

# City of Santa Rosa



## Legislation Details

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**File #:** 23-0720      **Version:** 1      **Name:** Economic Development Strategic Action Plan  
**Type:** CC- Report      **Status:** Agenda Ready  
**File created:** 9/12/2023      **In control:** City Council  
**On agenda:** 4/9/2024      **Final action:**  
**Title:** REPORT - APPROVAL OF A FIVE YEAR (2024-2029) ECONOMIC DEVELOPMENT STRATEGIC PLAN

**BACKGROUND:** 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. While the Plan’s main focus revolves around welcoming new and innovative businesses, workforce retention, and expansion, its objectives include community investment, infrastructure, and opportunity access. This well-vetted Plan rooted in sustainable, economic resiliency, encompasses a community engagement perspective and local and regional economic development alignment.

**RECOMMENDATION:** It is recommended by the Planning and Economic Development Department that the Council, by resolution, approve a five-year (2024-2029) Economic Development Strategic Plan.

**Sponsors:** Planning and Economic Development  
**Indexes:** Not a Project  
**Code sections:** 15378 - Not a Project  
**Attachments:** 1. Staff Report, 2. Resolution, 3. Exhibit A – The Economic Development Strategic Plan, 4. Presentation

Date	Ver.	Action By	Action	Result
4/9/2024	1	City Council	to waive reading of the text and adopt	Pass