



## CITY OF ALBANY ECONOMIC DEVELOPMENT COMMITTEE

### 2017 - 2019 Work Plan

Approved by the Economic Development Committee: March 2, 2017

Approved by the City Council: April 3, 2017

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#### Background

The following work plan identifies recent accomplishments, and priority work items for the upcoming work plan period. The work plan includes items identified as priority projects within the City Council's Strategic Plan. The Economic Development Committee shall review the work plan each year in January to identify accomplishments and ensure continued focus on completing work plan items. Work plans are presented to the Council every two years, and if a change is needed to the work plan outside of that schedule, the Economic Development Committee shall submit a "Request for Amendment to Advisory Body Work Plan" Form for review by the City Council.

#### Economic Development Committee Purpose

The purpose of the Economic Development Committee is to advise the City Council on matters related to promoting vital and inviting business areas and advancing economic development within the City. The Committee shall assess the current and ongoing business climate in the City and submit recommendations to the City Council intended to maintain a strong economic base in the City.

#### Recent Initiatives and Accomplishments

- Established both a short-range and long-range subcommittee to identify priorities to help facilitate economic development. Both subcommittees provided recommendations back to the Committee.
- Provided comments regarding the adoption of the City's updated General Plan in support of economic development principles.
- Developed a subcommittee to further analyze opportunities to re-establish a farmer's market.
- Reviewed a Request for Proposals for preparation of an Economic Development Strategic Plan and formed a subcommittee to interview and select consultant team to prepare Economic Development Strategic Plan.

## **2017-2019 Policy Review and Initiatives**

- Support and oversee the preparation of the Economic Development Strategic Plan. The Plan will include the following major work items:
  - Background data review, business sector and consumer demand analysis
  - Stakeholder/community engagement
  - Opportunities/constraints analysis
  - Review of permitting process and recommendations on best practices
  - Goals and strategies to attract, retain and expand businesses
  - Implementation Plan outlining implementation timing and funding strategies (short term & long term opportunities)
  
- Begin implementation of Economic Development Strategic Plan once adopted by the City Council. Final review of the Plan is anticipated to occur in late summer/early fall of 2017.
  
- Continue Farmer's Market subcommittee to identify options for a successful farmer's market. Including the following major goals:
  - Provide a community gathering opportunity/event that includes entertainment (music, children's entertainment, etc.) and place for local vendors (produce, crafts, prepared foods)
  - Create a draw to our local businesses downtown
  
- Identify opportunities to enhance Solano & San Pablo Avenues including repair/removal of broken/unused news racks and other dated furnishings.
  
- Identify opportunities to collaborate on projects with the Arts Committee to further arts in the commercial areas.