

1210.1 SUBJECT: ORGANIZATION AND POLICY

- :1 OBJECTIVE:
To build strategic partnerships with organizations and businesses; expand the City's tax base and diversify the City's economy
- :2 AUTHORITY:
This procedure as amended by City Council September 15, 2003.
- :3 DIRECTION:
The Business Development Division Manager, as an appointed official, serves at the pleasure of, and receives direction from the Mayor or the Mayor's Designee through the Department of Economic Development Director.
- :4 FUNCTIONS:
A. Creates and administers programs that encourage the creation of family wage jobs and an entrepreneurial environment that caters to the new economy.
B. Provides regional leadership to the Metro Orlando community in growing and diversifying Orlando's economy.
C. Creates public and private partnerships in an effort to make the City competitive in the local, regional, state, national and global economic markets.
D. Markets the City of Orlando to internal and external customers.
E. Grows the City of Orlando's tax base in the most cost-effective manner.
F. Performs other duties and responsibilities as directed by the Mayor, City Council and/or Department Director.
- :5 FORMS:
None.
- :6 COMMITTEE RESPONSIBILITIES:
None.
- :7 REFERENCE:
City Charter, Chapter 11, Sections 1 through B; City code, Sections 2.16 through 2.169. Procedure adopted by City Council August 11, 1969, Item 37; amended June 17, 1974, Item 26; amended January 3, 1977, Item 42; amended August 23, 1982, 1982, Item 19A; amended April 19, 1993, Item VV; amended September 2003; re-formatted only April 2004.
- :8 EFFECTIVE DATE:
This procedure effect September 15, 2003.