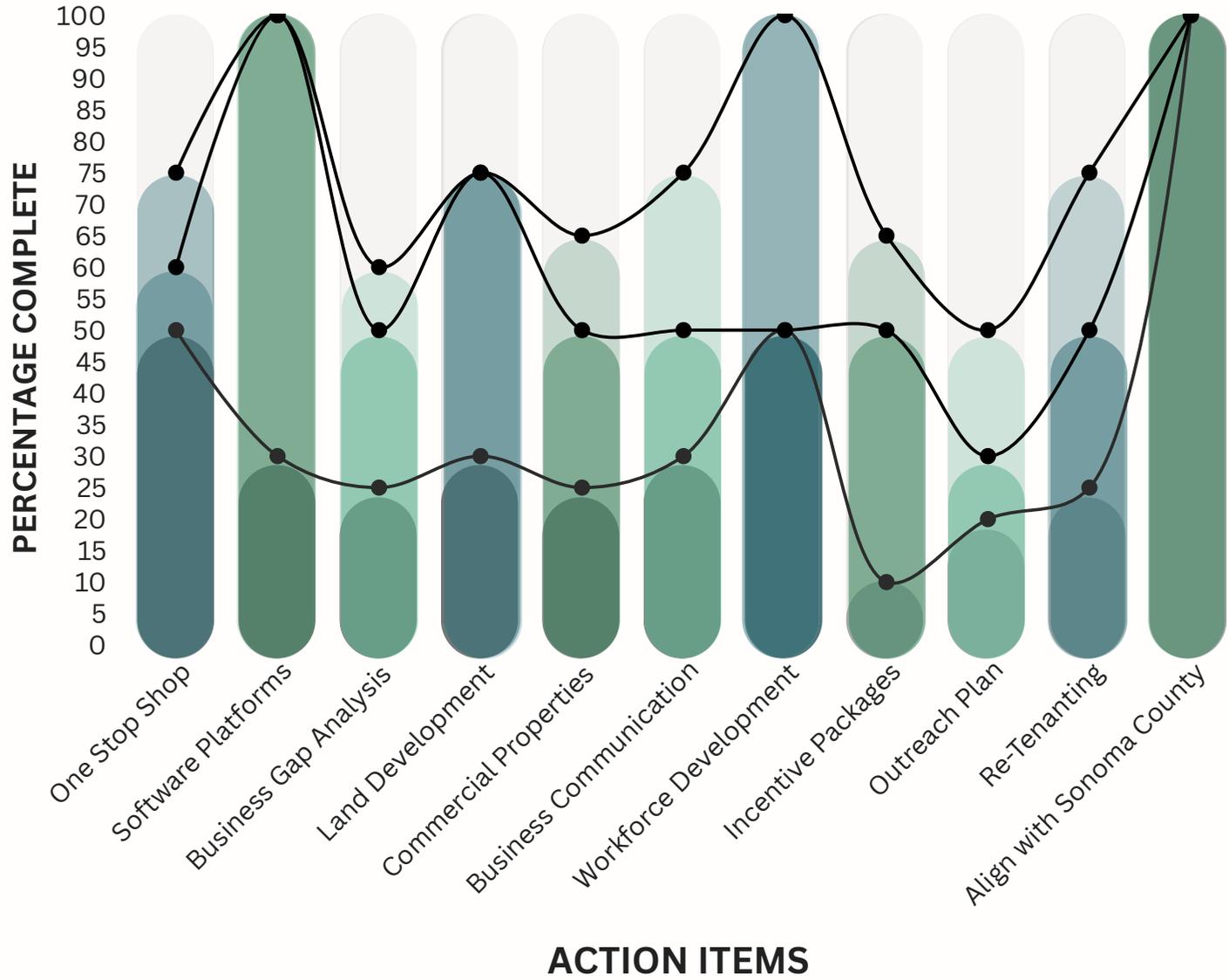


BUSINESS GROWTH & RETENTION

Objectives:

- Create Fiscal Stability
- Support Workforce
- Business-Friendly City
- Communication Strategy
- Increase Businesses
- Business Retention & Expansion
- Support & Grow Businesses
- Support Entrepreneurship
- Remove Barriers



