



WHERE SUCCESS TAKES ROOT

City of Santa Rosa Economic Development Subcommittee Meeting

October 2025



Agenda

1. Call to order and roll call
2. Remote Participation
3. Modifications to the Agenda
4. Announcements
5. Approval of Minutes
6. Public Comments
7. Matters held in Committee
8. Partner Reports
9. Department Reports
10. Future Agenda Items
11. Adjournment

8. Partner Reports

8.1 Presentation: Local Preference Policy and Purchasing Overview



Local Preference

October 13, 2025
Jennifer Myles
Purchasing Agent, CPPB, NIGP-CPP

Scott Wagner
Interim CFO

Current Local Preference

- Ordinance approved in 1993, 1% (current local preference only applies to the procurement of goods and general services)
- Limited to a maximum of \$5,000
- To qualify, bidders must submit proof their principal place of business is located within the City limits, and a copy of their City business tax certificate
- Public works and Professional Services contracts not included
- Adopted to promote local business activity
- Based on 1% sales tax return

Advantages and Challenges

Advantages:

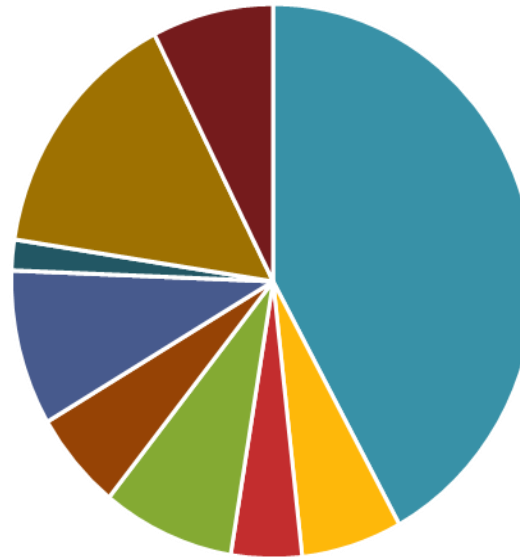
- Support Local Economy.
- Meet Potential Agency Policy Goals.
- Potential Increase in Tax Revenue.
- Local preference may encourage local businesses to be more competitive.

Challenges:

- Increase in Cost: Agency may experience increased costs, higher prices for goods and services.
- Reduced Competition: Limiting competition by discouraging non-local businesses from bidding and reducing competition.
- Potential Favoritism: May create a perception of favoritism, lack of equal opportunity, or reciprocity with other jurisdictions.
- Lower Quality: May compromise highest quality goods and services if non-local bidders offer better value.

Current Registered Vendors

Number of Local Vendors Registered 470 (6%) of 8,705 Vendors



- Classifications Not Applicable
- Disadvantaged Business Enterprise
- Federal SBA Small Disadvantaged
- Local
- Local Preference
- Minority-Owned Business Enterprise
- Prequalified Vendors
- Registered DIR Public Works Contractor

Local Vendor Bid History

- Since December 2013, a total of 838 bid awards were made with a total value of \$84,753,199.58. Of the 838 bids awarded, 162 bids were awarded to local vendors at a value of \$22,719,146.20 (26.81%).

Classification	Awards	Award Amount	Percent
Local	162	\$22,719,146.20	26.81
DBE	18	\$1,833,278.32	2.16
CADIR	145	\$19,114,195.19	22.55
SRL	94	\$5,850,230.12	6.90
None	311	\$28,380,062.02	33.49
PQual	17	\$784,799.51	0.93
FSD	37	\$1,777,772.22	2.10
MBE	27	\$3,223,942.26	3.80
WBE	27	\$1,069,773.74	1.26
Overall	838	\$84,753,199.58	100

Comparative Agency Policy

- Name of Agency %Preference

City of Alameda	5%
City of Bakersfield	3%
City of Redding	5%
City of Mountain View	0%
City of Roseville	0%
City of Rohnert Park	0%
City of Sacramento	5%
City of San Leandro	10%
City of Santa Clarita	0%
City of La Mesa	0%
City of Berkeley	5%
City of Napa	3%
City of Camarillo	0
City of Hayward	0
City of Corona	0
City of Carlsbad	1%
City of Santa Rosa	1%

Questions and Comments?

