



2024 BUSINESS PRIORITIES

Since 1978, the Gilbert Chamber of Commerce has proactively served as the business advocate to strengthen the business climate in Gilbert.



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OUR POLICY PILLARS



A thriving business community contributes to economic growth by creating jobs, generating income, and fostering innovation. Our policy pillars focus on promoting a business-friendly environment, reducing regulatory barriers, ensuring fair and reasonable tax systems, and fostering a positive relationship between businesses and their community. Generally, policies impacting business can be categorized within these four policy pillars:

- Business Growth
- Prepared Workforce
- Long-Term Planning
- Infrastructure

OUR MISSION

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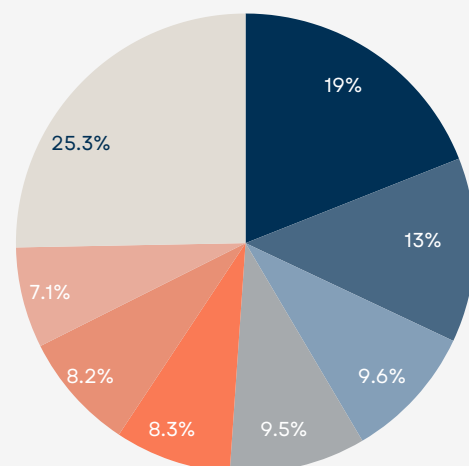
OUR PURPOSE

We represent the interests of our business community, provide access to resources, and foster meaningful connections so that business professionals have a place to belong and enjoy Gilbert's economic growth and success.

OUR PASSION

To solve the challenges and celebrate the successes that businesses encounter.

REPRESENTATION BY INDUSTRY



*Other categories in order of percent representation include Community and Civic Organizations; Arts, Culture and Entertainment Venues; Government and Education; Retail, Shopping, and Wholesale; Advertising and Media; Automotive and Marine; Lodging and Travel; Manufacturing and Production; Public Utilities and Environment; Legal; Technology and Computers; Pets and Veterinary; Transportation; Home and Garden; Sports and Recreation; Religious Organizations; and Industrial Supplies and Service.



**BUSINESS GROWTH
PREPARED WORKFORCE
LONG-TERM PLANNING
INFRASTRUCTURE**



BUSINESS GROWTH

- Preserve a business's ability to manage its workplace and workforce without excessive local government intrusion.
- Encourage job growth by retaining and attracting businesses to create jobs and increase employment opportunities for Gilbert's diverse workforce, especially in the Town's emerging employment clusters.
- Ensure fees and regulations are predictable, fair, and reasonable and do not burden the business owner unreasonably. Differentiate cost-recovery ratios between support requested by business and those mandated by the Town.
- Continue streamlining the entitlement and/or tenant improvement processes like the "Taking Care of Small Business" program.
- Enhance the visibility of businesses through reasonable signage and promotional regulations.
- Provide local businesses the opportunity to earn the Town's business, including education on engaging in the bid process and/or establishing themselves as credible vendors.
- Ensure patrons' access to businesses impacted by road construction and/or closures and provide timely notification before such construction and/or closures.
- Enhance the Town's tourism and Shop Local initiatives to support local businesses, increase market share, and generate tax revenues.
- Support strategic infrastructure investment in the Heritage District, prioritizing connectivity, circulation, walkability, and preservation of on-street parking and other public parking options.
- Enhance and strategically use the Town's Open Data platform to ensure interactive and transparent opportunities for feedback from businesses and residents.
- Discourage long-term retail vacancies to ensure stable commercial rents and accessible space for small and emerging businesses.
- Encourage the startup and development of emerging businesses by providing access to training, resources, expertise, and belonging for early-stage entrepreneurs.



**BUSINESS GROWTH
PREPARED WORKFORCE
LONG-TERM PLANNING
INFRASTRUCTURE**



PREPARED WORKFORCE

- Emphasize the importance of job training and workforce development to support the needs of Gilbert's employers and small businesses.
- Continue partnerships to identify and develop demand-driven career pathways, employment trends, and forecasts, and support educational programming that develops the needed skill sets, which includes filling the skills gap, retaining talent, and building talent pipelines in alignment with our businesses.
- Continue support for and engagement in the Gilbert Chamber Foundation's workforce readiness initiative as the Town, business, and education communities collaborate to prepare a strong talent pipeline for current and future Gilbert-area employers, especially supporting skills sought by businesses within the Town's emerging employment clusters.
- Work with government, business, and education partners to proactively address the education support needed to achieve and/or surpass the AZ Education Progress Meter goals.
- Support Arizona's goal, Achieve60AZ, that by 2030, 60% of Arizona adults will hold a postsecondary credential or degree, enhancing Gilbert's ability to attract and retain successful businesses and high-paying jobs.