 City of Santa Rosa
Economic Development Division

 biz@srcity.org

 srcity.org/doingbusiness

Implementation Plan Progress as of December 1, 2025

BUSINESS GROWTH & RETENTION

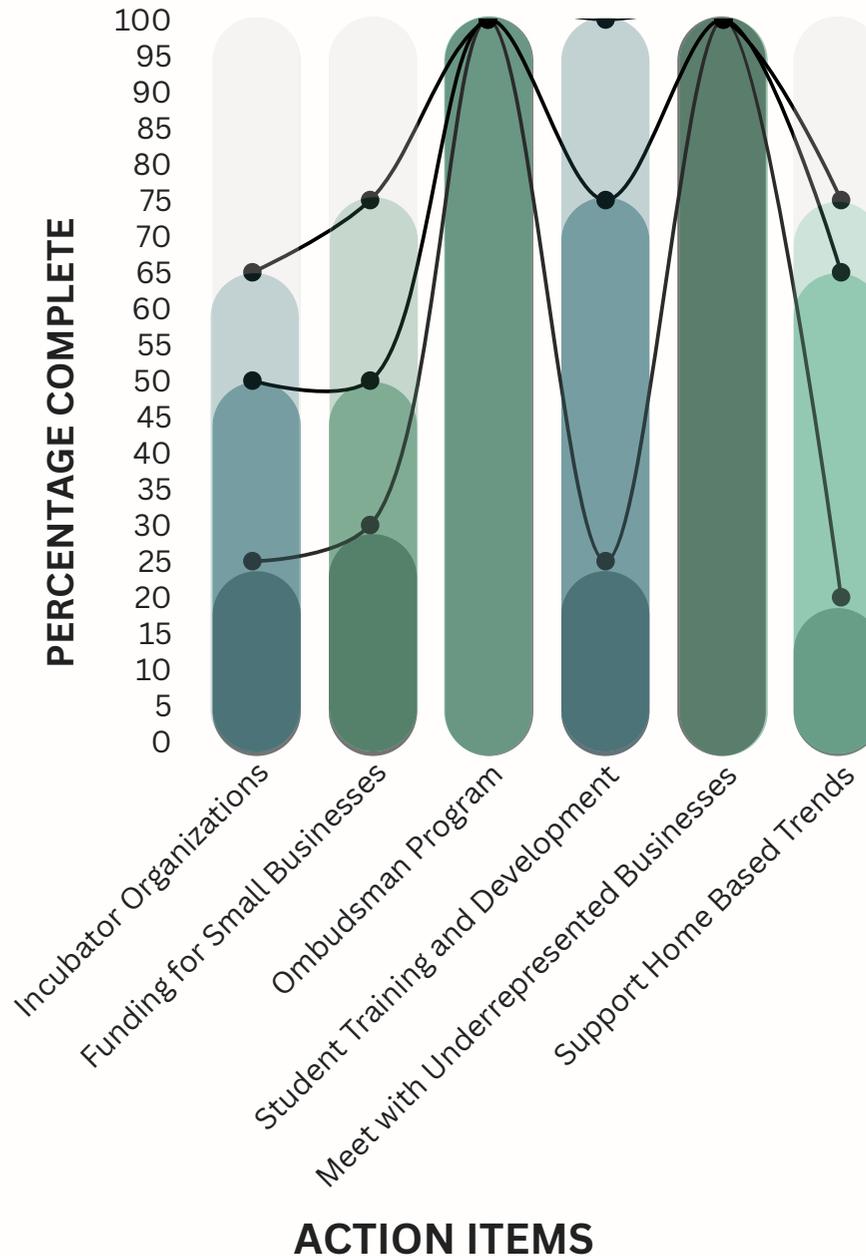
ACTIONS:

1. Create a Virtual (online) and Physical One-Stop-Shop to support businesses
2. Obtain Software Platforms for Tracking and Reliable Demographics
3. Conduct a Business Gap Analysis, Existing Cluster Industry Analysis, and Key Emerging Industry Sectors Analysis
4. Identify Key Opportunities and Land Development Sites and Work with Outside Partners to Prepare and Market
5. Align Policies, Procedures, and Standards with Plans to Encourage Mixed-Use and Innovative Uses of Commercial Properties
6. Establish Site Visits and Open Communication with Businesses
7. Strengthen and Support Partnerships with Educational Organizations and Business Associations to Support Workforce Development Needs
8. Develop Incentive Packages to Attract Identified Key Industries
9. Create a Comprehensive Outreach and Marketing Plan (aka “Business Recruitment Plan”.) to Attract Identified Key Industries
10. Create a Streamlined Re-Tenancing Program with Clear Pathways for Re-Tenancing Retail, Restaurant, or Office Spaces
11. Align Efforts with Sonoma County to Create a Tandem Approach to Attraction Efforts

ENTREPRENEURSHIP & SMALL BUSINESS

Objectives:

