

DRAFT San Rafael Economic Development Strategies

Estimated Cost

\$ <\$50,000 thru Year 5
 \$\$ \$50,000 to \$150,000 thru Year 5
 \$\$\$ \$150,000 to \$300,000 thru Year 5
 \$\$\$\$ >\$300,000

NOTE: \$\$ Cost does not include allocation of current Econ Dev staff salaries

Estimated Workload

10-20% of employee workload during timeframe
 20-40% of employee workload during timeframe
 40-60% of employee workload during timeframe
 60-100% of employee workload during timeframe

Star (*) denotes items that generate revenue / funding capacity

1: Support Business / Development

#	Task	Cost	Workload	Timeframe
1.1	BEAR Program	\$	2 people	Year 1
1.2	Technical Assistance Programs	\$	1 person	Year 2
1.3	Business / Development Data	\$	1 person	Ongoing
1.4	Bi-lingual Staff	\$\$\$\$	4 people	Ongoing
1.5	Entrepreneurial Events	\$\$	2 people	Year 1

2: Downtown Reimagination

#	Task	Cost	Workload	Timeframe
2.1	Business Programs	\$\$\$	2 people	Year 3 - 4
2.2*	Explore conversion of the BBID to a PBID	\$	2 people	Year 1
2.3	Evaluate publicly-owned sites for reuse	\$	1 person	Year 2-3
2.4	Placemaking physical improvements	\$\$\$\$	2 people	Year 3-5
2.5	Other physical enhancements	\$\$\$	2 people	Year 3-5
2.6	Marketing / social media	\$	1 person	Ongoing

3: Analyze Implementation of EIFD

#	Task	Cost	Workload	Timeframe
3.1	Feasibility analysis / plan	\$	2 people	Q1-Q3
3.2*	Explore County Partnership	\$	1 person	Year 1-2
3.3*	Pursue Grants	\$	1 person	Ongoing

4: Strengthen Local Partnerships

#	Task	Cost	Workload	Timeframe
4.1*	Explore tourism funding models	\$	1 person	Year 1-2
4.2	Explore / expand events and programming	\$\$\$	2 people	Year 1-3
4.3	Marketing partnerships	\$	2 people	Year 1
4.4	Tourism marketing	\$	2 people	Year 1
4.5	Arts programming	\$	2 people	Year 1
4.6	Collaborate with service organizations	\$	2 people	Year 2

5: Attract High-tech Industrial Uses

#	Task	Cost	Workload	Timeframe
5.1	Revise zoning / processes for industrial uses	\$\$	3 people	Year 3-5
5.2	Pursue new industrial sectors	\$	1 person	Year 1-2
5.3	Evaluate tech industrial overlay zoning	\$\$	2 people	Year 2
5.4	Conduct outreach businesses, industry grps	\$	2 people	Year 1-2

6: Outreach for Private / Business Development Opportunities

#	Task	Cost	Workload	Timeframe
6.1	Identify / analyze sites for reuse	\$	1 person	Year 1-2
6.2	Outreach / collaborate with property owners	\$	1 person	Year 1-2
6.3	Pursue businesses / developers	\$	2 people	Year 2
6.4*	Cannabis business opportunities	\$\$	2 people	Year 2-3
6.5	Update Mobile Vender Ordinance	\$\$	2 people	Year 2-3

7: Workforce Development Programs

#	Task	Cost	Workload	Timeframe
7.1	Coordinate with orgs. for workforce development	\$	2 people	Year 3-5
7.2	Conduct outreach to local businesses / orgs.	\$	2 people	Year 3-5