



**CITY OF ALBANY
ECONOMIC DEVELOPMENT COMMITTEE**

2019 - 2021 WORK PLAN

Approved by the Economic Development Committee: May 2, 2019

Approved by the City Council: May 20, 2019

Background

The following work plan identifies recent accomplishments, and priority work items for the upcoming work plan period. The work plan includes items identified as priority projects within the City Council's Strategic Plan. The Economic Development Committee shall review the work plan each year in January to identify accomplishments and ensure continued focus on completing work plan items. Work plans are presented to the Council every two years, and if a change is needed to the work plan outside of that schedule, the Economic Development Committee shall submit a "Request for Amendment to Advisory Body Work Plan" Form for review by the City Council.

Committee Purpose

The purpose of the Economic Development Committee is to advise the City Council on matters related to promoting vital and inviting business areas and advancing economic development within the City. The Committee shall assess the current and ongoing business climate in the City and submit recommendations to the City Council intended to maintain a strong economic base in the City.

Recent Initiatives and Accomplishments

- Supported and oversaw the preparation of the Economic Development Strategic Plan, approved by the Albany City Council on September 5, 2017.
- Assisted in implementation of the Economic Development Strategic Plan, including:
 - Identified opportunities for additional print and electronic marketing and outreach and provided feedback and outreach materials, including Façade Template and Social Media Strategy.
 - Identified opportunities to enhance Solano & San Pablo Avenues including increased maintenance and repair/removal of broken/unused news racks and other dated furnishings.
 - Met with the Arts Committee to discuss opportunities for expanding the arts and established criteria for placement of murals and sculptures in commercial areas.
 - Provided input on potential business uses for new development.

2019-2021 Policy Review and Initiatives

- Continue implementation of Economic Development Strategic Plan, including:
 - Identify options for a successful farmer's market.
 - Inform marketing and outreach materials, including a marketing brochure and promotional video.
 - Assist in developing and analyzing results of a survey to evaluate efforts related to business attraction, retention, and permit/customer service issues, and discover new ideas for supporting local business growth.
 - Continue to provide ongoing input on potential business uses for vacant properties and new development.
 - Continue to encourage art in commercial areas
 - Consideration of possible zoning changes along San Pablo Avenue corridor.