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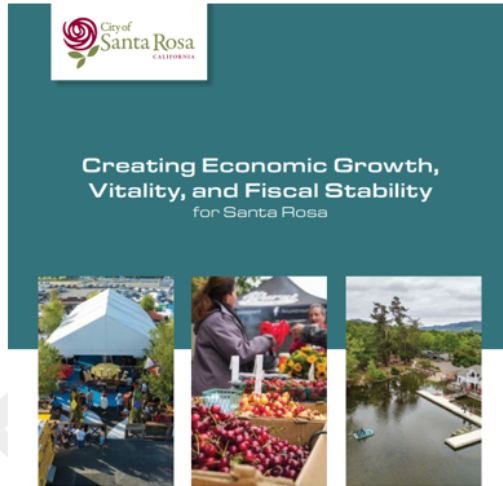
# **Economic Development Subcommittee Meeting**

**November 12, 2024**

# 6.1 Economic Development Strategy Implementation Plan Update

# EcDev Strategy Implementation Plan

## Santa Rosa Economic Development Strategy Implementation Plan DRAFT V.1.2



Economic Development Strategy  
Adopted April 2024

## Santa Rosa Economic Development Strategy Implementation Plan DRAFT V.1.2

City of Santa Rosa Planning and Economic Development Department,  
Economic Development Division

October 2024

Scott Adair, Chief Economic Development Officer

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# EcDev Strategy Implementation Plan

## A. Purpose

The purpose of the City of Santa Rosa Economic Development Strategy Implementation Plan is to layout a groundwork for effectuating action items and strategies as set forth in the City of Santa Rosa Economic Development Strategy. This implementation plan serves as a roadmap for achieving the goals and objectives set forth therein. The implementation plan is designed to be adaptable to changing circumstances and emerging opportunities, promoting long-term economic health and sustainability. Ongoing public input for modifications and improvements to the plan is welcome.

The primary role of the Santa Rosa Economic Development team (a Division of the Santa Rosa Planning and Economic Development Department) will be to adopt, inform, and administer this plan, ensuring that its strategies are effectively executed. Under the guidance of the Chief Economic Development Officer (CEDO), the team will not only oversee the implementation but also identify and secure the resources needed for ongoing plan maintenance and success. The CEDO's role is critical to monitoring the overall effectiveness of the plan, ensuring alignment with the city's economic goals, and making necessary adjustments to achieve optimal outcomes.

A key consideration in the implementation of this plan is avoiding duplication of efforts within the community. The Santa Rosa economic development team will ensure that strategies do not overlap or create unnecessary redundancies with existing programs managed by other partners or agencies. Where potential duplication exists, the team will focus on collaboration, cross-promotion, and joint efforts with these partners to align resources, achieve mutual goals, and enhance the efficient use of public funds.

This plan is intentionally designed to be malleable, allowing for adjustments and pivots as needed to adapt to evolving economic conditions. By maintaining flexibility in its approach, the City of Santa Rosa can foster economic resilience, remaining responsive to challenges and opportunities alike. The ability to modify the plan ensures that it remains relevant and effective, ultimately supporting a thriving and prosperous community.

For questions or comments please reach out to the City of Santa Rosa economic development team at: [economicdevelopment@srcity.org](mailto:economicdevelopment@srcity.org) or 707-543-3200.

## 6.2 Business Attraction, Retention and Expansion Update

# 6.3 Entrepreneurship and Small Business Update

## 6.4 Economic Vibrancy and Resiliency Update

## 6.5 Community Investment Update



## 6.6 KPI Tracking Update

# CA Office of the Small Business Advocate



Our Network Provides Consulting and Training to Support Small Businesses from Bright Idea to Successful Exit

Six Years of Real Results for California:

**723,077**

Small Businesses Helped

**9,469**

New Businesses Started

**671,597**

Jobs Created & Supported

**39,652**

New Contracts Landed

**\$2.6B**

Lending Capital Approved

[Get Help For Your Business](#)

**\$2.8B**

Equity Raised

## 6.7 Vacant Parcels Strategies and Pop-Up Program Discussion

# Next Steps

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To launch the Program by summer 2025, in conjunction with the Virtual One-Stop-Shop initiative, staff would propose the following timeline:

## **Q4 2024:**

- Research and review successful pop-up programs in other cities (San Diego, Santa Monica, San Francisco).
- Develop initial program framework, including pre-zoning and temporary permitting processes.
- Begin outreach to property owners and potential business participants to gauge interest and secure commitments.

## **Q1 2025:**

- Finalize program design, including the one-day online licensing process and the online property inventory platform.
- Draft policy documents and guidelines for participation.
- Continue stakeholder engagement with property owners and local businesses.
- Coordinate with the One-Stop-Shop development team to ensure seamless integration.



# Next Steps

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## Q2 2025:

- Obtain approval from City Council for program structure.
- Launch marketing and outreach efforts to promote the program to potential operators and property owners.
- Conduct final testing and launch the vacant property pop-up program by the end of Q2 2025, in tandem with the One-Stop-Shop.



**Program Structure and Focus:**

- Are there specific types of businesses or industries the subcommittee feels should be prioritized for the pop-up program? (e.g., retail, food, services, arts and culture)
- What outcomes does the subcommittee consider most valuable for this program (e.g., filling vacancies, supporting local entrepreneurs, activating public spaces)?

**Outreach and Engagement:**

- Does the subcommittee have suggestions on effective outreach strategies to attract property owners and business participants?
- Are there key community organizations or partners the subcommittee recommends engaging early on to support recruitment and program visibility?

**Policy and Guidelines:**

- Are there particular policy considerations the subcommittee would like included in the program framework, such as specific zoning requirements or permitting flexibility?
- Does the subcommittee have input on the proposed one-day online licensing process for pop-up operators?

**Marketing and Promotion:**

- What marketing approaches or platforms does the subcommittee suggest to ensure the program reaches a wide audience, including both property owners and potential pop-up operators?
- Are there specific events, community forums, or media outlets that the subcommittee recommends leveraging for program promotion?

**Program Evaluation and Adjustments:**

- What metrics or indicators does the subcommittee consider important for assessing the program's success after launch?
- Would the subcommittee be interested in setting periodic review points post-launch to evaluate the program and suggest improvements?

**Integration with One-Stop-Shop:**

- Does the subcommittee have recommendations for integrating the Virtual One-Stop-Shop with the pop-up program to enhance the user experience?
- Are there additional resources or services they believe the One-Stop-Shop should offer to complement the pop-up program's objectives?

# 9. Department Reports



Santa Rosa  
Economic  
Development  
Division

**City of Santa Rosa Economic Vision:** In pursuit of economic prosperity, the City envisions a future guided by principles of innovation, sustainability and inclusivity. Our strategic focus centers on leveraging these pillars to foster growth, attract investment, and cultivate a vibrant business environment that enriches our community.

**City of Santa Rosa Economic Goals:** To Achieve Business Growth, Economic Vibrancy and Resiliency, Community Investment.

**Economic Development Division Purpose:** To help the city and community to achieve and realize the above vision and goals, through...

**Economic Development Mission:** (How) Implementation of the Economic Development Strategic Plan.



End