

Tammy Cloud-McMinn

From: William D Hardy <wdeanhardy@roadrunner.com>
Sent: Monday, June 22, 2020 10:06 PM
To: City Clerk
Subject: Non-Agenda Item: Monthly State of the City's Economy and Finances dashboard report

Carlsbad, City Council:

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COMMENT AT COUNCIL
MEETING OF 6/23/2020

Scott Chadwick's "City Manager's Update" is essential, but it is incomplete. Now more than ever, I believe our City's economic condition, both current and projected, is vital in keeping Carlsbad's status as a "world-class city." One of our community values is to "strengthen a diverse and robust economy and its position as an employment hub in north San Diego County." We cannot achieve this goal without a strong financial position.

Since a city's financial success depends on its citizens and businesses, they must be involved/informed regarding our current and projected economic status. I recommend the City Manager includes a monthly State of the City's Economy and Finances dashboard report on Carlsbad's website.

As you know, dashboard reporting is a modern management tool used worldwide. The dashboard report, oriented toward its citizens and businesses, will provide a dynamic visual reporting process depicting our economic status. The report should be simple, visual, and interactive to explore data in more detail, i.e., government transparency at its best.

Respectfully,

William D. Hardy
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