



STAFF REPORT

Date: Tuesday, September 9, 2014
To: Bryan H. Montgomery, City Manager
From: Dwayne Dalman, Economic Development Manager
SUBJECT: Adoption of the 2014 - 2015 Economic Development Work Plan

Approved and Forwarded to City Council:

Bryan H. Montgomery, City Manager

Summary and Background

The City of Oakley has experienced steady growth since its incorporation in 1999 and many steps have been taken to help with the overall economic development of the community. Along with the numerous capital projects and other programs to foster economic development over the last 14 years, there have been specific policy documents developed: In 2002, the City adopted an Economic Development General Plan Element; in 2009, the City completed an Economic Development Assessment; and in 2010, the City adopted an Economic Development Work Plan. In 2014, the City created and funded a full-time Economic Development Manager and a shared Senior Planner/Economic Development Analyst position as a commitment to further accelerate the Economic Development growth of the City.

The *Economic Development Work Plan* builds on the previous economic development efforts and improvements that have been made in the community to date. It was adapted from the 2010/11 Work Plan in order to meet the current needs of the community. A work session was held during the August 12th City Council Meeting to allow for Council input and comments on the draft Work Plan. In response to staff's presentation, the Council voiced their support for the program as presented.

The Work Plan outlines the key goals and elements of the Economic Development effort moving forward in the next fiscal year. It is anticipated that the plan will be annually reviewed and adapted to meet the evolving needs of the community as the plan is carried out.

The Work Plan Goals are shown as follows:

1. Prepare the City of Oakley to be a competitive location for the attraction of new business opportunities and investment in the community
2. Create a comprehensive marketing program
3. Provide tools and resources to help existing Oakley businesses grow and succeed

4. Facilitate new business opportunities and new investment in the community
5. Improve the look and feel of the City while maintaining its small town character

Fiscal Impact

The goals and action items in the Work Plan each have their own budgetary impact and are accounted for in the 2014 – 2015 Economic Development budget.

Recommendation

Staff recommends that the City Council approve the resolution formally adopting the 2014 - 2015 Economic Development Work Plan.

Attachments

- 1) Resolution
- 2) Proposed 2014 - 2015 Economic Development Work Plan

RESOLUTION NO. _____-10

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OAKLEY ADOPTING
THE 2014 - 15 ECONOMIC DEVELOPMENT WORK PLAN**

BE IT RESOLVED by the City Council of the City of Oakley that the 2014 - 2015 Economic Development Work Plan is hereby adopted, a true and accurate copy of which is attached.

The foregoing resolution was introduced at a regular meeting of the Oakley City held on the 9th day of September 2014, by Councilmember _____, who moved its adoption, which motion being duly seconded by Councilmember _____, was upon voice vote carried and the resolution adopted by the following vote:

AYES:

NOES:

ABSTENTION:

ABSENT:

APPROVED:

Randy Pope, Mayor

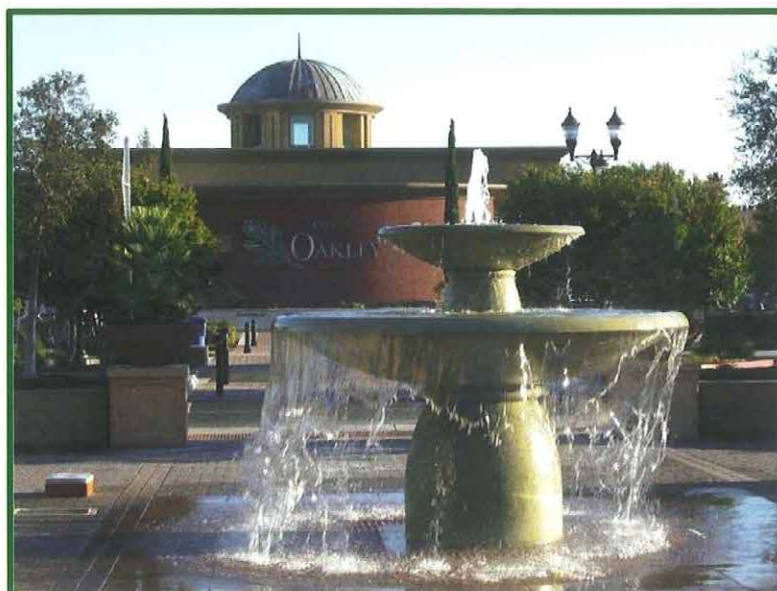
ATTEST:

Libby Vreonis, City Clerk

Date



City of
Oakley
Economic 2014 - 2015
Development
Work Plan



Executive Summary



The City of Oakley has experienced steady growth since its incorporation in 1999 and many steps have been taken to help with the overall economic development of the community. Along with the dozens and dozens of capital projects and other programs to foster economic development over the last 14 years, there have been some specific policy documents developed: In 2002, the City adopted an Economic Development General Plan Element; In 2009, the City completed an Economic Development Assessment; and in 2010, the City adopted an Economic Development Work Plan.