- Create Fiscal Stability
- Support Workforce
- Business-Friendly City
- Communication Strategy
- Increase Businesses
- Business Retention & Expansion
- Support & Grow Businesses
- Support Entrepreneurship
- Remove Barriers



ENTREPRENEURSHIP & SMALL BUSINESS

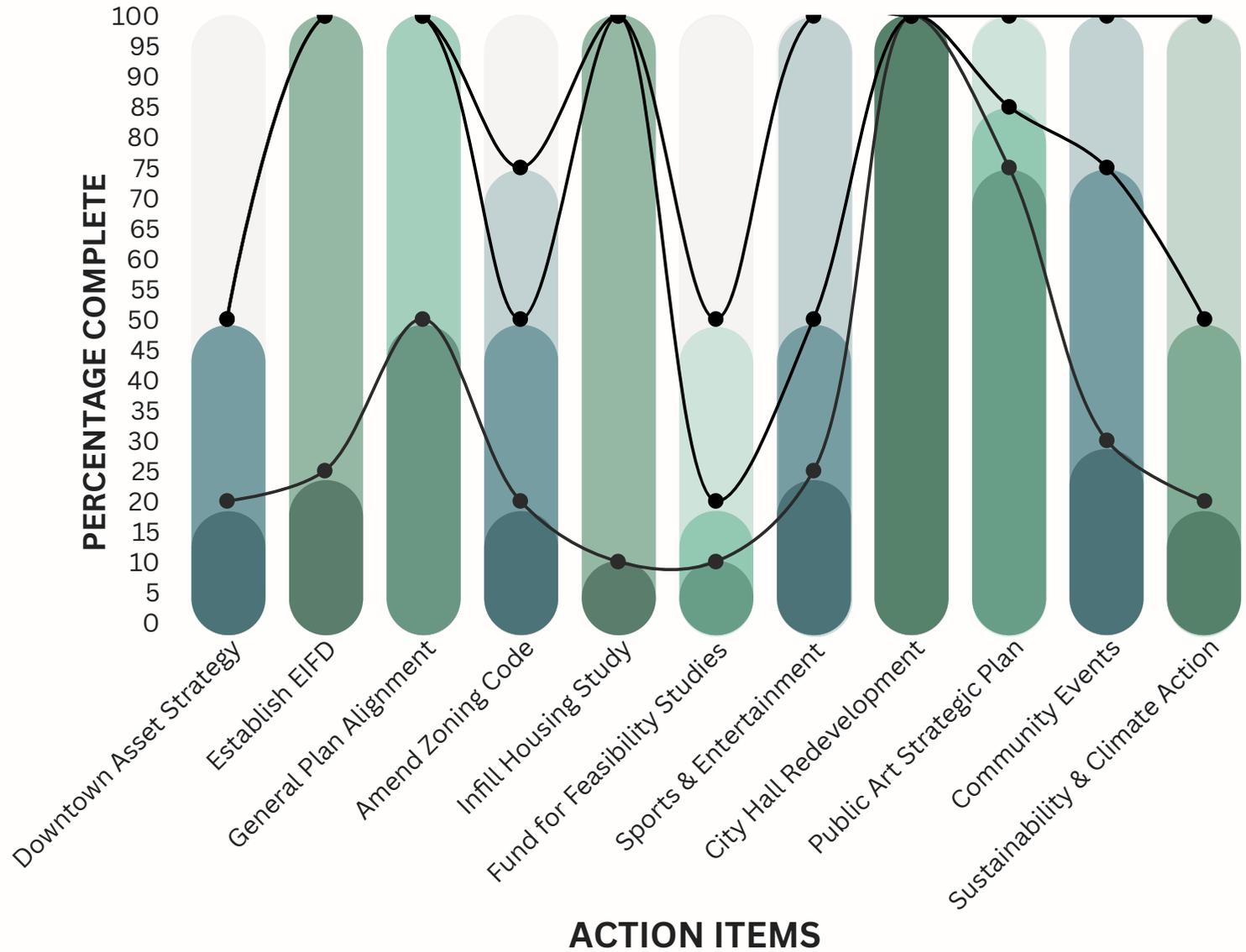
ACTIONS:

1. Strengthen Support for Entrepreneurship through Incubator Organizations
2. Identify and Promote Available Funding Sources for Small Business Owners
3. Create Ombudsman Program for Technical Assistance and Process Support
4. Partner and Connect Students for Training Opportunities, Mentoring, and Workforce Development Upskilling
5. Meet with Underrepresented Businesses to Identify Barriers and Build Pathways for Assistance and Support
6. Analyze Opportunities to Support Home-Based and Work from Home Entrepreneur Trends