9. Department Reports

9.1 Staff Report (Discussion): Target Industries List

Industry Sector	Alignment Level	Key NAICS Codes
Healthcare & Health Services	Anchor, Local Demand	621, 622, 623
Advanced Manufacturing	Strengthen/Accelerate	311, 325, 334, 336
Clean Energy & Climate Tech	Bet/Accelerate	221114, 335, 541715
Software, Data & Information Security	Bet/Accelerate	518, 5415, 519
Behavioral Health & Social Services	Anchor	624190, 621420
Childcare & Early Childhood Education	Anchor	624410, 611110
Tourism & Culinary Experience Economy	Strengthen	722, 721, 713
Professional & Financial Services	Strengthen	541, 522, 524
Retail (Entertainment-Focused)	Strengthen (Experiential)	722, 445, 713, 452
Food & Beverage Manufacturing	Strengthen	311, 312, 4248



9.2 Staff Report (Discussion): Annual District Survey Results

Annual District-Based Survey 2025 – Key Findings

Participation

- 251 total responses (mostly residents)
- Highest participation: Districts 4 & 5
- Lowest: District 6

Neighborhood Economic Conditions

- Majority say economy is *stable*
- 14% see *growth*, 15% see *decline*

Business & Services Needed

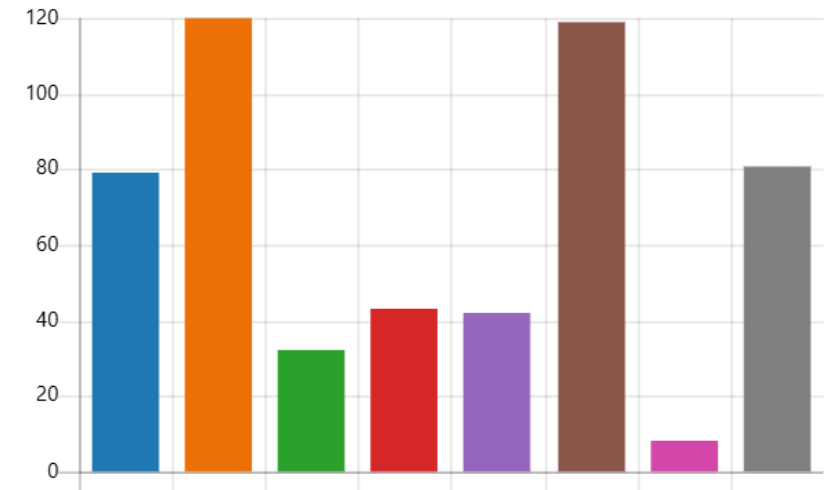
- Top requests:
 - Restaurants & Cafes
 - Entertainment & Recreation
 - Retail Stores
- Secondary: Healthcare & Childcare

City's Role in Supporting Businesses

- Streamline *permitting processes*
- Invest in *infrastructure & public spaces*
- Offer *grants/incentives* and *entrepreneur support*

What types of businesses or services are most needed in your neighborhood?
(Select all that apply)

Retail Stores	79
Restaurants and Cafes	120
Professional services (accounti...	32
Healthcare services	43
Childcare centers	42
Entertainment or Recreation	119
Manufacturing or Industrial B...	8
Other	81



Annual District-Based Survey 2025 – Key Findings

Community Investment Priorities

- Streets, sidewalks, and infrastructure
- Beautification (lighting, landscaping, public art)
- Outdoor gathering spaces & local events

Public Art Preferences

- Functional art (benches, playgrounds)
- Murals & live music
- Interest in interactive and digital art