In 2014, the City created and funded a full-time Economic Development Manager and a shared Senior Planner/Economic Development Analyst position as a commitment to further accelerate the Economic Development growth of the City. The following Economic Development Work Plan outlines the main goals of the effort with corresponding elements and time-frames. The Work Plan's key goals and elements were adapted from the 2010/11 Work Plan in order to meet the current needs of the community and businesses in Oakley.

The Work Plan Goals are shown as follows:

1. Prepare the City of Oakley to be a competitive location for the attraction of new business opportunities and investment in the community
2. Create a comprehensive marketing program
3. Provide tools and resources to help existing Oakley businesses grow and succeed
4. Facilitate new business opportunities and new investment in the community
5. Improve the look and feel of the City while maintaining its small town character

Goals



Prepare the City of Oakley to be a competitive location for the attraction of new business opportunities and investment in the community



Create a comprehensive marketing program



Provide tools and resources to help existing Oakley businesses grow and succeed



Facilitate new business opportunities and new investment in the community



Improve the look and feel of the City while maintaining its small town character

Goal # 1

Prepare the City of Oakley to be a competitive location for the attraction of new businesses and new investment

A proactive approach to Economic Development involves laying the groundwork to prepare for the attraction of new businesses and new investment in the community. The first step in this process involves identifying sites that have the most potential for new development or for the expansion/location of existing businesses. Maintaining an inventory and marketing these sites will allow for increased visibility from the development and business community.

While some buildings and properties will be closer to “ready to go,” others will need improvements in order to realize their highest potential. The development of an incentive package will provide an opportunity for property owners to partner with the City in improving their properties.

❖ Implementation Elements

- Update the inventory of sites for new development
 - Partner to promote DuPont property
- Identify and maintain inventory of existing space for expansion/location
- Create and maintain listing on web page/ flyers
- Develop incentive package to promote new investment in the community
 - Downtown Revitalization Loan Program
 - Development Impact Fee Reduction for Commercial Projects
- Partner with Building, Planning & Code Enforcement to coordinate and streamline development and permit activities

Goal # 2

Create a comprehensive marketing program

With the groundwork completed of preparing the City to be a competitive location, a marketing program is needed to “spread the word” of Oakley as a desirable location for new businesses and new investment. The marketing program will highlight Oakley’s advantages through printed materials and on the Economic Development webpage.

❖ Implementation Elements

- Create printed materials that promote the City to new investment.
Materials to include the following:
 - City promotional piece
 - Demographics
 - Traffic Counts
 - Development site flyers
- Update the Economic Development pages on the City’s website
- Improve the Client tracking system

Goal # 3

Provide tools and resources to help existing Oakley businesses grow and succeed

A majority of new jobs created in a community comes from the expansion of existing businesses. Providing the tools and resources that existing Oakley businesses need to grow and expand is crucial to the Economic Development effort.

❖ Implementation Elements

- Enhance relationships with the business community and business provider partners
 - Annual business survey
 - Company visit outreach program
 - Strengthen partnership with Oakley Chamber of Commerce, Contra Costa Small Business Development Center and the Workforce Development Board
- Provide tools to promote local businesses
- Provide tools to strengthen local businesses
- Implement an Oakley Entrepreneur Development Program
 - 10-week Entrepreneur Business Plan Training
 - Consolidated Business Plan Forums
 - Workshop Series
 - One-on-one business consulting

Goal # 4

Facilitate new business opportunities and new investment in the community

Attracting new development and new businesses to the City is a key component of any Economic Development program. Preparing the City (Goal #1) and marketing the City (Goal #2) will pave the way for success in attracting new businesses and investment. Attraction activities center on the land that will be developed or the existing buildings that will house a new business/tenant. Identifying real estate with the most potential involves outreaching and developing relationships with realistic and motivated property owners. In addition outreach and relationships with the development and brokerage community is a key component for attraction efforts.

❖ Implementation Elements

- Identify real estate with most development potential
- Identify, develop and strengthen relationships with realistic and motivated property owners
- Further develop outreach efforts to development and brokerage community
- Partner with DuPont owners/consultants to further new investment
- Partner with regional organizations/initiatives

Goal # 5

Improve the look and feel of the City while maintaining its small town character

The “*look and feel*” or “*sense of place*” are key elements that the Economic Development program will work to convey in its attraction efforts. However, while Oakley continues to grow as a new city, there are key business corridors that do not convey the image and vision that Oakley is working towards. Attracting new investment to the City and retaining existing businesses is linked to the image that the City conveys. Economic Development efforts will work to improve the look and feel of key commercial corridors, while still maintaining the small town character that Oakley does not want to lose in the push for new growth.

❖ **Implementation Elements**

- Identify business corridor improvement and priority areas for revitalization
 - Identify funding sources for infrastructure improvements
 - Explore Business Improvement District or Property Improvement District for key commercial corridors
 - Develop Downtown Revitalization Loan Program to facilitate new investment in the downtown area

