

EXHIBIT A

**City of Sonoma & Sonoma Valley Chamber of Commerce  
Economic & Business Development Services  
3 Year Scope of Service (July 2021 – June 2024)**

- 1. Serve as the City's contract staff for Economic & Business Development Services**  
*Work with the City Manager and City Council to initiate studies, analysis, and programs to support and enhance the City's economic and business development services.*
  
- 2. Coordinate contracting of City of Sonoma Economic Development Strategy Plan**  
*Coordinate an outsourced research study designed to identify a focused economic development strategy using a public engagement/data driven process. (in preparation for General Plan update; last Economic Development plan created in 2005.)*
  
- 3. Small Business Assistance Services**  
*Continue to provide support for businesses requiring assistance with City processes, information and/or guidance; support the formation of new businesses. Identify top employers and develop ways to support and grow. Seek opportunities for the City to help businesses stay, thrive and expand.*
  - a. One-on-one business assistance: retention/expansion/recruitment
  - b. City Liaison: permitting, signage, project advisory committee, parking, etc.
  - c. Emergency Business Services: In the case of emergency situations, act as conduit for information exchange between local businesses and all relevant government agencies/municipalities. Coordinate outreach to inform local companies of upcoming challenges and assist with mitigation efforts.
  - d. Events: LOCALFEST, Shop Sonoma Campaign, TOPS, Sonoma's Tuesday Night Market
  - e. Resources: SBDC, SCORE, EDB-WIB, Green, Lending
  - f. Conduct business retention visits with key businesses to understand issues/needs
  
- 4. Economic Development / Diversification**  
*Continue and increase programs that add diversity, attract business interest, capitalize on existing local opportunities, attract young and diverse professionals; research (and possibly pilot) physical business incubator/co-location workspace.*
  - a. Creative Alliance

- i. Curate opportunities for engagement, continue to build on "First Thursday, Sonoma Art Walk"
  - ii. Provide targeted opportunities for assistance to creative community
  - iii. Develop additional collaborations with County's Creative Sonoma division, i.e. "painting of public utility boxes"
- b. Develop Industry Councils/ Alliances to Support Important and/or Growing industries
  - i. Provide staff support for aligned industry professionals to meet
  - ii. Collaborate with other organizations to determine areas of need in the Valley
- c. Connect people and businesses to ensure more business-to-business activity and opportunities to grow are cultivated. Plaza Business Alliance
  - i. Convene plaza overlay businesses at series of focus group meetings
  - ii. Develop Plaza Business advisory group
- d. Jobs Initiatives
  - i. Collaborate with WIB, Nelson Staffing, North Bay Leadership Council, etc., on Sonoma opportunities
  - ii. Host local job fair

**5. Community/Civic Development**

*Continue to build on existing efforts, strengthen collaborations, increase opportunities for youth and enhance the strong partnerships and engaged citizenry that are crucial to the quality of life in Sonoma.*

- a. Youth Engagement Sonoma (YES)
  - i. Convene collaborative civic youth engagement project (currently being designed)
- b. Strengthen Local/Regional Partnerships
  - i. Align local and regional goals and resources, and leverage investments through active representation and involvement in:
    - 1. Sonoma Valley Executive Director Roundtable
    - 2. Sustainable Sonoma
    - 3. Sonoma Development Center
    - 4. Regional Economic Development Professionals Task Force
    - 5. Sonoma Co. Regional Housing Task Force

**6. Communications / Data Collection / Outreach / Technology Enhancements**

*Continue to provide an outlet for communication of key issues to the business community; collect data that is useful for assessing business growth and opportunities.*

- a. DT Business Update, Weekly e-newsletter, Web hub for start-up & business assistance

- b. Data Collection/Curation
  - i. Annual business survey
  - ii. Plaza overlay mapping
  - iii. Jobs tracking
  - iv. County data liaison
  - v. Parking study
  - vi. SB 1383 plan for implementation
  - vii. Future of outdoor dining in Sonoma, continuation plan.
  - viii. Emergency preparedness planning
- c. Work with the City to expand and update the Economic Development web site and outreach materials.
- d. Look for software technology solutions for the City / Chamber to utilize to help businesses come to Sonoma and to grow their business in Sonoma.