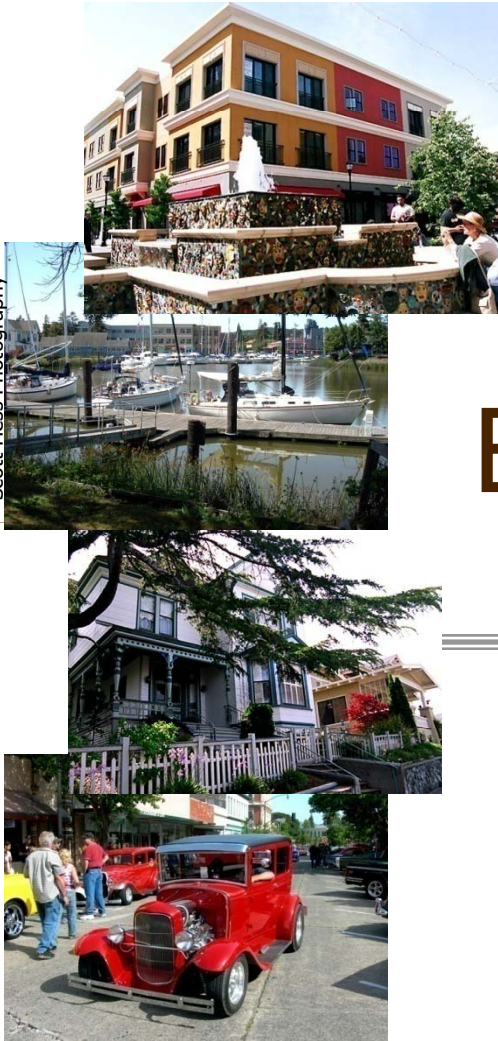


Scott Hess Photography



PETALUMA Economic Strategy

Presented by

Doug Svensson, ADE

Kathie Studwell, ADE

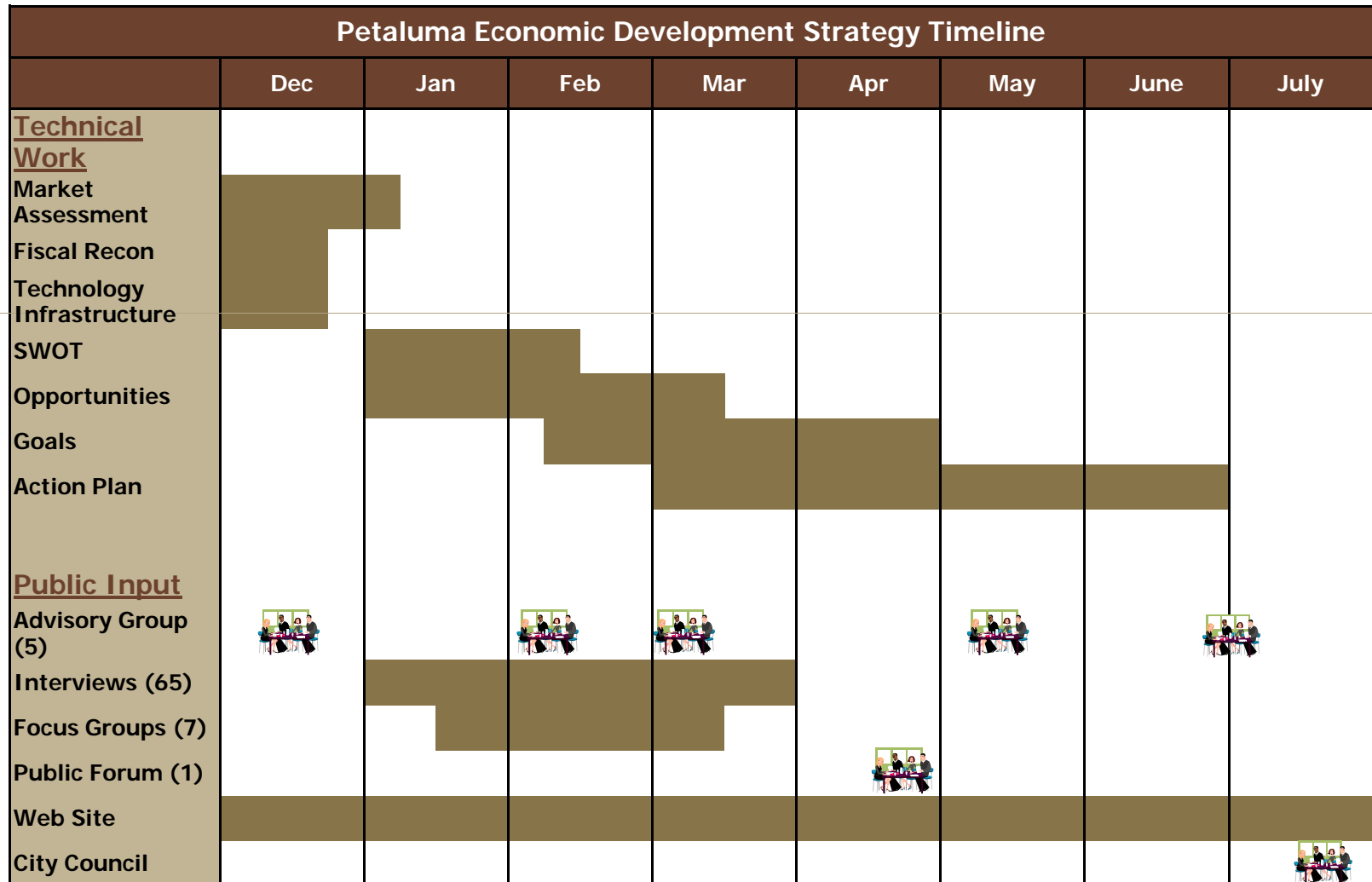


May 12, 2010

Agenda

- ✦ 4:00 Welcome & Overview
- ✦ 4:15 Vital Cycle
- ✦ 4:30 Guiding Principals
- ✦ 4:35 Vision Statement
- ✦ 4:50 Goals & Strategies
- ✦ 5:40 Public Comment

