

## New Business Evaluation:

### Economic health:

For the company and CDA:

- What types of new businesses would this business attract to Waterloo?
- How will the new business collaborate with existing Waterloo businesses?
- How will the new business support existing Waterloo businesses?
- How will the new business fill existing needs of Waterloo as identified by the 2008 comprehensive city plan?\*\*\*
- Are there current/potential plans to expand? If so, how and where?
- Will the business result in job loss/gain for the community? What types of jobs lost or gained?
- Has the company been charged with breaking federal/state/local laws and regulations? If so, explain.
- Has the company filed for bankruptcy or struggled financially? If so, explain.
- Are there any current legal disputes filed against the company or owners? If so, explain.
- Will the business make infrastructure improvements (roads, bridges, power supply, etc)?
- Will the business participate in local business initiatives? If so, explain.

For the CDA only:

- Are there other possible industrial/commercial/residential uses for the proposed building site that are currently being explored?
- What is the long-term viability of this company?
- Will the business require a change in zoning? If so, explain.
- How much are the yearly taxes for the new plot of land to be acquired?

### Environmental health:

For the company and the CDA:

- What measures will the business take to reduce environmental impact and energy use?
- What are the anticipated utility needs?
- What are the estimated environmental impacts of the new development?
- What are the potential environmental risks of this business?
- Will the new business result in cleanup of brownfields/DNR remediation sites?
- Will new environmental protections be established as a part of the business development? (zoning considerations, purchase or transfer of development rights, etc)
- Will the business enhance the city park system?
- Will the business participate in local environmental initiatives? If so, explain.

### Social Health/Identity:

For the company and the CDA:

- How does the identity of the new business fit into the model of "Green and Healthy"?
- Will the business improve and/or worsen support of the historic downtown? If so, explain.
- Will the business improve and/or worsen the support of agriculture that surrounds the city? If so, explain.
- Does the business plan to take part in community events? If so, explain.
- Will the business support local schools/library/learning institutions? If so, explain.
- Will the business create new social and/or cultural opportunities for Waterloo? If so, explain.
- Does the business have a history of equitable pay, benefits, and treatment of customers/partners?
- How will the business fit into planned city aesthetics?

### Personal Health:

For the company and the CDA:

- How will the business affect physical/mental/spiritual health for Waterloo citizens?

- How will the business affect the safety/security of Waterloo residents and/or businesses?
- How will the business affect how public goods and services are provided?
- How will the business improve educational opportunities for citizens?

\*\*\* Based on the comprehensive 2008 city plan, needs include:

1. Restaurants:
  - a. Coffeeshop/bakery/specialty foodstore: could be paired with a specialty bookstore
  - b. Family restaurant with a low to average price point
  - c. Steakhouse/supper club/casual dining
  - d. Ethnic-casual dining like a Chinese or pizza restaurant with a mid to low price point
2. Retail establishments
  - a. Florists
  - b. Sporting goods stores that focus on either biking or paddling
  - c. Niche businesses that will attract outside visitors:
3. Professional services, specifically a lawyer, an accountant, an optometrist, and an additional dentist
4. Lodging, specifically a bed and breakfast
5. Photography studio
6. Laundromat
7. Auto repair
8. Rental of sporting goods (e.g.bikes)