

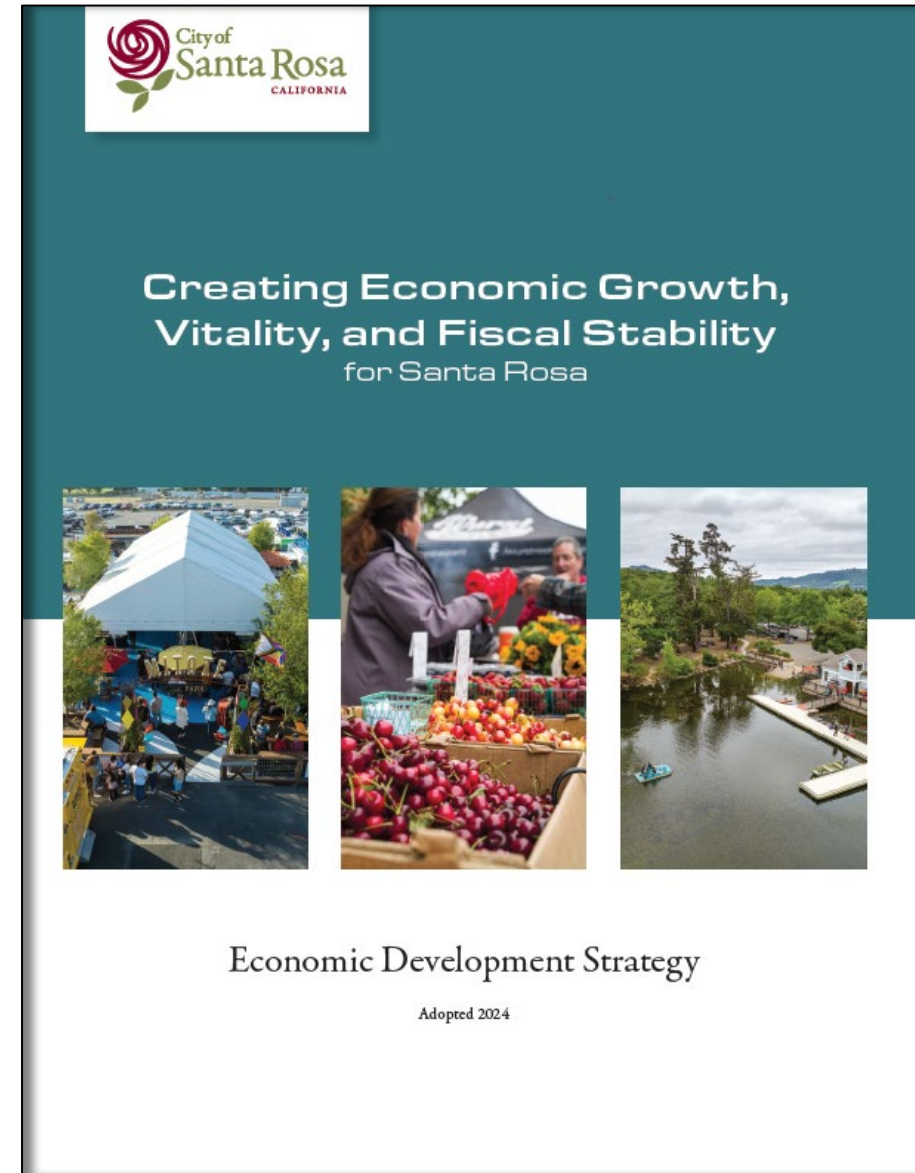
Economic Development Strategic Plan

City Council Meeting April 9, 2024

Gabe Osburn, Director

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Planning & Economic Development
Department



Economic Development Strategic Plan

COUNCIL GOAL STATEMENT

Economic & Community Vibrancy:

Sustain and develop a diverse and thriving economy that benefits Santa Rosa residents and businesses and contributes to the community's economic health while preserving historical and cultural integrity.

City of Santa Rosa Mission Statement:

To provide high-quality public services and cultivate a vibrant, resilient, livable city.

General Plan Update:

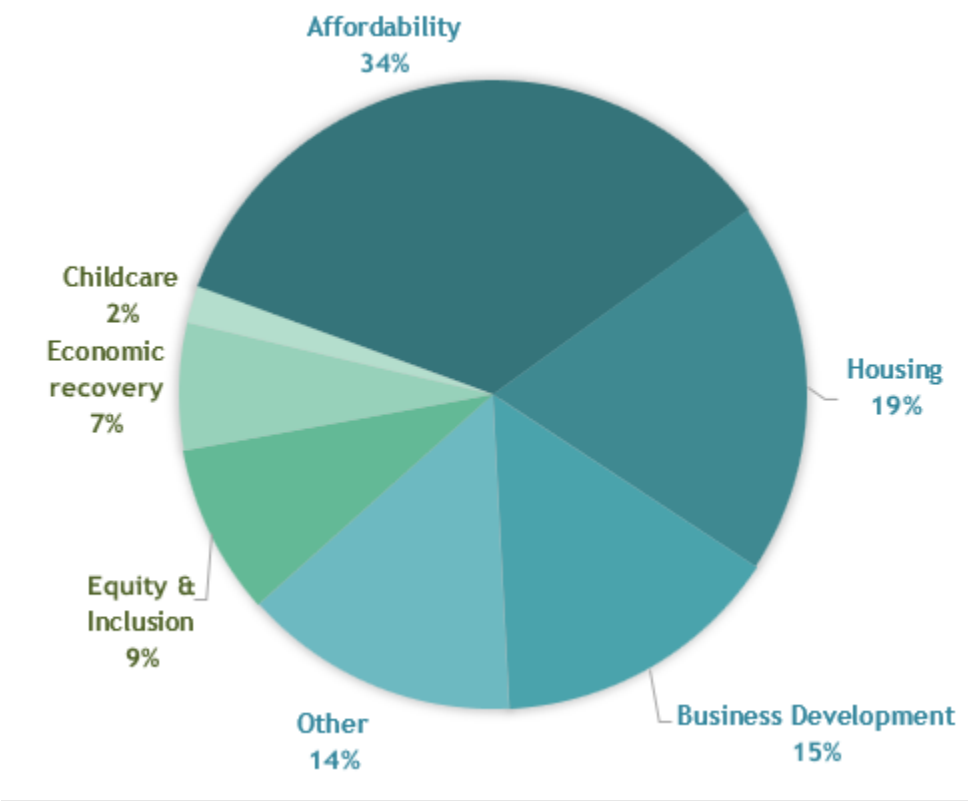
Emerging themes and alignment – live, work, recreation