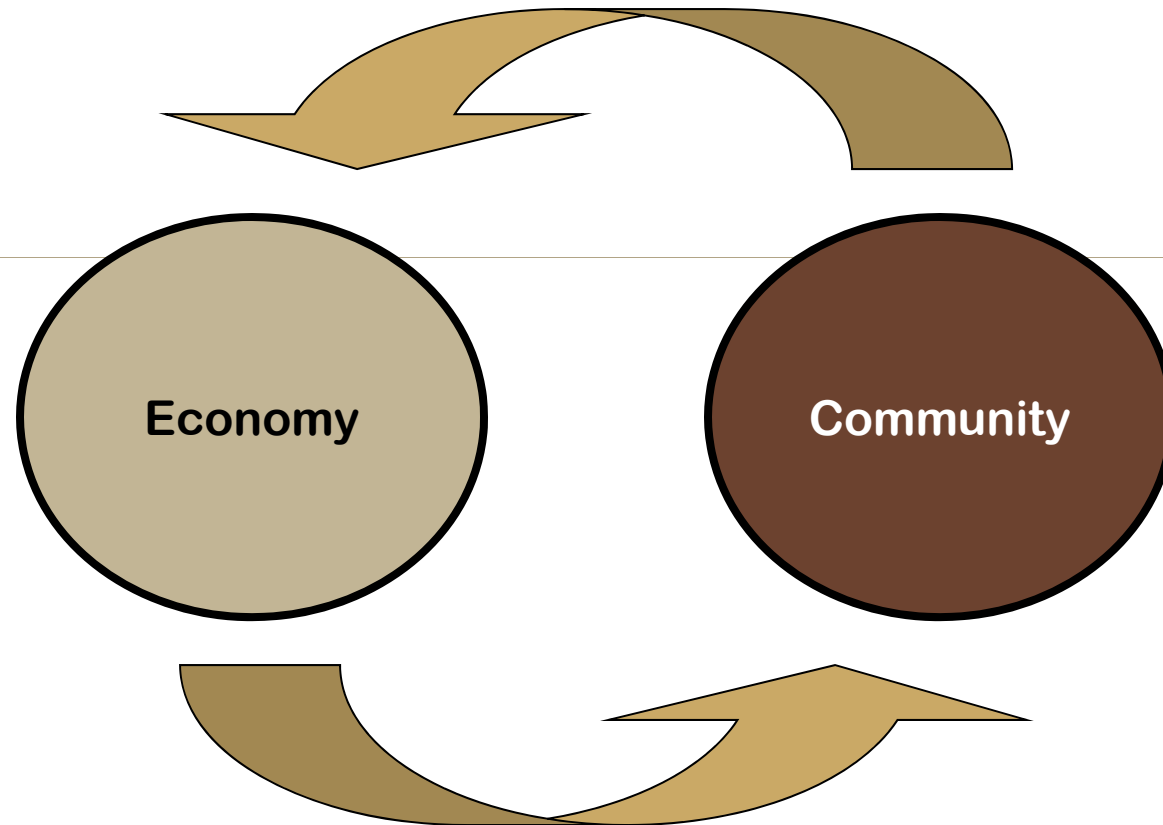
Timeline



Public Input

- ✦ Interviews: 65+
- ✦ 7 Focus Groups: small business; arts; Latino; technology; green industry; food processing; manufacturing.
- ✦ Public Forum ~ 24 attendees
- ✦ Website:
cityofpetaluma.net/edr/econplan.html

Vital Cycle



Economic Development

- ✦ Economic stability: a diverse economic base
- ✦ Economic opportunity: business growth potential and quality jobs
- ✦ Choice and access to shops/services
- ✦ Healthy tax base to sustain city services

Opportunities

- ✦ Manufacturing Clusters
- ✦ Tourism: Arts/Culture, Agri, Eco
- ✦ Redevelopment
- ✦ Services: Green, Medical

Vision Statement

Is positive and inspiring.
Describes a desired end-state,
Describes a desired future 10 years from now.
Is specific to Petaluma.
Is based on your values and beliefs.

GP Guiding Principles

- ✦ Enhance Downtown by preserving its historic character, increasing accessibility and residential opportunities, and ensuring a broad range of businesses and activities.
- ✦ Foster and promote economic diversity and opportunities.
- ✦ Expand retail opportunities to meet residents' needs and promote the city's fiscal health, while ensuring that new development is in keeping with Petaluma's character.

GP Guiding Principles

- ✦ Maintain a close-knit, neighborly, and family-friendly city with stores and parks easily accessible to residents
- ✦ Preserve and enhance Petaluma's historic character.
- ✦ All future growth results from infill.
- ✦ Enhance the Petaluma River corridor while providing recreational and entertainment opportunities.

GP Guiding Principles

- ✦ Continue efforts to achieve a jobs/housing balance emphasizing opportunities for residents to work locally.
- ✦ Foster a sustainable community in which today's needs do not compromise the ability of the community to meet its future needs.
- ✦ Ensure infrastructure is strengthened and maintained.

Vision Statement (example)

Petaluma builds on its authentic role as a historic river town, a hub of economic activity and the gateway to Sonoma County to provide a superb business climate and a quality of life that reflects its residents' commitment to economic, educational, social and environmental sustainability.

The growing business opportunities reflect the City's agricultural heritage, its strong manufacturing base and its many cultural and artistic activities.

Petaluma is an attractive tourist destination and a center of green technology businesses that provide living wages for Petaluma families and attract and retain multiple generation families.

