

Update: Economic Development Strategic Action Plan

JULY 12, 2022 AGENDA ITEM 15.2

Background

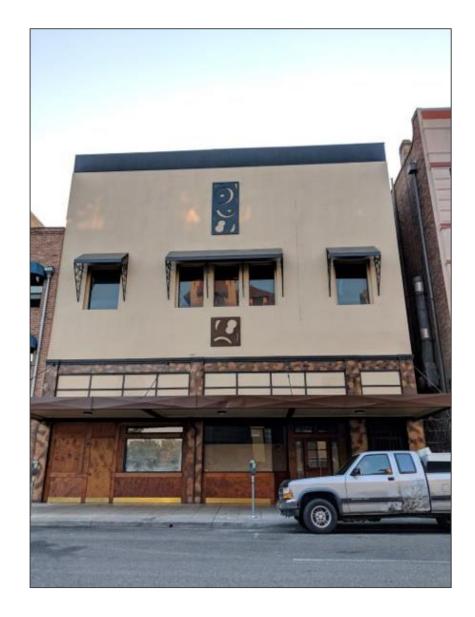
Council Approval: January 24, 2022

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

Investment Area #1

Milestones

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

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

Develop Workforce Capacity

Investment Area #2

Milestones

- CaliforniansForAll Youth
 Workforce Development Program
- ✓ Business Visits

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



Innovation Hub / Entrepreneurship

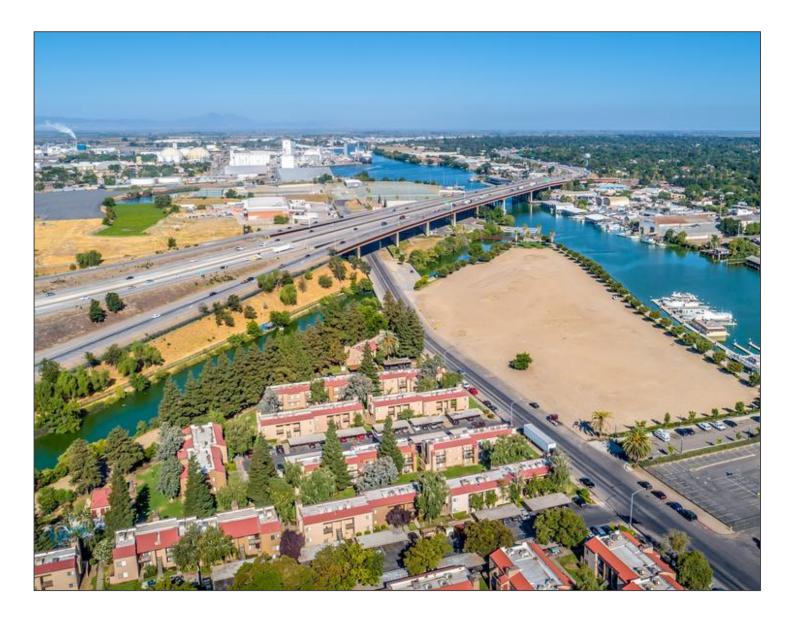
Investment Area #3

Milestones

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

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





Transform Downtown

Investment Area #4

Milestones

✓ Brownfield Grant for South Pointe

✓ Awarded \$5.25 million for cleanup

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



Activate Public Spaces

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

Investment Area #6

Milestones

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

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

Promote Brand

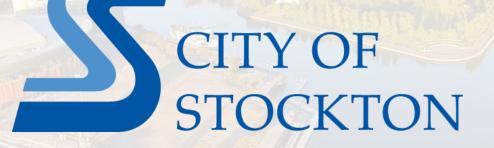
Investment Area #7

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?