

Economic Sustainability Strategy



Status Update
February 17, 2009

Economic Sustainability Strategy



ESS Adopted June 2008

Job Creation

Increase Spending

Initial Focus: Job Creation
New Jobs = More Spending

Economic Sustainability Strategy Create & Retain Jobs



Business Visitations
Economic Development Administration Grant
North Bay Business Growth & Innovation Forum
“Green” Business Attraction
Business Attraction Training & Strategies
Business “Intelligence” Program

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Grow Spending



SCIP Partnership

Buy Santa Rosa

Retail Business Assistance

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Create Jobs & Grow Spending



Brownfields Loan
Solar Sonoma County
Meeting Facilitation
K-Mart Site

Economic Sustainability Strategy Create Jobs & Grow Spending



North Bay Business Journal Events

General Plan Update of Economic Vitality Component

Prioritize ESS