Goals and Objectives

Economic Diversity

- ✦ Retain basic industries and attract new and complementary businesses to Petaluma.
 - (Basic industries include: food processing, other manufacturing, river-dependent industry, medical and pharmaceutical R&D, health care, green, etc.)
- ✦ Identify and support development of emerging markets & new business sectors, inc. environmentally responsible/green industries

Economic Diversity

- ✦ Form industry organizations, such as cluster organizations, as a means of supporting the growth of cluster industries and attracting similar and complementary firms.
 - ✦ For instance:
 - ✦ Diversified Manufacturing (Mfg101)
 - ✦ Food processing
 - ✦ Green technology
- ✦ Recognize, support, and expand the City's agricultural base and expand organic and specialty food niches.
 - ✦ Eg., Target business retention and expansion efforts to small food processing firms

Expand Existing Businesses

- ✦ Implement a business retention and expansion program (BRE) to strengthen and expand existing businesses and industries.
 - Identify target industries
 - Create BRE Committee
 - Conduct on-site business visits
 - Conduct annual business survey
- ✦ Provide technical assistance, outreach and mentoring to small businesses, including the growing number of minority businesses.
 - Identify small businesses with capacity and desire for growth
 - Provide business services through a network of services providers

Expand Existing Businesses

- ✦ Provide technical assistance, outreach and mentoring to small businesses, including the growing number of minority businesses.
 - Identify small businesses with capacity and desire for growth
 - Eg. Next generation information technology entrepreneurs formerly employed with large ICT firms
 - Green technology start-ups—take advantage of AB 811 opportunities
 - Provide business services through a network of services providers
 - Foster Latino entrepreneurship opportunities

Expand Existing Businesses

- ✦ Help existing tenants to expand so as to reduce the vacancy rate in Petaluma's industrial and business parks.
 - Coordinate delivery of business services, provide outreach and loan programs
 - Plan for adaptive reuse of vacant buildings
 - Clarify zoning ordinance; add some flexibility to enable expansion of some existing businesses

- ✦ Create an economic development website that provides useful information for businesses and links to technical assistance resources.

