

Business Expansion Evaluation:

Economic health:

For the company and CDA:

- Will the expansion result in job loss/gain for the community?
- How will the expansion improve collaboration with other Waterloo businesses? How does the company currently collaborate with other businesses?
- How will the expansion support existing Waterloo businesses? How does the company currently support Waterloo businesses?
- How might the expansion fill existing needs of Waterloo as identified by the 2008 comprehensive city plan?****
- Has the company been charged with breaking federal/state/local laws and regulations? If so, explain.
- Are there any current legal disputes filed against the company or owners? If so, explain.
- Has the company filed for bankruptcy or struggled financially? If so, explain.
- How much are the yearly taxes for the new plot of land to be acquired?
- What is the assessed/estimated value of the current developed land of the business?
- What is the long-term viability of this company?
- Are there additional plans for expansion of this company in the near future?
- Will the expansion result in infrastructure improvements (roads, bridges, power supply, etc)?

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 expansion require a change in zoning? If so, explain.
- What is the current yearly tax revenue from this company?

Environmental health:

For the company and the CDA:

- What measures will the business take to decrease environmental impact of the expansion? What measures does the business currently take to reduce environmental impact and energy use?
- What is the anticipated change in utility needs as a result of the expansion? What are the current utility needs of the company?
- What are the estimated environmental impacts of the expansion? What are the current environmental impacts of the company?
- What are the potential environmental risks of this business?
- Will the expansion result in improved environmental profile for the city through DNR remediation or removal of brownfields?
- Will environmental protections be established as a result of the expansion? (zoning considerations, purchase or transfer of development rights, etc)
- Will the expansion enhance the city part system?
- Does this business plan to participate in local environmental initiatives as part of the expansion? Do they currently participate in environmental initiatives? If so, explain.

Social Health/Identity:

For the company and the CDA:

- What is the current identity of the company? What is its mission and/or vision? Will the expansion result in changes to this? If so, explain.
- Will/does the current business and/or the expansion improve or worsen support of the historic downtown? If so, explain.
- Will/does the current business and/or the expansion improve or worsen the support of agriculture that surrounds the city? If so, explain.

- Will the expansion increase the company's participation in Waterloo community events? How does the current business support community events?
- Does/will the business and/or the expansion support local schools/library/learning institutions? If so, explain.
- Does/will the business and/or expansion create new social and/or cultural opportunities for Waterloo?
- Does the business have a history of equitable pay, benefits, and treatment of customers/partners?
- Will the expansion dramatically change the appearance of the current business aesthetically?

Personal Health:

For the company and the CDA:

- How does/will the business and/or expansion affect the physical/mental/spiritual health for Waterloo citizens?
- How does/will the business and/or expansion affect the safety/security of Waterloo residents and/or businesses?
- How does/will the business and/or the expansion improve and/or worsen how public goods and services are provided?
- How does/will the business and/or the expansion 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)