



# Update: Economic Development Strategic Action Plan

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JULY 12, 2022

AGENDA ITEM 15.2

# Background

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- **Council Approval: January 24, 2022**
- **Supports Stockton's post-pandemic recovery**
  - Anchored by Six Key Goals
- **Seven Investment Areas, three Focus Areas**
  - Economy & Business
  - Infrastructure
  - Image & Branding
- **Data Tools & Resources**



# Strengthen Local Business Climate

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## Investment Area #1

### ➤ Milestones

- ✓ ARPA Program Development
  - ✓ Façade Improvement Program
  - ✓ Chamber District Support
  - ✓ Business Attraction & Expansion Incentives
- ✓ Exploring data tools & resources

### ➤ Next Steps

- ☐ Launch Façade Program
- ☐ Execute Chamber Support contracts
- ☐ Develop RFP for Downtown Implementation + Business Support
- ☐ Investor's Summit – Fall 2022



# Develop Workforce Capacity

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## Investment Area #2

### ➤ Milestones

- ✓ CaliforniansForAll Youth Workforce Development Program
- ✓ Business Visits

### ➤ Next Steps

- ☐ Community Economic Resilience Fund (CERF) participation
- ☐ Implement Workforce grant and execute contracts (CMO)





# Innovation Hub / Entrepreneurship

## Investment Area #3

### ➤ Milestones

- ✓ Launched updated Entrepreneurship Program (ARPA)
- ✓ Awarded \$1 million SBA Earmark Grant

### ➤ Next Steps

- ☐ Review Entrepreneurship applications / execute contracts
- ☐ Implement SBA Earmark Grant
- ☐ Planning for Pitch Event – 2023
- ☐ Build deeper connections to Wine Industry



**CITY OF STOCKTON**

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**NOTICE OF FUNDING AVAILABILITY  
FOR 2022 STOCKTON  
ENTREPRENEURSHIP ECOSYSTEM  
PROGRAM**

Deadline: June 30, 2022, at 5:00 p.m.

 [www.stocktonca.gov/edd](http://www.stocktonca.gov/edd) .....



# Transform Downtown

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## Investment Area #4

### ➤ Milestones

- ✓ Brownfield Grant for South Pointe
  - ✓ Awarded \$5.25 million for cleanup

### ➤ Next Steps

- ☐ South Pointe cleanup activities
- ☐ Negotiations & DDA development
- ☐ Support housing development





# Activate Public Spaces

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## Investment Area #5

### ➤ Milestones

- ✓ Flavor Fest
- ✓ Uplift Downtown activities (ARPA)
- ✓ Brownfield Grant

### ➤ Next Steps

- ☐ Flavor Fest – Year 2+
- ☐ Food Truck Ordinance (CDD)
- ☐ Free Public Wi-Fi





# Unify Community

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## Investment Area #6

### ➤ Milestones

- ✓ EDSAP Rollout
- ✓ City Website Redesign RFP
- ✓ Optimize use of City facilities

### ➤ Next Steps

- ☐ Website Update
- ☐ Supporting Parades / Events
- ☐ Drive-In Movie Night



# Promote Brand

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## Investment Area #7

### ➤ Milestones

- ✓ **Marketing RFP Issued (ARPA)**
- ✓ **Conferences / Trainings**
  - ✓ CA Land Recycling Conference
  - ✓ Innovating Commerce, Serving Communities (ICSC)
  - ✓ California Association for Local Economic Development (CALED)
  - ✓ International Economic Development Council (IEDC)
- ✓ **Community Event Participation & Engagement**

### ➤ Next Steps

- ☐ **Launch Marketing campaign**



Questions?