

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
SUBJECT: UPDATE ON ECONOMIC DEVELOPMENT PROGRAM
ACTIVITIES
STAFF PRESENTER: DAVE GOUIN
DIRECTOR ECONOMIC DEVELOPMENT & HOUSING
DANIELLE O'LEARY
ECONOMIC DEVELOPMENT & HOUSING MANAGER
AGENDA ACTION: NO ACTION REQUESTED

ISSUE(S)

Will the Council receive a program update on their Economic Development Program?

BACKGROUND

Staff provides Council with periodic updates to report on progress of strategic objectives, review program highlights and partnerships for the City's Economic Development Program.

Council identified seven goals with strategic objectives as staff priorities through 2011-2016. The Department of Economic Development and Housing is responsible for administering strategic objectives to advance Council Goal #1: Creating a Strong, Sustainable Economic Base.

ANALYSIS

1. Discussion on the City's economic development program's transition post redevelopment.
2. Highlights of strategic economic development partnerships that advance Council's goal and strategic objectives.
3. Progress update on Council Goal #1: Create a Strong and Sustainable Economic Base and the following strategic objectives:
 - a. Reduce uncertainty in the entitlement process
 - b. Create new jobs and attract major tenants
 - c. Enhance strategic partnerships
 - d. Increase sales tax and property tax
 - e. Downtown development opportunities

Author: Danielle O'Leary, Economic Development and Housing Manager

Attachment:

- Economic Development Update PowerPoint Presentation



City of
Santa Rosa
Economic Development
& Housing

Economic Development Program Update
Council Study Session: 3-5-2013

Economic Development Update

-- Presentation Overview --

OUR ROLE: THEN & NOW

SPOTLIGHT ON PARTNERSHIPS

COUNCIL GOALS

- -



Economic Development Update

-- Our Role: Then --

BUDGET SUPPORT: REDEVELOPMENT & GENERAL FUND

REDEVELOPMENT ECONOMIC DEVELOPMENT SERVICES

Downtown Program

Development Assistance

Infrastructure Improvements & Affordable Housing

GENERAL FUND BUSINESS RETENTION, PROMOTION & ATTRACTION SERVICES

Business Assistance & Visitations

Marketing & Promotional Services

Lead Generation & Business Expansion

- -



Economic Development Update

-- Our Role: Now --

3 BUDGET SUPPORTED AREAS: GENERAL FUND, SRTBIA, PARKING

OUR GOALS: POSITIVE BUSINESS CLIMATE & DISTINCTIVE PLACE: VISITOR PROGRAMS

GENERAL FUND ECONOMIC DEVELOPMENT SERVICES

Business & Development Facilitation

Local Affinity Campaigns

Marketing & Promotions

Lead Generation & Business Expansion

Regional Economic Development Participation

- -



Economic Development Update

-- Our Role: Now --

BUDGET SUPPORT: SRTBIA FUNDS

OUR GOAL: DISTINCTIVE PLACE: VISITOR PROGRAMS

SANTA ROSA TOURISM BUSINESS ASSESSMENT SERVICES

Management

Destination Marketing & Media

Select Event Programming

Community & Industry Trade Involvement

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Economic Development Update

-- Our Role: Now --

BUDGET SUPPORT: PARKING

OUR GOALS: POSITIVE BUSINESS CLIMATE & DISTINCTIVE PLACE: VISITOR PROGRAMS

PARKING DISTRICT SERVICES

Operations & Maintenance

Support Private Sector Downtown Development

Provide Safe, Clean and Convenient Parking

Park & Play Validation Program

Ambassadorship, Enforcement & Residential Permits

- -



Economic Development Update

-- Facilitator Role --

ONE THAT HELPS BRING ABOUT AN OUTCOME BY PROVIDING ASSISTANCE OR GUIDANCE

- Considerations -



Connectivity



Innovation



Talent



Character

- -



Economic Development Update

-- Desired Outcomes --

Jobs

Adaptability

\$



Economic Development Update

Update

-- SPOTLIGHT ON PARTNERSHIPS --

MADE IN SANTA ROSA



GO LOCAL
SANTA ROSA



--



Economic Development Update

-- SPOTLIGHT ON PARTNERSHIPS --



Santa Rosa
chamber of commerce

SRTBIA PROGRAMMING & EVENT SPONSORSHIP



REGIONAL LEAD COORDINATION & MARKETING

EDB BUSINESS RETENTION EFFORTS & BEST'S 100 IN 100

COUNTY OF SONOMA & BEST BRANDING EFFORTS

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Economic Development Update

Update

-- SPOTLIGHT ON PARTNERSHIPS --



TOURROSA



**LEVI'S
GRANFONDO**



**AMGEN
TOUR of
CALIFORNIA**



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Economic Development Update

-- SPOTLIGHT ON PARTNERSHIPS --

CITY OF SANTA ROSA

COMMUNITY DEVELOPMENT



ECONOMIC DEVELOPMENT

AGGRESSIVE ECON. DEV. (AED) ORDINANCE

AED TIER 1 & 2

POSSIBLE ADDITIONS TO THE WORK PLAN: REGIONAL CLUSTERS

Sonom
a
Special

Manufactur
ing

Constructi
on/Green
Biz

Health &
Wellness

Professio
nal
Services

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Economic Development Update

-- COUNCIL GOAL --

CREATE A STRONG, SUSTAINABLE, ECONOMIC BASE

- Strategic Objectives Updates -

Reduce Uncertainty in the Entitlement Process

Create New Jobs & Attract Major Tenants

Enhance Strategic Partnerships

Increase Sales Tax & Property Tax

Downtown Development Opportunities

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Economic Development Update

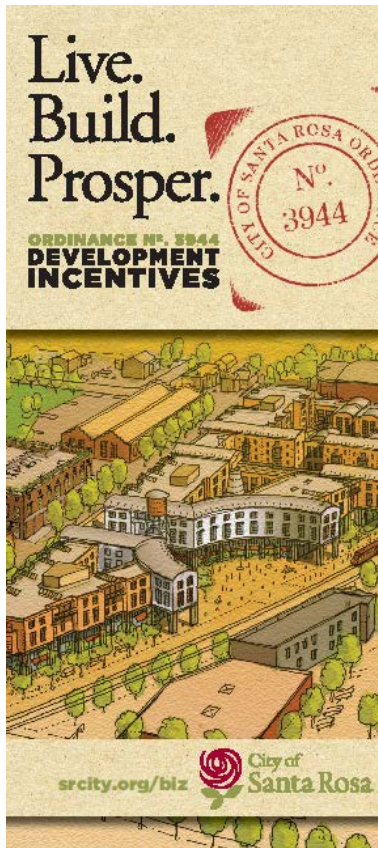
-- STRATEGIC OBJECTIVE --

REDUCE UNCERTAINTY IN THE ENTITLEMENT PROCESS

- Program -

Aggressive Economic Development (AED) Zoning

- Time Extensions
- More Land Uses By Right
- Add Flexibility to Sign Code
- Commercial Remodel Public Improvement Flexibility
- Fee Deferral



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Economic Development Update

-- STRATEGIC OBJECTIVE --

REDUCE UNCERTAINTY IN THE ENTITLEMENT PROCESS

CREATE NEW JOBS

- Program -

Aggressive Economic Development (AED) Zoning Tier 1 & 2

- Amend Land Use Districts
- “Development Ready” Rezones
- Marketing Services
- Amend General Plan Designations
- Permanent Adoption of some AED measures
- OTC Building Permits

- -



Economic Development Update

-- STRATEGIC OBJECTIVE --

ATTRACT MAJOR TENANTS

- New Major Tenants -

CODDINGTOWN MALL



RESTAURANT
BREWHOUSE



TARGET



SANTA ROSA PLAZA &
MONTGOMERY VILLAGE



STONY POINT PLAZA

ANNA'S LINENS
YOUR HOME  YOUR WAY

ROSS
DRESS FOR LESS



Economic Development Update

-- STRATEGIC OBJECTIVE --

INCREASE SALES TAX, TRANSIENT OCCUPANCY TAX AND PROPERTY TAX

- Program -

Positive Business Climate and Santa Rosa's Distinctive Marketplace

- Business & Development Facilitation
- Local Affinity Campaigns
- Social Media & Marketing
- Destination Programming
- Commercial District Brand Initiative
- Downtown Parking Validation Program

- -



Economic Development Update

-- STRATEGIC OBJECTIVE --

DOWNTOWN DEVELOPMENT OPPORTUNITIES

- Program -

Positive Business Climate and Santa Rosa's Distinctive Marketplace

- Museum on the Square
- White House Site Development
- Courthouse Square
- New Railroad Square

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Economic Development Update

-- Presentation Concluded --

THANK YOU FOR LISTENING

- Questions-

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