

Scott Hess Photography



PETALUMA Economic Strategy

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Citizens Advisory Committee Meeting

September 29, 2010

Agenda

- ✦ 4:00 Welcome & Overview
- ✦ 4:15 Action Plan Summary
- ✦ 4:30 Action Plan: Short Term
- ✦ 5:00 Action Plan: 3-5 Years
- ✦ 5:25 Questions
- ✦ 5:40 Next Steps
- ✦ 5:45 Public Comment

Vision Statement

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 strong business climate and a quality of life that reflects its residents' commitment to economic, educational, social and environmental sustainability.

Action Plan Summary

- ✦ Develop basic organizational capacity.
- ✦ Network existing resources and leverage available funding to create an arsenal of economic development tools.
- ✦ Develop a business retention and expansion program to focus on re-tenanting existing building space.
- ✦ Utilize technology to increase the efficiency of the program, including an economic development website.
- ✦ Design and implement a marketing program for targeted industries.

Action Plan Summary

- ✦ Stimulate development of key sites identified in the Central Petaluma Specific Plan, particularly those associated with the SMART transit system.
- ✦ Develop visitor-serving facilities, amenities and services.
- ✦ Facilitate industry cluster development.
- ✦ Enhance the retail shopping mix and improve neighborhood commercial districts.
- ✦ Coordinate with workforce development agencies to match business skill requirements with local labor force training.

Action Plan: Short-Term

A. Build an Economic Development Program

1. Financing economic development program functions
2. Petaluma criteria for providing incentives/city assistance to businesses

B. Design and Implement a Business Retention and Expansion Program

3. Identify types of businesses to target for business retention and expansion services
4. Form an ad-hoc business retention and expansion committee
5. Develop and implement a campaign to conduct on-site visits
6. Conduct an annual business survey

Action Plan: Short-Term

C. Small Business Technical Assistance

1. Identify small businesses with capacity for growth
2. Provide business services through a network of service providers

D. Business Attraction Campaign

1. Identify target industries
2. Develop protocol for new business prospects
3. Define what Petaluma has to offer new or expanding businesses
4. Create marketing message and identify marketing channels & prepare materials
5. Create Economic Development Website

Action Plan: Short-Term

E. Reduce Vacancies

1. Coordinate delivery of business services, provide business outreach and loan programs
2. Plan for adaptive re-use of vacant buildings
3. Create additional flexibility in zoning
4. Impact fees

F. Facilitate New Development Within the Central Petaluma Specific Plan Area

1. Develop creative mechanisms for financing infrastructure replacement or extension
2. Establish partnerships with other agencies and organizations to help implement the strategies

Action Plan: Short-Term

G. Further Develop Tourism Assets & Services

1. Package attractions
2. Build more full-service hotels w/ meeting space
3. Leverage Fairgrounds as tourism asset
4. Conduct joint marketing
5. Market Petaluma as a green transportation hub
6. Track visitor trips

H. Develop a Fairgrounds Master Plan

Action Plan: 3 to 5 Years

I. Support Industry Clusters

1. Diversified manufacturing
2. Food and beverage processing
3. Construction and green building services
4. Hospitality and tourism
5. Health and wellness

Action Plan: 3 to 5 Years

J. Encourage Workforce Development

1. Conduct joint marketing of workforce development opportunities
2. Enhance workforce training offerings
3. Work with Sonoma County WIB
4. Enhance career technical training and school to work programs
5. Encourage green economy job training
6. Encourage vocational training in K-12 system

Action Plan: 3 to 5 Years

K. Technology Infrastructure

1. Make City's website more user-friendly
2. Conduct thorough technology assessment
3. Assess emerging technologies /uses
4. Promote City as "tech savvy community"

L. Enhance Retail Mix

1. Plan for transition of older retail centers
2. Support future expansion of Auto plaza

Questions

✦ Questions on remaining sections?

Next Steps

- ✦ City Council Review

Public Comment