Arts & Culture Feedback

- More murals, live performances, and art events
- More visibility and support for local artists

Overall Themes

- Desire for a vibrant downtown with food, art, and entertainment
- Focus on making it easier to do business
- Community-driven public art and beautification



9.3 Staff Update (Informational): Downtown Infill Housing Economic and Fiscal Impact Study – Close Out Report

ECONOMIC & FISCAL IMPACTS OF DOWNTOWN HOUSING

City of Santa Rosa

Prepared by
Economic & Planning Systems
December 2023



Economic & Planning Systems, Inc.
The Economics of Land Use

1330 Broadway, Suite 450 ■ Oakland, CA 94612
510.841.9190 ■ www.epsys.com



9.4 Staff Update (Informational): Second Sundays

Second Sundays – Summer 2025 Overview

Program Summary

- New family-friendly series at Courthouse Square
- Partnered with local organizations alongside the Weekly Certified Farmers Market
- Held June–September, Second Sundays, 10:00am – 2:00pm
- Strong community and family participation

Goals & Objectives

- Activate and enliven Courthouse Square
- Expand downtown family programming
- Strengthen connectivity with Railroad Square
- Support downtown business community

Highlights

- 29 partner organizations
- Live music each month (soul, jazz, Latin, acoustic)
- Free Rosie the Trolley loop service
- New offerings/vendors each month



Second Sundays – Summer 2025 Overview

Attendance

- June: 795 | July: 1,200 |
Aug: 300 | Sept: 468

Challenges & Next Steps

- Competing summer events impacted turnout
- Plan for earlier marketing, broader outreach
- Continue partnerships & coordination with Downtown Action Organization



9.5 Staff Update (Informational): Business Concierge Program

PROGRAM ACTIVITY

Category	Weekly Average Inquiries	Monthly Estimate	6-Month Total (Est.)
Business Entrepreneurs Supported	3-5	~16	~96
Small Business Owners Supported	2-3	~10	~60
Commercial Mall Projects & Inquiries • Santa Rosa Plaza • Montgomery Village	2-3	~10	~60
Code Enforcement matters related to businesses have been resolved (i.e., graffiti, nuisance, trespassing)	1	~4	~24



TESTIMONIALS

“Offering the business concierge support program helped us get through the complexities of the permit process and we were able to begin our project without many delays.”- President, Slavik Nenaydikh, Bella Phytologic.

“The Dave & Buster’s team worked closely with the City’s Business Concierge team, particularly Rafael Rivero, throughout the permitting process. Rafael’s guidance was critical in helping us navigate approvals efficiently and move the project forward.”- Angel Robinson, Property Development Manager, Dave & Buster’s.



