

City Council FY 09/10 Strategic Plan
Priority Goals – Economic Development Department

Goal: Economic Development

Strategy: Enhance Salinas' economy by creating an environmentally friendly, business friendly environment and working collaboratively in the development of a highly skilled workforce.

Objectives	Six Month Measurements July 1 – December 31, 2009	Twelve month Measurements January 1, 2010 – June 30, 2010	Fiscal Impact
1. Adoption of an Economic Development Strategic Plan (EDSP).		Accomplishments and milestone successes to be reported at least every six months.	N/A
a. Preparation of an Incentive Policy for consideration and adoption by the Council.	Policy will include retail and industrial development incentive considerations. Meetings will be scheduled during July – October with goal for <i>policy adoption by no later than January 1, 2010.</i>	<i>Policy adoption by January 1, 2010.</i>	N/A
b. Development of area/regional marketing materials will follow adoption by the Council.	Marketing materials and webpage contract issued to Full Steam Marketing. Expect marketing materials and webpage to be <i>completed by August 1, 2009.</i>	Reprinting will occur as needed. Webpage will be updated at least monthly indicating new businesses locating to the salinas valley, expansion of existing businesses and new projects started.	Funded
2. Implementation of Salinas Valley Enterprise Zone (SVEZ).	Focus will be twofold: First efforts will be directed toward engagement of existing SV businesses and inform them of the many benefits the EZ program offers; additionally the SVEZ Program will be highly publicized for all business attraction initiatives.	Continuous.	Funded
a. Development of marketing materials including: Printed handouts, webpage and outreach meetings.	Marketing materials and webpage contract issued to Full Steam Marketing. Expect marketing materials and webpage to be <i>completed by July 1, 2009.</i> Outreach meeting <i>schedule will be established and published by July 1, 2009.</i>	Reprinting of materials on as needed basis. Outreach meetings within all SVEZ communities will occur on a quarterly basis.	Funded
b. OneStop ID card created for employees seeking employment.	Contract issued to Martella Printing for 3,000 pieces.	Re-printing as needed.	Funded
3. Enhanced sales tax revenues through retail expansion.	<i>Quarterly status reports will be issued: July 2009 and October 2009.</i>	<i>Quarterly status reports will be issued: January 2010, and April 2010.</i>	N/A

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a. Assist local retail developers in successful application review and approval of permitting.	New proposed seventeen (17) acre retail site being proposed at the intersection of San Juan Grade Road and Boranda Road. Another development opportunity is a proposed new Motel and Sit-down Restaurant located at John Street and Work Street. <i>Quarterly status reports will be issued: July 2009, October 2009.</i>	<i>Quarterly status reports will be issued January 2010, and April 2010.</i>	N/A
b. Assist major redevelopment developers with retail identification and recruitment.	Respond on a timely basis as determined by redevelopment plan approval progress. <i>Quarterly status reports with retail recommendations, contact information and other pertinent data will be issued in October 2009.</i>	<i>Quarterly status reports will be issued: January 2010, and April 2010.</i>	N/A
4. Increase employment opportunities through business expansion and attraction resulting in the creation of meaningful job creation.	<i>Quarterly status reports about number of visits, types of businesses visited, forecasted employment change data and other business operational information will be issued: October 2009.</i>	<i>Quarterly status reports about number of visits, types of businesses visited, forecasted employment change data and other business operational information will be issued: January 2010, and April 2010.</i>	N/A
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a. Initiate a formal Business Retention & Expansion Program.	<i>A computerized data collection and reporting program, Synchronist, used for BR&E interview responses will be implemented by August 19, 2009.</i>	<i>An annual report will be presented each year following the initial six months activity report.</i>	Funded
b. Business attraction efforts will focus on adding new suppliers/customers for the existing agricultural industry, alternative energy processes (crops for energy, solar manufacturing/installation/servicing, and wind turbine manufacturing/installation/servicing), research operations, and other new economy businesses.	Following adoption of the Economic Development Strategic Plan a formal marketing program and associated attraction plan will be initiated on <i>September 14, 2009</i> .	<i>Quarterly status reports will be issued: January 2010, and April 2010.</i>	Funded

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c. Encourage new business start-ups by local entrepreneurs.	Formalize assistance efforts with SUBA’s entrepreneurial development program through participation agreement/letter of understanding by <i>July 1, 2009</i> .	<i>Quarterly status reports will be issued: January 2010, and April 2010.</i>	N/A
5. Establish a Salinas Valley Regional Economic Development Public/Private Partnership Entity.	All five Salinas Valley municipalities have committed to the creation of a public/private partnership for the purpose of industry and business attraction. The Salinas Valley Economic Development Corporation (SVEDC) will include members from the private sector and public bodies.	<i>Update to the council on January 12, 2010.</i>	N/A
a. Initiate discussion with local community supporters whom will serve as a member of the initial Board of Directors.	Two interviews held with commitments received. Anticipate initial Board composition and <i>first meeting on September 15, 2009</i> .	N/A.	N/A
b. Create membership-funding approach.	<i>Completion by December 1, 2009.</i>	<i>Update to the council on January 12, 2010.</i>	N/A