

RESOLUTION NO. RES-2024-046

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING A FIVE YEAR (2024-2029) ECONOMIC DEVELOPMENT STRATEGIC PLAN

WHEREAS, under the Council’s direction, a five-year economic development strategic plan (the “Plan”) has been developed to support the Council’s economic and community vibrancy goal of creating a diverse and thriving economy that benefits Santa Rosa residents and businesses; and

WHEREAS, while the Plan emphasizes welcoming new and innovative businesses and workforce retention, and expansion, its objectives include community investment, infrastructure, and opportunity access; and

WHEREAS, this well-vetted Plan rooted in sustainable, economic resiliency, encompasses a community engagement perspective and local and regional economic development alignment; and

WHEREAS, through a substantial community engagement process, the needs identified re-emphasized housing and cost of living, an inclusive approach to economic development, and infrastructure needs as priorities; and

WHEREAS, the Plans vision statement outlines the City’s operating principles and maintains alignment with City Council goals and values and the City’s general plan, while focusing on three key pillars, and

WHEREAS, the three key pillars of Business Growth, Economic Vibrancy and Resiliency, and Community Investment, were identified through community engagement and partner input; and

WHEREAS, similar to industry standards, the Plan identifies the goal, lays out associated actions, and lists performance measurements and metrics to allow annual evaluation and modification.

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NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa approves the five year (2024-2029) Economic Development Strategic Plan, attached to this resolution as Exhibit A and made a part of herein.

IN COUNCIL DULY PASSED this 9th day of April, 2024.

AYES: (6) Mayor N. Rogers, Vice Mayor Stapp, Council Members Alvarez, MacDonald, Okrepkie, C. Rogers

NOES: (0)

ABSENT: (1) Council Member Fleming

ABSTAIN/RECUSE: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM: _____
City Attorney

Exhibit A – The Economic Development Strategic Plan