

## Ken Shelin Campaign

- Goals and Intent
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### **How I've helped Sarasota and the people who live and work here.**

I've kept my campaign promises. But there's more to do. So I'm running for re-election to the City Commission—to continue the progressive momentum I've begun, with innovations like these:

- Led efforts to create the Downtown Improvement District. This self-taxing coalition of businesses and retail has made our city a more attractive place for businesses and jobs.
- Worked to consolidate government departments to eliminate overlapping functions, increase productivity and accountability within today's reduced budget.
- Pushed hard for the development of a successful audit program to eliminate waste and fraud in city government—which is now in place.
- Supported creation of a series of reserve funds to help us through this difficult period.
- Voted to create an enterprise zone to encourage new business development.
- Convinced city staff to expedite permitting to help speed more green initiatives for our environment.
- Instrumental in starting our first LEED-certified, fully green municipal building—our new police headquarters.
- Led the efforts to cap barrier-island development and keep downtown to a human scale.
- Helped to create a new community redevelopment area to make sure Newtown property taxes stay in Newtown for economic recovery.
- Supported clean up of the bayfront mooring field.

### **There's more to do; here's what I propose.**

These are not blue-sky ideas. Because I have an intimate knowledge of how city government works, these programs can be achieved by being business-friendly:

- Infrastructure improvements for government/public process efficiencies.
- Extend a “Buy Local” campaign to promote local procurement and jobs.
- Expand quick-response building permitting beyond green initiatives.
- Encourage community cooperative investment to support capital-hungry local business, with the potential aid of the federal Small Business Administration.
- Coordinate with Sarasota County’s Economic Development Corporation to attract Class A office space development and rentals downtown.
- Focus on cleanup of brownfield sites to attract light manufacturing and reduce urban sprawl.
- More outreach by city government—through meetings and seminars—to encourage startup businesses.
- Begin a campaign to create a special R & D energy district, and encourage the development of a local producer of solar panels to facilitate their use.
- Partner with Ringling and New Colleges to develop local commercial/retail opportunities adjacent to their campuses.
- Create zoning flexibility where minor adjustments could make parking and lot coverage easier for small businesses to use small parcels.