No: 2021-0023 V3

**TO:** Mayor and City Council Members  
**FROM:** Sara Roediger, Director of Planning and Economic Development, ext. 2573  
**DATE:** February 12, 2021  
**SUBJECT:** Request for Endorsement of the Economic Development Strategy

**REQUEST:**

That City Council endorses the Economic Development Strategy as discussed at the February 1, 2021 Joint Planning Commission and City Council meeting as prepared by the Planning and Economic Development Department.

**BACKGROUND:**

The PED Department is excited to share its hot off the presses, Economic Development Strategy. This document, which has been developed and tweaked over the past 24 months, provides insight as to how the City approaches economic development and where we focus our energy. Like the City’s Master Plan for development, this document provides the vision, strategy and action items needed to keep Rochester Hills a desirable place in which to do business. The Report was presented at the February 1, 2021 Joint Planning Commission and City Council meeting with action to be taken at subsequent meetings. The Strategy was very well received.

**RECOMMENDATION:**

The City Council endorses the Economic Development Strategy prepared by the Planning and Economic Development Department.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
Deputy Clerk		

Contract Reviewed by City Attorney     Yes     N/A