



Economic and Business Development Services Steering Committee Meeting

Wednesday, April 10, 2019
2:30 - 4:00 p.m.
City Hall Conference Room

Committee:

Rachel Hundley, Sonoma City Council
Ramie Hencmann, Chamber Board of Directors
Cathy Capriola, City Manager
Mark Bodenhamer, Chamber CEO

Agenda

1. Public comment - At this time, members of the public may comment on any item not appearing on the agenda that are within the subject matter jurisdiction of the committee. Because of restrictions imposed by the Brown Act, the Committee may not engage in substantive discussion, nor take action on matters not described on the agenda.
2. Updates and discussions
 - a. Chamber Update (2018)
 - b. Review of 2017-2020 Scope of Services
 - c. Economic Development Strategic Plan – Update on Initial Outreach
 - d. Business Retention Visits
 - e. Retail Strategies / Downtown
 - f. Set 2019/20 Meeting Schedule
3. Future Agenda Items
 - a. Begin list of issues and efforts that this Committee would like to oversee in the future
 - i. Invite Economic Development Board for presentation and update
4. Adjournment

Attachments:

Scope of Services
EDSP Update

I do certify that a copy of the foregoing agenda was posted on the City Hall bulletin board and the City's web site no later than 24 hours prior to the meeting in accordance with the Brown Act.

Rebekah Barr, City Clerk

ATTACHMENT A

City of Sonoma & Sonoma Valley Chamber of Commerce Economic & Business Development Services *3 Year Scope of Service (July 2017 – June 2020)*

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. Events: LOCALFEST, Shop Sonoma Campaign, TOPS
- d. Resources: SBDC, SCORE, EDB-WIB, Green, Lending
- e. 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, i.e., "First Fridays,"
 - ii. Provide targeted opportunities for assistance to creative community
 - iii. Develop additional collaborations with County's Creative Sonoma division
- b. Innovation Alliance
 - i. Support these high productivity jobs in technology-based and emerging industries through regular meet-up opportunities
 - ii. Research pilot project for co-working/incubation
- c. Specialty Food Alliance
 - i. Develop programs and opportunities with the support of SBDC Specialty Foods counselor
 - ii. Host targeted meet-up/focus group
 - iii. Create inventory of commercial/commissary kitchens and potential retail opportunities

ATTACHMENT A

- d. Plaza Business Alliance
 - i. Convene plaza overlay businesses at series of focus group meetings
 - ii. Develop Plaza Business advisory group
- e. 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. Leadership Sonoma
 - i. Update and implement appropriate leadership/civic awareness program
- c. 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. Springs Tech Advisory
 - 5. Regional Economic Development Professionals Task Force
 - 6. 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
- 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.

To: City/Chamber Economic & Business Development Steering Committee
From: Mark Bodenhamer, Sonoma Chamber
Date: March 25, 2019
Re: Summary of Economic Development Strategic Plan Consultant Interviews

The City of Sonoma last conducted an Economic Development Strategic Plan (EDSP) in 2002. Since then, there have been a number of changes both within our own local economy and the general business landscape that make it important for the City to generate an updated plan.

In Summer of 2018, Cathy Capriola and Mark Bodenhamer began the process of seeking input and beginning to gather information regarding consultants who might potentially be hired to conduct execute the Plan. In addition, before preparing an RFP, staff wanted to learn more about different components and approaches to various types of economic development studies and strategic plans.

After reviewing dozens of EDSP from around the country, with emphasis on cities that were either near or similar in size to Sonoma, six consultants were selected as a starting point for the discussions.

Cathy and Mark interviewed each of the six firms for 40 minutes each via phone. These were intended to help with clarifying how the process works, evaluate different options for timing (as it relates to General Plan Updates) and learn about how different firms go about executing an EDSP.

The following is a recap of some of the themes that were discussed.

- TIMING
 - Most firms felt it was wise to do the EDSP prior to working on a General Plan Update so that economic realities can be utilized in big picture community planning.
- PROCESS / ENGAGEMENT
 - Numerous firms suggested the creation of a local “Advisory Group” of some kind while all agreed that strong community engagement during the analysis was important to educate, learn and improve understanding and buy-in of the results at the end of the process.
 - Some firms suggested a series of public meetings to gather input from various sectors of the community. This would benefit the process in terms of generating information and having the community feel ‘invested’ in the process,
- SCOPE / COMPONENTS
 - Housing was frequently discussed as a component that must be address in any EDSP in California, where housing issues impact many communities’ local economy.
 - The inclusion of Sonoma Valley as an influence in the study was cited multiple times as being important due to our symbiotic relationship. This raised a question of whether the study should be done jointly with Sonoma County.
 - Frequent suggestions that we work to identify new industries that are “win/win,” in that they might complement existing industries.

- Transportation and connectivity was mentioned as a key component by multiple firms due to the nature of the Bay Area economy and our housing situation.
- Multiple firms mentioned the inclusion of regional data as an important part of the process both as a measuring stick (how our growth and changes compare to surrounding communities) and as recognition that Sonoma is part of a larger economic system.

Some of the EDSP's (or other similar reports) from other communities that stood out as good examples, either in their entirety or due to individual components within, are available to view via the following links:

Healdsburg:

<https://www.ci.healdsburg.ca.us/DocumentCenter/View/5138/2011-Market-Analysis?bidId=>

Park City, UT:

<http://52.26.130.11/home/showdocument?id=41886>

Pasadena:

<https://www.cityofpasadena.net/economicdevelopment/wp-content/uploads/sites/3/Economic-Development-Strategic-Plan.pdf>

San Luis Obispo:

<https://www.slocity.org/home/showdocument?id=4901>

St. Helena:

<https://sthelena.civicweb.net/document/23872/Downtown%20Economic%20Strategy.pdf?handle=CC2D8D86C1564523AB8DB728305878B3>

Vail, CO:

http://www.vailgov.com/docs/dl_forms/Vail_Economic_Development_Strategic_Plan.pdf

Walnut Creek:

<http://www.walnut-creek.org/home/showdocument?id=19505>

The firms all had strong interest in working with our community and there are numerous options for how to proceed. While each had varying degrees of experience, they each brought many interesting concepts forward that will assist in our own planning if/when Council chooses to move forward with EDSP plans.