

Santa Rosa Economic Sustainability Strategy

Work Plan Fiscal Year 2008/2009

Initiative: Job Creation

First year has job growth focus since growth in jobs = growth in spending.

A. Business Retention & Expansion

Objective: Retain and help local businesses expand. The core activity of this initiative is the Business Visitation Program. Develop stronger relationships with local business, resulting in a better early warning system that provides an opportunity for the City and its partners to help at-risk businesses early on. Measures of success: number of visits by industry sector, number of companies served, number of jobs retained, number of jobs from expansions, capital investment from expansions, economic impact of retention & expansion projects, total amount of financing procured if assistance provided in this area.

- a. Collect and organize database of local businesses.**
- b. Visit businesses.**
- c. Create “leave behind”.**

Objective: Offer clear direction to source of resolution for any issues raised by business. Promote Economic Development department as first point of contact and list available services/programs.

- d. Implement Statewide Community Infrastructure Program (SCIP).** Include info with “leave behind.”
- e. Implement Solar America Initiative.** Include info with “leave behind.”
- f. Create “Team Santa Rosa”.**

Objective: Participating members connect businesses with resources; extend reach of all business resource organizations to make contact with businesses and promote all services. Enhance business-friendly climate by developing and implementing change that results in positive solutions.

- g. Continue utilization of City “Red Team”.**

Objective: Address issues identified during business outreach. Signify that assistance provided is action-oriented and cuts through “red tape” and bureaucracy.

h. Market & Continue Visitation Program: "Business First".

Objective: Increase contact with and interest by local business. Increase awareness of City and other services; improve City image.

B. Business Attraction to Existing Employment Centers

a. Inventory Available Real Estate.

Objective: Increased knowledge of all commercial real estate, available and occupied gives City ability to connect potential recruits with appropriate locations.

- b. Create Real Estate Advisory Board**
- c. Assess buildings & cross-match with targets.**
- d. Target industries.**

Objective: Identify businesses that align with City's vision.

C. Continue existing programs: Venture Communities, Small Business Week, LoopNet Subscription, EDSuite License, ESRI, ICSC Events, GRIP/STARS & MBIA Services, NBBJ Events

D. Report Accomplishments

- a. Update ED subcommittee quarterly and Council annually.**

E. Update Economic Conditions

- a. Update economic indicators annually. Use economic indicators from 2008 ESS as benchmark and check on progress. Present to Council and post on website.**