Expand Existing Businesses

- ✦ Offer courses in the K-12 system that help meet the skill needs of existing and target businesses.
- ✦ Enhance workforce training to complement needs of existing and target businesses.
- ✦ Form partnerships with organizations and agencies to enhance workforce training opportunities. This includes, among others, Sonoma County Workforce Investment Board, Santa Rosa JC, Santa Rosa Hispanic Chamber.
- ✦ Address gaps in availability of broadband services.

Business Attraction

- ✦ Establish and implement a business attraction campaign

- Identify target industries, such as . . .
 - Identify and encourage suppliers to local manufacturers to locate in Petaluma.

Attract more green business by providing incentives to existing industrial and office parks to go green and make green tenant improvements.

- Develop protocol for new business prospects
- Define the Petaluma product
- Create marketing message and identify marketing channels
- Prepare marketing materials
- Create Economic Development website

Increase Tourism

- ✦ Leverage Petaluma's unique historic, natural and cultural assets to promote heritage, agricultural, ecological, and arts/culture tourism in Petaluma.
 - ✦ package all assets and conduct joint marketing
 - ✦ market Petaluma as a destination and as a GATEWAY to coast, wineries, farms, ranches, beaches, Napa, river
 - ✦ market to other Sonoma Co. residents-day trips
 - ✦ promote culinary tourism
 - ✦ promote the designation of Petaluma Gap
- ✦ Support the rehabilitation and future operation of Heritage Trolley.

Increase Tourism

- ✦ Consider preparing a specific plan for the redevelopment of a portion of the Fairgrounds to allow for more visitor-serving uses, such as lodging, culinary tourism, wine and agri-tourism, conventions, etc.
- ✦ Form partnerships with regional tourism marketing groups, such as Sonoma County Tourism Bureau, Farm Trails, on-line marketing and others.

Sustainability

- ✦ Create a sustainable economy that maximizes social and environmental benefits and minimizes social and environmental costs through efficient use of land, joint planning of housing, jobs and transportation, increasing jobs/housing balance and providing higher-paying jobs.
- ✦ Incorporate green technologies in new infrastructure investments, become a test bed for innovative natural resource management and restoration
 - ✦ Eg., use available federal funds to clean-up Brownfield sites so they can be re-developed in a sustainable manner.
- ✦ Build on Petaluma's concentration of sustainable industries and infrastructure to help brand Petaluma as a sustainable city.

Strengthen Retail

- ✦ Ensure residents' easy access to shopping by attracting retailers that would expand local choice and reduce retail leakage.
- ✦ Identify and encourage retail activities that enhance local agricultural businesses and local agricultural products.
- ✦ Encourage retail activities that sell/distribute locally-manufactured products.

Downtown Vibrancy

- ✦ Maintain and expand Downtown as a hub of commercial and retail activity with residential opportunities.
- ✦ Facilitate new development within the Central Petaluma Specific Plan Area
 - Develop creative mechanisms for financing infrastructure replacement or extension, in addition to use of redevelopment funds.
 - Establish partnerships with other agencies and organizations to help implement the Specific Plan

Downtown Vibrancy

- ✦ Support the expansion of downtown businesses through implementation of a BRE program.
- ✦ Support growth of tourism related activities, including lodging within the downtown.
- ✦ Continue to promote Petaluma as a filming venue.

Fiscal Health

- ✦ Realize adequate City revenue from its economic base to sustain and enhance the public services and infrastructure needed by local residential, commercial and industrial activities and to support non-profit social service providers.
- ✦ Ensure new commercial development will have a net positive impact on Petaluma's economy, existing businesses, city finances and quality of life.

Build Capacity for Econ Dev.

- ✦ Build trust between interest groups
- ✦ Implement initiatives to improve civil discourse within the City
- ✦ Consider opportunities to attend workshops offered by organizations such as League of California Cities, California Association for Economic Development, American Planning Association and others.

Next Steps

- ✦ Complete Draft Strategic Plan
- ✦ Next Advisory Committee Review: June 30
- ✦ City Council Review ~ July 19?

Public Comment