ECONOMIC VIBRANCY & RESILIENCY

Objectives:

- Downtown Housing
- Increase Revenue
- Support Economy
- Walkable Neighborhoods
- Climate Action Goals



ECONOMIC VIBRANCY & RESILIENCY

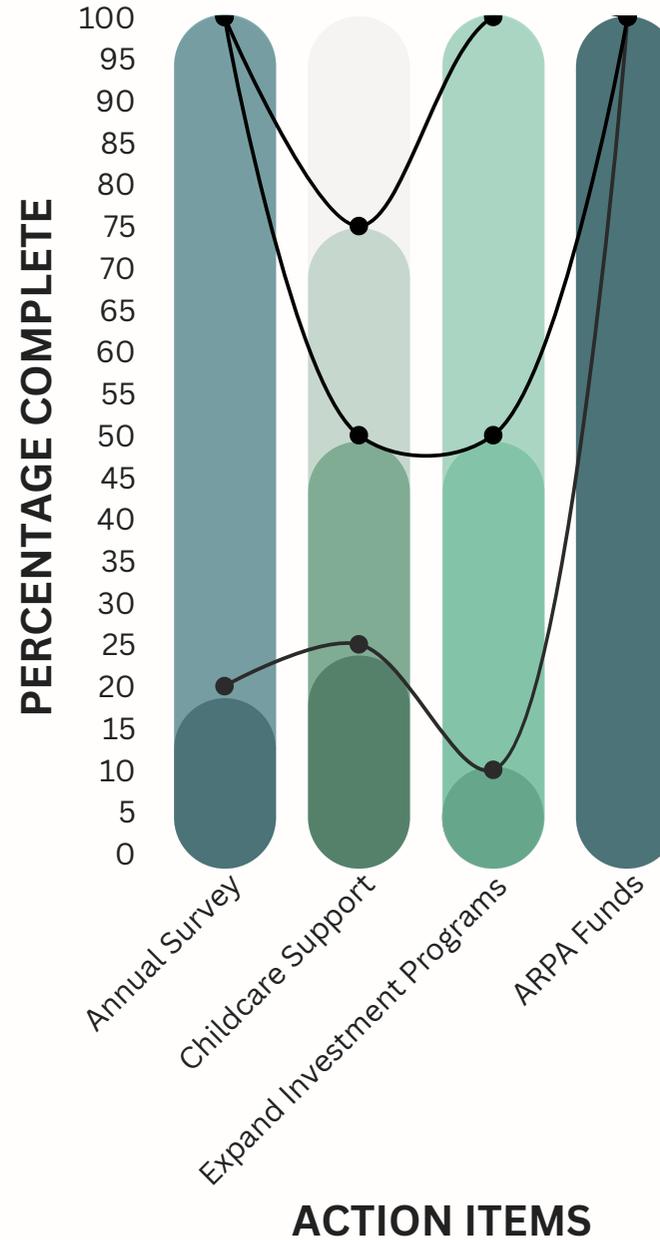
ACTIONS:

1. Expand Downtown Asset Strategy activating city-owned property for economic development purposes, to include housing and housing supportive amenities with an emphasis on sustainability and walkable neighborhoods
2. Establish an Enhanced Infrastructure Financing District in Downtown
3. Ensure General Plan and Economic Development Strategic Plan alignment
4. Review and amend zoning code where needed to align with economic strategies in support of development initiatives and opportunities
5. Conduct a downtown infill housing economic and fiscal impact study
6. Create an Economic development fund to conduct feasibility studies
7. Explore, develop, and implement sports and entertainment as an economic driver for both residents and tourists
8. Continue to assess City Hall Complex redevelopment opportunities
9. Implement the public art program strategic plan
10. Support community events and activities through direct programming and grants
11. Champion sustainability and the City's Climate Action

Objectives:

- Upstream Investment
- Support Diverse Needs
- Address Childhood Poverty
- Early Childhood Sector

COMMUNITY INVESTMENT



COMMUNITY INVESTMENT

ACTIONS:

1. Coordinate annual district-based surveys to solicit community input at a neighborhood level from all seven districts
2. Advance childcare support programs
3. Identify and capitalize on funding opportunities to expand upstream investment pilot programs
4. Use ARPA funds to continue pilot programs addressing childhood poverty and increase advanced education opportunities – continue implementation through expenditure of funds by end of 2024