

**GENERAL
PLAN
STEERING
COMMITTEE**

Presentation on Economic Development

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WHAT DO ECONOMIC DEVELOPERS FOCUS ON?

Growing Tax Base
Diversifying Tax Revenues
Activating Downtown: Housing & Retail
Place-making

WHY IS GROWING THE TAX BASE *important?*

The larger the tax base grows as a result of increased sales, the smaller the individual's share of the tax burden becomes. This leaves more money in the pockets of community residents and business owners. As a result families, individuals and businesses are able to purchase more goods and services that sustain the community and give it a solid and steady rate of growth.

DIVERSIFYING TAX BASE

A diversified economy is critical for sustainability. When business diversification is successful, it not only creates a hedge from downturns in specific markets, but it also allows a community to continue to be economically successful and expand the local tax base.

Effective diversification requires having a balanced mix of small, medium and large size businesses that not only meet the needs of today's economy, but are anticipating the needs of the economy in the future.



DIVERSIFICATION LEADS TO INVESTMENT

Communities that rely on only one or two industries are vulnerable to economic downturns. If one of these industries goes down, it can devastate an entire community. These cities are less appealing for new businesses seeking to open their doors.

Diversification provides protection against collapse. This also helps protect the tax base, which means that the community's civic services such as police, schools, fire departments don't have to curtail services that the community depends on.



DOWNTOWN HOUSING & RETAIL VITALITY



walkable urban fabric
transit-friendly downtown
strong daytime and nighttime economy

PLACE-MAKING

San Rafael is the hub of Marin County. San Rafael combines the vibrancy and variety of the big city with a welcoming open-door vibe that makes people feel right at home.

San Rafael has an eclectic range of people, cultures, ideas, activities, foods, arts, lifestyle and enterprises that make San Rafael a dynamic place to be.



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**THANK
YOU**