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

# Economic Development Update

## -- Presentation Overview --

OUR ROLE: THEN & NOW

SPOTLIGHT ON PARTNERSHIPS

COUNCIL GOALS

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# 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

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# 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

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# 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

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# Economic Development Update

## -- Facilitator Role --

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

## - Considerations -



Connectivity



Innovation



Talent



Character

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# Economic Development Update

-- Desired Outcomes --

**Jobs**

**Adaptability**

**\$**





# Economic Development Update

-- SPOTLIGHT ON PARTNERSHIPS --

MADE IN SANTA ROSA



GO LOCAL  
SANTA ROSA



"Well, I can't pronounce it either, but I'm ordering another one, pronto."

**DINE  
DOWN  
TOWN  
ROSA**  
srcity.org



# Economic Development Update

-- SPOTLIGHT ON PARTNERSHIPS --



santa rosa  
convention & visitors bureau

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**



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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

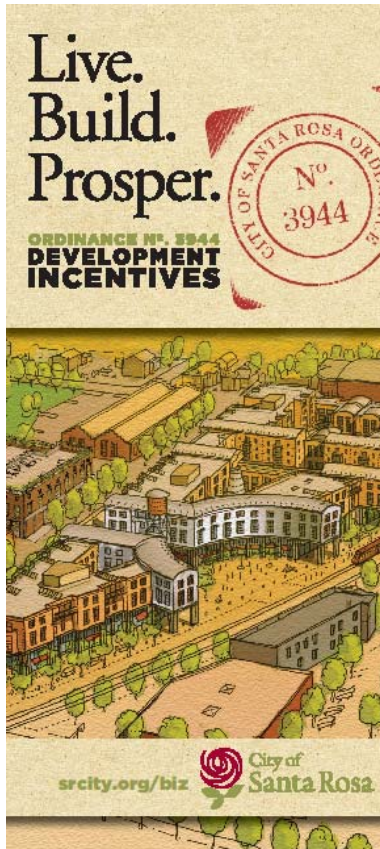
## -- STRATEGIC OBJECTIVE --

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

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# Economic Development Update

## -- STRATEGIC OBJECTIVE --

ATTRACT MAJOR TENANTS

### - New Major Tenants -

CODDINGTOWN MALL



RESTAURANT  
BREWHOUSE



TARGET



SANTA ROSA PLAZA &  
MONTGOMERY VILLAGE



XXII  
FOREVER

STONY POINT PLAZA

**ANNA'S LINENS**  
YOUR HOME  YOUR WAY

**ROSS**  
DRESS FOR LESS

**FALLAS**  
DISCOUNT STORES





# 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

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# 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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