Community and Partner Engagement

Most important issues for the Future of SR



Business owners and residents prioritized housing and affordability. Business owners selected business development next, whereas non-business owners selected equity and inclusion.

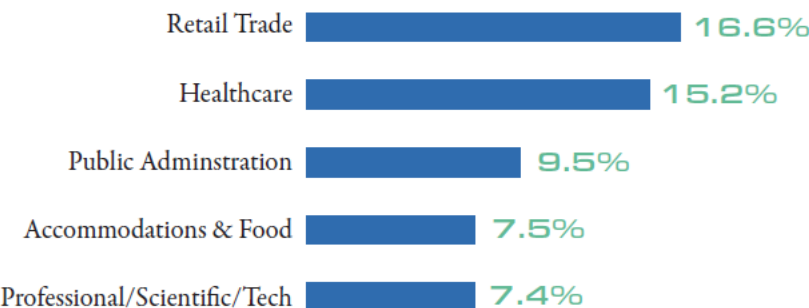
Santa Rosa Business

Demographics

Santa Rosa is the fifth-largest city in the San Francisco North Bay Area and the largest city in Sonoma County. It is home to roughly one-third of Sonoma County residents and businesses. The City has the North Bay's largest concentration of office, industrial, and retail space, making it the economic center of the region and the default destination for healthcare and government services.

8,416 Businesses

Top Industries by Employment



Unemployment Rate



Labor Force
Participation Rate



Age 65+



Community life in Santa Rosa

Residents and visitors alike can enjoy diverse entertainment, events, culinary delights, and natural wonders. Santa Rosa is the home of Charlie Brown and Snoopy at the Charles M. Schulz Museum and Snoopy's Home Ice, the place where Wine Country meets Beer City, the home and gardens of world-renowned horticulturist Luther Burbank, and offers not only a vibrant, urban downtown atmosphere full of culinary delights but also thousands of acres of rolling hills, seasonal streams, Spring Lake, meadows and woodlands for hiking, biking, fishing, and trail riding.

178,026 People



35.9%

of residents are of Hispanic origin



38.8

Median age



\$47,820

Per capita income



23.2%

of residents have a Bachelor's degree



37%



Bachelor's/
Graduate
Degree

31.1%



Some
College

15.9%



Only High
School

12.9%



< High
School



Community Life

\$761,268

Median home sales price



The 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.

1. Business Growth

We recognize that an environment conducive to business growth and attraction is built on clear communication and supportive policies. By aligning operational procedures and strategies, identifying and optimizing land opportunities, fostering collaboration, and actively promoting our region as an attractive business destination, we aspire to establish a flourishing ecosystem for existing enterprises while extending a warm invitation to new ventures.

2. Economic Vibrancy and Resiliency

The City's goal is to sustain a vibrant, livable environment while understanding the paramount importance of resiliency. It will do this by investing in and creating innovative infrastructure, supporting tourism, and identifying and supporting redevelopment opportunities.

3. Community Investment

By investing in and supporting our diverse community, we aim to understand and fortify against the economic challenges of today and tomorrow.



Business Attraction, Retention, and Expansion

Create a business-friendly, sustainable, and strong economy by attracting new businesses and expanding, retaining, and supporting existing businesses.

Actively support and empower the existing small business ecosystem while establishing clear pathways to enable successful and fulfilling small business ownership.

Goals:

- Create fiscal stability for the City, businesses, and property owners
- Support a thriving workforce
- Support and grow existing small business
- Support and promote opportunities for entrepreneurship
- Understand and remove barriers for immigrant, BIPOC, and women-owned businesses.





Create a vibrant and livable city by promoting and creating innovative infrastructure in support of economic accelerators.

Economic Vibrancy and Resiliency

Goals:

- Bolster Downtown housing, commercial and retail business
- Increase revenue to businesses and the City
- Support a thriving economy
- Support walkable neighborhoods
- Promote and enhance climate action goals and sustainability principles

Community Investment

Invest in and support our diverse community to fortify against current and future economic challenges.



Goals:

- Increase economic opportunity through upstream investment
- Support the diverse needs of all Council districts
- Address childhood poverty
- Strengthen early childhood education sector

Implementation



**Development of 5-year
implementation plan**



Staff driven



**Organize staffing
resources to best
align with the
fulfillment of
objectives**



**Develop tracking
platforms and report
out procedures**



**Be nimble and
respond to the needs
of the community
and the market**



Questions?

Gabe Osburn, Director
Jill Scott, Acting Deputy Director

