

Economic Development

Recent Commercial Development



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Historic Commercial Development



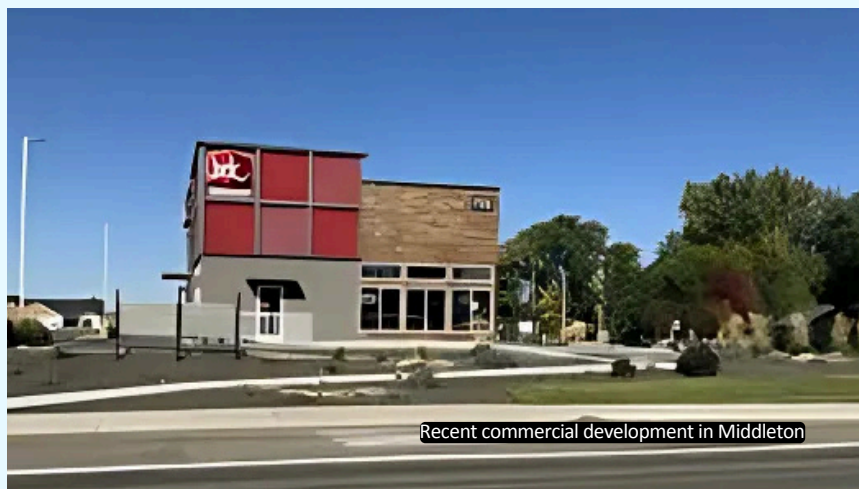
Recent Commercial Development

High-Level Goals

1. Strengthen and diversify the local economy through financial incentives, workforce development, and infrastructure investments.
2. Improve access to average wage or higher income jobs for residents.
3. Support local businesses and entrepreneurs through partnerships, marketing campaigns, and development incentives.
4. Enhance and improve infrastructure to ensure commercial and industrial sites are ready to support economic growth.
5. Foster a business-friendly environment.

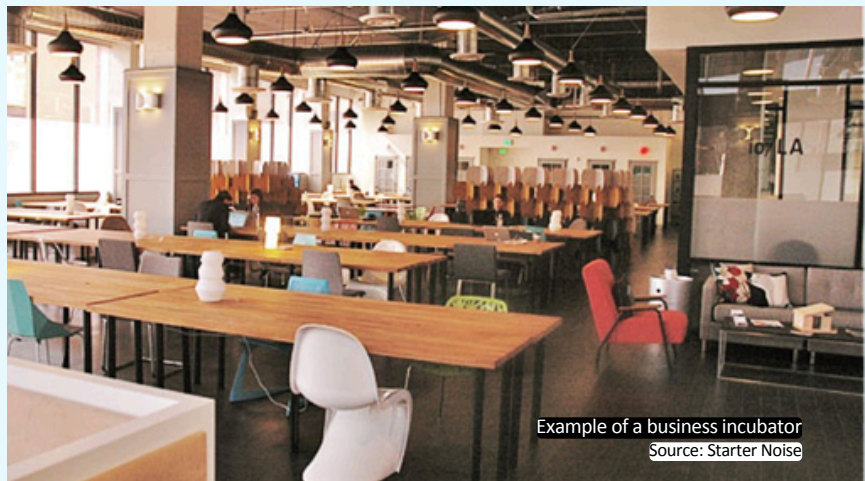
Supportive Strategies

1. Strengthen and diversify the local economy through financial incentives, workforce development, and infrastructure investments.
 - 1.1. Actively promote the development of 'ready' sites with existing infrastructure, offering attractive employment opportunities.
 - 1.1.1. Regularly review and change City Code to create zoning and development standards that allow flexibility in developing commercial and industrial subdivisions, especially for larger projects that require a large expanse of time and future unknowns.



Recent commercial development in Middleton

- 1.2. Use the development opportunities of the Urban Renewal Plan for the Downtown District and East District, with particular emphasis on developing the infrastructure needed for intensive industrial uses south of the Boise River.
 - 1.2.1. Assist in funding the proposed redevelopment actions identified in the Urban Renewal Plan in a tiered approach to maximize the City of Middleton's ROI for general revenue.
 - 1.2.2. Identify and implement necessary infrastructure upgrades allowing for the maximum number of potential development sites.
- 1.3. Encourage entrepreneurship through supporting groups, agencies and/or programs that promote business incubators, mentoring programs, and access to capital.
 - 1.3.1. Support and possibly fund in-part a remote non-profit business incubator that compiles regional and state resources (e.g., SBDC) and connects with start-ups and small businesses in Middleton.
 - 1.3.2. Collaborate with local banks and credit unions to assist them in their efforts to create specialized loan programs and financial products tailored for startups and small businesses.
 - 1.3.3. As funding and engagement with the business incubator grows, explore opportunities to establish a physical presence in the Downtown area or another central location in Middleton to centralize the programming and resources that the entity offers.



