



ECONOMIC VITALITY COMMITTEE REPORT

April 15, 2021
Economic Development

TITLE: COORDINATED BUSINESS SUPPORT PROGRAM UPDATE

In 2013, the City Council adopted the current Economic Development Strategic Plan which the Economic Vitality Committee uses as the foundation for its work. The plan comprises 3 focus areas:

- Priority Area A: Business Development and Communication
- Priority Area B: Built Environment and Workforce
- Priority Area C: Economic Health and Resilience

As identified in the strategic plan there are several actions related to providing business assistance, including ongoing outreach and coordination on issues like property leasing, development, and municipal services; conducting site visits, and regularly scheduled gatherings and events for business leaders; soliciting feedback from businesses regarding concerns and need for improvements via tools such as the regular business survey and various business leader roundtable discussions; communicating the attributes of Pleasanton as a business location; developing a communication program to outreach to Pleasanton businesses; and educating residents of Pleasanton regarding the contributions of businesses to the overall quality of life.

DISCUSSION

Framework

At its February 18 meeting, the EVC received an overview of the Coordinated Business Support program including strategies and activities that have been implemented and still in progress. The EVC provided feedback on additional strategies and activities to consider adding to the program, which are now incorporated into the five pillars of the framework:

Business Support - Ombudsman services, local purchasing practices, business support network

Business Engagement – Innovation Tri-Valley (ITV) 2040 Vision, business needs survey, *Doing Business with the City* guide and workshop, “How Do I...?” video series, business e-newsletter, business visits

Business Promotion - business events (e.g., Beyond the Cloud, #GameChangers, etc.), economic assets report update, life sciences summit and infographic/map, business highlight video, business anniversary recognition, inPleasanton.com

Business Assistance – business assistance brochure update, business support fund loan program, online zoning portal, permitting programs, financing and parking allowance, Commendable Commutes

Resident Awareness – gift card program, downtown light pole flag update, Support local campaigns and videos, social media

A visual framework for the business support program is provided as Attachment 1.

As businesses are allowed to further reopen under the State's color-coded Blueprint for a Safer Economy and as part of the EVC's discussion in February, specific programs and activities which provide immediate support are underway. These activities and programs are assigned under the Business Promotion and Resident Awareness pillars as follows:

Business Promotion

Tri-Valley Recovery Marketing Campaign

Visit Tri-Valley (VTV), the Tri-Valley's destination marketing agency, represents the cities of Dublin, Livermore, Pleasanton and the Town of Danville in bringing visitors to the region by raising awareness of the Tri-Valley as a visitor destination. As a result of local business and community stakeholder conversations throughout the pandemic, VTV identified the need for a local recovery plan for the Tri-Valley region that would encourage residents to explore their city and to support the recovery of local business that have been affected by COVID-19 pandemic temporary closures.

VTV's multi-phased reopening campaign brings the Tri-Valley cities together, including San Ramon, by highlighting the importance of spending locally. Each city will have a tailored theme – "To Pleasanton, With Love" – which invokes memories of dining at favorite Pleasanton restaurants, shopping in historic downtown Pleasanton, enjoying local activities such as shows at the Firehouse Arts Center and attending Concerts in the Park, to name a few. The theme is intended to remind residents why they love Pleasanton and ask the community to make a promise to support local businesses during this time of recovery.

The campaign will kick off in late Spring and run for a few months. A Promise Pass will be introduced which will feature participating local businesses offering a special savings. Residents can show the pass at participating businesses on their mobile device to receive the savings.

Marketing of the campaign will be accomplished through an extensive media plan including TV commercials, radio, print, social media, direct mail, webpage, and several promotional pieces.

Visit Tri-Valley President and CEO Tracy Farhad will offer a presentation about this campaign.

Resident Awareness

Downtown Pleasanton *Shop Small, Support Local* Videos

In partnership with the City of Pleasanton, the Pleasanton Downtown Association (PDA) launched *Shop Small, Support Local*, a campaign to encourage the Pleasanton community to shop, dine and visit local. The campaign, launched in November 2020 is a spinoff and extension of *Small Business Saturday*, which promotes vitality downtown and encourages residents to support local businesses by emphasizing the importance of why shopping local is vital, calling attention to the valuable and distinct contributions small businesses make to the community and local economy.

A video series to continue promoting downtown vitality was introduced in March, which consists of videos highlighting downtown business owners and includes commentary by Mayor Karla Brown and PDA Executive Director Tiffany Cadrette. The video series offers the opportunity for the community to get to know the downtown Pleasanton business owners and teams of the businesses. Videos can be viewed at <https://www.pleasantondowntown.net/shopsmall>.

Main Street Closure for A Weekend on Main

In 2020, Main Street was closed to vehicular traffic from 2:00 pm on Friday through Sunday at 9:00 pm to support downtown businesses by providing business expansion capability on to the street. Numerous downtown restaurants and some retail businesses participated by submitting applications through the City's Planning Department. The Main Street closure and downtown reactivation occurred every weekend from mid-June through November 1. Community response to the closures was very positive. Based on the results of a survey of downtown businesses, *Weekend on Main* will return this year, beginning Friday, April 30 through Monday, September 6, 2021. The process for businesses to participate will be similar to last year, where they will submit a no cost application through the Planning Department.

PDA Executive Director Tiffany Cadrette will offer a presentation about these two programs.

EVC Input

The EVC is invited to offer comments and ask questions about the program presentations, and how they are being received by local businesses.

ACTION: PROVIDE FEEDBACK ON COORDINATED BUSINESS SUPPORT ACTIVITIES

Attachment 1 –Coordinated Business Support Program Framework, March 2, 2021