9.6 Staff Update (Informational): Art & Culture Initiatives

Arts and Culture Program Update

Economic Development Sub Committee

Meredith Knudsen Arts and Culture Coordinator

October 13, 2025



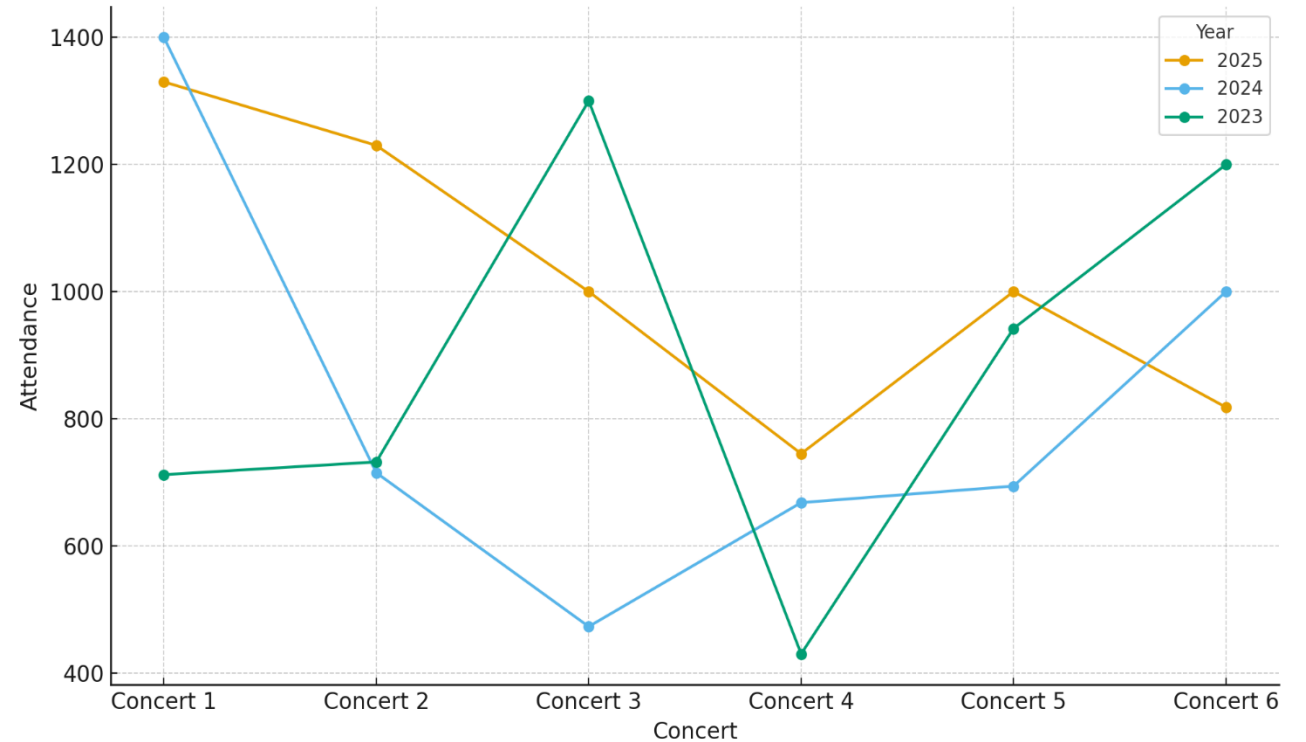
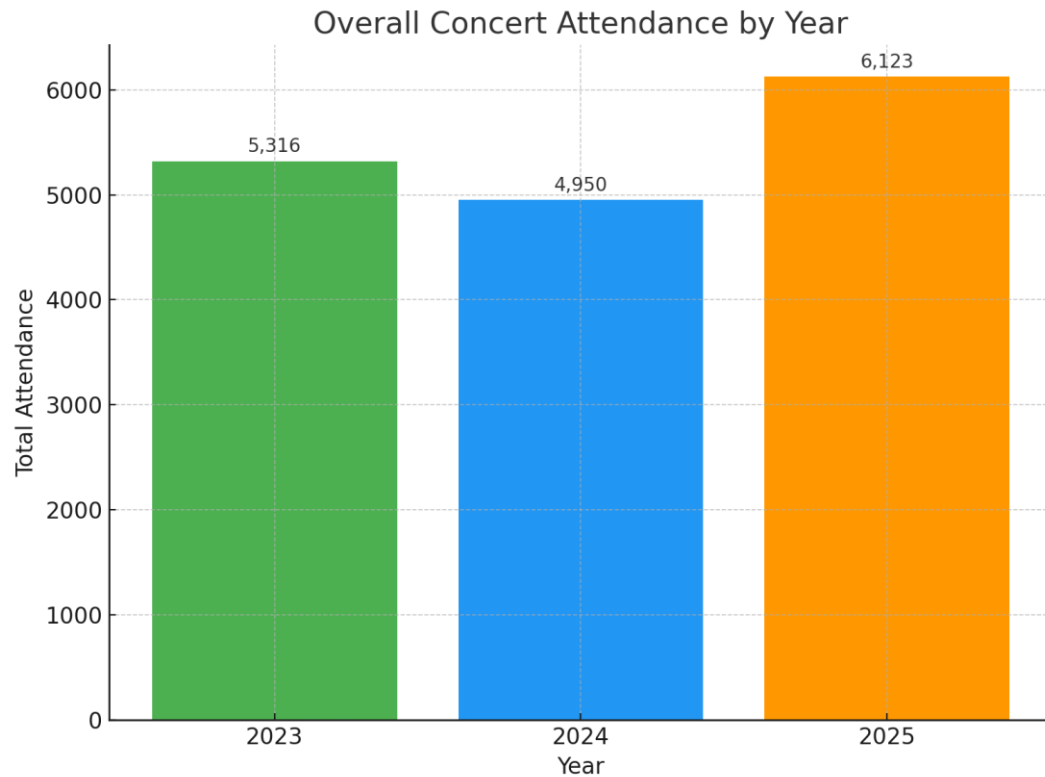
Live at Juilliard 30th Anniversary July 27- Aug 31



