



**CITY OF ALBANY  
ECONOMIC DEVELOPMENT COMMITTEE**

**July 1, 2021 - June 30, 2023 Work Plan**

**Recommended by the Economic Development Committee: July 1, 2021**

**Approved by the City Council: September 7, 2021**

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**Background**

Each advisory body shall prepare a work plan to be approved by the City Council to ensure tasks being undertaken support the overarching goals of the Council and the City.

This work plan encompasses two fiscal years (July 1 – June 30), starting with the fiscal year following a regular City Council election. The work plan reviews progress on the prior work plan and identifies items for the next work plan period. The work plan includes items identified as priority projects within the City Council’s Strategic Plan.

The newly appointed advisory body shall draft a work plan during the first half of their first year. This will be presented to the Council for approval and implementation will begin in July. Tasks remaining on the previous work plan will be worked on between January – June.

The Economic Development Committee shall review the work plan mid cycle to identify accomplishments and ensure continued focus on completing tasks.

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.

Advisory bodies shall review their work plans at the end of the two-year term (November/December even calendar year) and create a status report of their work, including what was completed; what should continue; and what should be dropped. An optional narrative can explain decisions made regard individual items. This summary document will assist the bodies newly appointed at the beginning of the odd calendar year understand their role and enable them to develop their own plan going forward.

**Purpose of the Economic Development Committee**

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.

## **2019-2021 Work Plan Outcomes**

[Indicate whether each item was *completed*, *worked on*, or *not worked on*.]

Continue implementation of Economic Development Strategic Plan, including:

- Identify options for a successful farmer's market. (*Completed*)

*Narrative: The farmer's market subcommittee identified potential locations for a farmer's market, but ultimately decided that reintroducing a farmer's market to Albany would be less economically viable than a different type of regular, unique street event. This is mainly due to oversaturation from nearby farmer's markets in neighboring cities. The EDC would now like to work on identifying a successful regular, unique street event in Albany.*

- Inform marketing and outreach materials, including a marketing brochure and promotional video. (*worked on*)
- 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. (*worked on*)
- Continue to provide ongoing input on potential business uses for vacant properties and new development. (*worked on*)
- Continue to encourage art in commercial areas (*worked on*)
- Consideration of possible zoning changes along San Pablo Avenue corridor. (*not worked on*)

## **Fiscal Year 2021-2023 Work Plan Items**

[Indicate whether each item is *required* or *desired*.]

### **Regular Reports**

1. Designate Committee Member(s) to conduct research and consult with other Cities and organizations about strategies for economic development. A monthly report on findings is presented to the Committee by member(s). (*desired*)
2. Periodic report from commercial real estate broker(s) on economic trends. (*desired*)

### **Recurring Action Items**

1. Facilitate and provide input on potential business uses for vacant properties and new developments. Provide input on a business recruitment and retention plan with a particular focus on women, BIPOC, and LGBTQA+ owned businesses when it comes to the Committee. (*continued - desired*)

2. Work with the Arts Committee to encourage art in commercial areas. *(desired)*
3. Look for ways to collaborate with other City committees and local organizations. *(desired)*

### **One-time Action Items**

1. Assist in the design of an economic recovery plan. *(desired)*
2. Support businesses by providing best practices for recruiting and hiring. Help increase employment in the City with a job fair and a web portal for businesses to post job ads and receive employee resumes. *(desired)*
3. Inform marketing and outreach materials, including a marketing brochure, a promotional video, social media, and a web portal. *(continued - desired)*
4. 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. *(continued - desired)*

### **Potential Future Work Plan Items**

1. Review and update the Economic Development Strategic Plan. *(desired)*
2. Provide input of wayfinding signage to increase visibility of City when presented to Committee. *(desired)*
3. In lieu of a farmer's market, identify options for a successful regular, unique street event in Albany. *(continued - desired)*
4. Research and identify options for a business improvement district plan. *(desired)*
5. Research options for a commercial district shuttle in Albany. *(desired)*
6. Work with the Climate Action Committee to develop sustainable guidelines and programs to share with businesses. *(desired)*