Example of a business incubator
Source: Starter Noise

- 1.4. Explore the potential for a Business Improvement District (BID) in the City of Middleton, as allowed by Idaho statutes.
 - 1.4.1. Investigate the opportunities for one or multiple boundaries for a BID in the City, and create a ranked list of preferred boundaries for BIDs.
 - 1.4.2. Engage with business owners to identify the appetite for the creation of a BID.

1.5. Encourage agri-tourism and other agricultural-related businesses that support and sustain the agricultural heritage of the area.

- 1.5.1. Organize and promote events and festivals that celebrate the local agricultural heritage, such as harvest festivals, farm tours, farmers' markets, and food and wine tastings.



2. Improve job opportunities and income levels for residents.

2.1. Partner with local listing agents to market and attract development in the commercial, industrial, or mixed-use zones.

- 2.1.1. If the budget permits, hire an economic development staff member to assume the duty of serving as a dedicated city liaison for listing agents to streamline communication and support.
- 2.1.2. Work with listing agents to conduct joint research on the needs and preferences of potential developers and businesses.
- 2.1.3. Hold bi-annual meetings with the Middleton Chamber of Commerce to discuss strategies to attract and retain a variety of sectors.



Source: Middleton Chamber of Commerce

2.2. Promote tourism and recreation industries that are distinctly Middleton, by developing local attractions and marketing campaigns. Specifically, develop Crane Creek Plaza and the connected River Walk Park to create a Treasure Valley “destination” that will drive the creation of retail shops, restaurants and hotels around the River Walk and Plaza area.

- 2.2.1. Outline, prioritize, and begin work on the key steps in the development of the Crane Creek Plaza and the connected River Walk Park.
- 2.2.2. Develop Crane Creek Plaza and River Walk branding materials to begin marketing efforts.



2.3. Develop partnerships with the Boise Valley Economic Partnership to leverage resources and attract investment.

- 2.3.1. Establish an economic development staff role to liaise with the Boise Valley Economic Partnership to streamline communication and support.
- 2.3.2. Set up regular forums or meetings with Boise Valley Economic Partnership to discuss goals, opportunities, and challenges.

3. Support local businesses and entrepreneurs.

3.1. Support the Idaho Small Business Development Center (SBDC) in offering resources, training, and advice for entrepreneurs.

- 3.1.1. Advertise and market SBDC resources and training materials on the City’s website and social media account(s).
- 3.1.2. Partner with the Idaho SBDC to host events in Middleton to encourage local participation.



Source: Idaho SBDC



Local restaurant in Middleton

3.2. Promote buy-local campaigns to encourage residents to support local businesses.

- 3.2.1. Launch campaigns, in partnership with the Middleton Chamber of Commerce and/or the Southwest Idaho Travel Association, for events like "Shop Local Week" or "Restaurant Week" where residents are encouraged to patronize local businesses.
- 3.2.2. Host events such as local markets, building on the seasonal Middleton Market, to showcase local businesses and provide opportunities for residents to shop and engage with vendors directly.

4. Enhance infrastructure to support economic growth.



Middleton gateway signage along the current SH 44 route

4.1. Invest in transportation infrastructure improvements to facilitate business operations and logistics.

- 4.1.1. Prioritize the South Middleton Road corridor south of the Boise River for maintenance and construction in order to serve industrial sites and other sites that are or have the potential to be large employers.
- 4.1.2. Prepare local roads to service new commercial and mixed-use development sites to promote connection with the existing grid, consider logistic needs (e.g., deliveries), and ensure efficiency with the overall circulation network.
- 4.1.3. Invest in repairing and maintaining existing infrastructure.
- 4.1.4. Continue to investigate and study options for ITD's potential long term investment by ITD in the SH-44 route.

4.2. Work with developers and high-speed internet providers to establish high-speed internet access throughout the community to support modern business needs and remote working situations.

- 4.2.1. Engage in conversations with internet service providers and developers to identify opportunities to expand broadband in existing and new developments using private funding.

4.3. Promote infrastructure development to ensure long-term economic resilience and environmental health.

- 4.3.1. Apply smart growth principles in the areas designated as the Main Street Core and Transitional Core on the future land use map to encourage compact, walkable, and diverse developments.



5. Foster a business-friendly environment.

5.1. Simplify and streamline the permitting and regulatory processes to make it easier for businesses to start and expand.

- 5.1.1. As staffing capacity allows, explore the options for a low-maintenance online permitting portal where applicants can submit permit applications, track their status, and manage documentation electronically.

5.2. Develop clear and transparent communication channels between the local government and businesses.

- 5.2.1. As staffing resources allow, develop a digital survey embedded in the City's website to serve as an open feedback forum for the business community to provide comments at their convenience that the business community can easily reach the City.
- 5.2.2. Host forums or workshops with the Middleton Chamber of Commerce to ensure that the two groups can communicate with each other in-person

5.3. Help establish a voluntary business liaison to assist businesses in navigating local regulations and resolving issues.

- 5.3.1. Develop a clear outline of the liaison's role, including terms and specific duties such as facilitating communication with city staff, and assisting with problem resolution.
- 5.3.2. Publicize the availability of the business liaison program through various channels, such as city websites, newsletters, and local business associations.