Video and photo by Tom Rivas and Jak Wonderly at www.SRCity.org/Arts



Live at Juilliard Overview



2025 Facebook and Instagram advertisements

7 sponsored ads | 99, 231 total views

Target audience keywords (different per band) : French pop, cello, soul music, afro beat, jazz, rock, music festivals, local food, performing arts, public art, live events, local music



Theme: *Urban Renewal*

November 2025 – September 2027

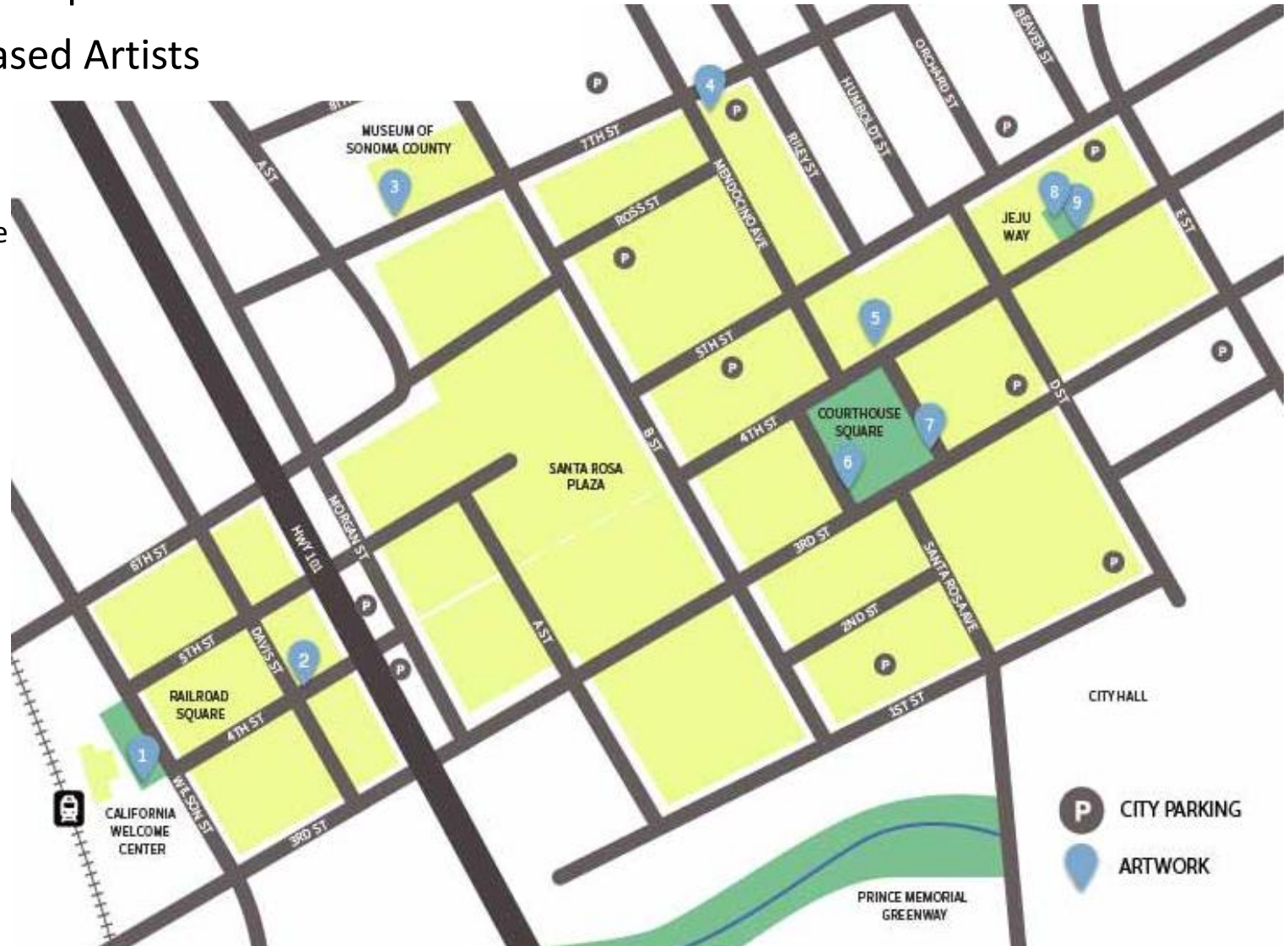
Featuring 9 US Based Artists

Artists explore and reinterpret the transformative power of art in revitalizing urban spaces. This theme encouraged creative outdoor installations that breathe new life into our cityscape, reflecting a vision of renewal and innovation.

PROGRAM GOALS:

- Foster Civic Excitement
- Encourage Creativity
- Support Artistic Growth
- Transform Public Spaces
- Offer Learning Experiences

Online and printed map coming soon!



2nd PUBLIC ART walk

Meet the Artists

1. *Urban Fiesta*
Adrian Litman, Santa Rosa, CA
Depot Park
2. *Talisman*
Pamela Ambrosio, Tuscon, AZ
4th and Davis
3. *Drip Cube*
Craig Snyder, Plymouth, MN
Museum of Sonoma County
4. *Dew Drops*
CJ Rench, Hood River, OR
7th and Mendocino
5. *Entropy of a Tree*
Anthony Heinz May, Portland, OR