BUSINESS GROWTH
PREPARED WORKFORCE
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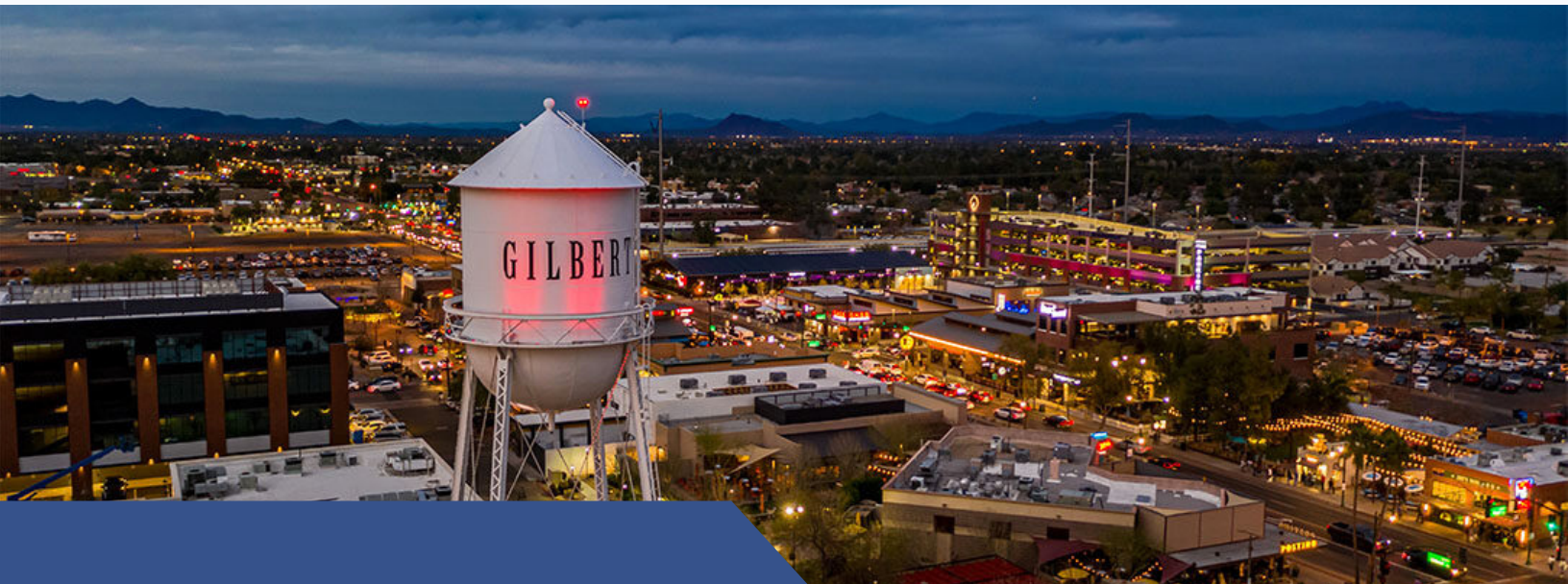


LONG-TERM PLANNING

- Maintain Gilbert's tradition of low taxes, innovative services, and efficient Town operating expenses per capita. Finalize long-term financing policies that balance bonding and general fund expenditures.
- Ensure taxes are predictable, fair, reasonable, efficiently used, and well-managed.
- Safeguard commercial and industrial zoning throughout the Town and evaluate commercial downzoning requests to ensure future business growth/expansion opportunities. Any infill downzoning requests for redevelopment should be evaluated and supported on a case-by-case basis.
- **Give priority to areas** classified by the General Plan as commercial and employment land, especially in areas that lack necessary infrastructure. This investment is required to maximize competitive position and prevent these areas from becoming undesirable and viably stagnant to development opportunities.
- Support negotiations regarding future Colorado River operating rules and the pursuit of larger contributions from other Colorado River Basin States to conserve additional Colorado River water.
- Encourage modifications to Bartlett Dam to ensure an adequate water supply for our future needs.
- Champion policies that encourage attainable workforce housing while protecting local control and private property rights.
- Maintain public safety and provide dependable services to ensure a safe community for businesses, employees, and families.
- Promote and maintain Character Areas within Gilbert to showcase its uniqueness and support of local businesses.
- Provide appropriate economic development tools and regulatory flexibility to attract and expand high-wage jobs within the community. Use historic preservation, arts, and culture to support economic drivers and growth strategy.
- Continue to invest in Phoenix-Mesa Gateway Airport as an East Valley economic driver.
- Collaborate with non-profit organizations to serve the most vulnerable populations within our Town as identified in the community needs assessment survey.
- Protect and preserve natural resources to ensure long-term community resiliency.



BUSINESS GROWTH
PREPARED WORKFORCE
LONG-TERM PLANNING
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INFRASTRUCTURE

- Address aging areas within the community by attracting new businesses and addressing infrastructure and other amenity needs, ensuring that all corridors of Gilbert remain vibrant and continue to promote quality employment opportunities.
- Designate the Northwest Growth Area as a redevelopment area.
- Invest in state-of-the-art technology to ensure streamlined business processes and internal efficiencies.
- **Support** Innovative transportation solutions, such as public-private partnerships, to improve the movement of people and goods, foster job creation, connect employees to job centers, and enhance economic development.
- Prioritize regional transportation needs and funding options in collaboration with the East Valley Chambers of Commerce Alliance and East Valley communities.
- Based on the Town's infrastructure inventory, prioritize analyzing long-term maintenance/replacement costs and adopt reasonable financial options to support and enhance Town infrastructure.

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FASTSIGNS of Gilbert



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