4th and Courthouse Square
6. *Rhythmic Dance*
Diego Harris, Upper Lake, CA
Courthouse Square
7. *Wheels Go Round*
Kate Davis, Denver, CO
Courthouse Square
8. *Preying Phantasy*
Lori Bowden, Santa Rosa, CA
JeJu Way
9. *Split Sight*
Cory Barr & Paul Man, Woodacre, CA
JeJu Way



What's New and Next

FILM Santa Rosa

- Santa Rosa Film Mixer, in partnership with Bay Area Film Mixer (BAFM) **Friday, February 27, 6 – 9pm**
- Improving permit process – welcoming to film makers
- Resource list for film productions to support local
- Next steps – location sizzle reel, connecting with business/hotel partners, draft marketing campaign



BAFM San Francisco, September Mixer



Alfred Hitchcock, *Shadow of a Doubt*

Arts Roundtable: *Designed for Dialogue*

- **Friday, October 24, 5- 7pm**, Santa Rosa Arts Center
- Arts and Culture feedback, collaboration, program development



9.7 Other Updates and Announcements

Other Updates and Announcements

- **United Soccer League (USL)**
- **Asawa panels**
- **Findings on fountain placement in courthouse square**
- **Permit process improvements (Director Level Permit)**
- **Entertainment Zone due diligence**
- **Conversations with childcare partners**
- **Quarterly Report online**

10. Future Agenda Items

11. Adjourn