

## Economic Development Strategic Implementation Plan Priorities DRAFT

1.0	Economic Development Organizational Capacity Building Initiative	FY 2023-24 Yr1	FY 2024-25 Yr2	FY 2025-26 Yr3	FY 2026-27 Yr4	FY 2027-28 Yr5
1.1	Establish Yearly Priority Goals, Performance Benchmarks & Evaluation Metrics					
1.2	Adopt & Incorporate DEI Best Practices in Economic Development					
a	Update Business License application to gather demographic data					
1.3	Formalize Community & Business Partnerships					
2.0	Business Retention, Attraction & Expansion Program	FY 2023-24 Yr1	FY 2024-25 Yr2	FY 2025-26 Yr3	FY 2026-27 Yr4	FY 2027-28 Yr5
2.1	Launch Visibility, Marketing & Branding Strategy					
a	Create & Disseminate Pleasanton Assets brochure					
b	Track & Market Economic Development Success Stories					
c	Identify & Support efforts in marketing Pleasanton's potential redevelopment areas					
d	Track & Market "Quality of Life" Investments & Assets					
e	Plan & Support Marketing Events (ICSC, Life Science Summit, #GameChangers)					
f	Attend 2-3 sector-focused trade shows annually (Regional/State NAIOP, ULI, ICSC)					

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2.0 Business Retention, Attraction & Expansion Program	FY 2023-24 Yr1	FY 2024-25 Yr2	FY 2025-26 Yr3	FY 2026-27 Yr4	FY 2027-28 Yr5
<b>2.2</b> Launch BRE Program Communications & Outreach Strategy					
<b>a</b> Form BRE Program Working Group & Assign Quarterly Communications Strategy Tasks					
<b>b</b> Create BRE Target/Opportunity List Annually					
<b>c</b> Conduct Dedicated Business Outreach to Small, Women-owned, Minority and Disadvantaged Business Entities					
<b>d</b> Track business, developer & broker outreach targets; monitor results with a portal-based software tool (i.e., asana.com, Monday.com, etc.)					
<b>e</b> Update & Conduct Business Climate Survey					
<b>f</b> Publish Annual Business Climate Survey Results in an Annual Report					
<b>2.3</b> Launch Recurring Employer/Business Meetings to Create Touchpoints with City					
<b>a</b> Track Large Employer Business Outreach					
<b>b</b> Track New Business Outreach					
<b>c</b> Triage Critical Business Needs & Schedule Follow Up Visits					
<b>d</b> Deliver Targeted Assistance within 30 Days of Business Risk Discovery					

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2.0 Business Retention, Attraction & Expansion Program		FY 2023-24 Yr1	FY 2024-25 Yr2	FY 2025-26 Yr3	FY 2026-27 Yr4	FY 2027-28 Yr5
<b>2.4</b>	Expand Talent/Workforce Development Offerings					
<b>a</b>	Explore and establish Pathways Program Partnerships with Educational Institutions, Businesses & Workforce Board					
<b>b</b>	Market Life (Soft) Skills Training Program					
<b>c</b>	Market Occupation Certification & Apprenticeship Partnership Opportunities with Local Universities/Community Colleges					
<b>2.5</b>	Explore Outreach to non-Pleasanton Large Employers to explore campus expansion opportunities					

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3.0	Local Revenue Growth Initiative	FY 2023-24 Yr1	FY 2024-25 Yr2	FY 2025-26 Yr3	FY 2026-27 Yr4	FY 2027-28 Yr5
<b>3.1</b>	Launch Retail & Tenant Support Program					
<b>a</b>	Conduct Retail Inventory Assessment					
<b>b</b>	Manage, evaluate, and monitor Temporary Covid Business Assistance Programs (outdoor dining, grant and loan programs)					
<b>c</b>	Request a dedicated Retail Tenant Coordinator					
<b>d</b>	Identify Retail Focus Areas & Triage Closure Risks					
<b>e</b>	Adopt & Market Façade Improvement Program Updates (Eligibility requirements, allowable improvements, \$ thresholds, etc.)					

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<b>3.0 Local Revenue Growth Initiative</b>		<b>FY 2023-24 Yr1</b>	<b>FY 2024-25 Yr2</b>	<b>FY 2025-26 Yr3</b>	<b>FY 2026-27 Yr4</b>	<b>FY 2027-28 Yr5</b>
<b>3.2</b>	Facilitate the Pleasanton Downtown Association's implementation of a Property-based Business Improvement District (PBID)					
<b>3.3</b>	Launch City's "Support Local" Program					
<b>a</b>	Implement City's "Support Local" Marketing Plan Strategies					
<b>b</b>	Leverage & Partner with Community & Business Organizations for events, campaigns, etc.					
<b>3.4</b>	Tourism & Hospitality Program					
<b>a</b>	Leverage Visit Tri-Valley to promote Pleasanton through collaborative programs					
<b>b</b>	Facilitate hotel growth through expedited planning and permitting processes					
<b>c</b>	Explore opportunities and funding sources to grow new destinations					

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4.0	Entrepreneurship & Innovation Outreach Program	FY 2023-24 Yr1	FY 2024-25 Yr2	FY 2025-26 Yr3	FY 2026-27 Yr4	FY 2027-28 Yr5
<b>4.1</b>	Extend & Strengthen Regional Partnerships					
<b>a</b>	Propose a dedicated Life Sciences & Biotech Redevelopment Manager co-funded through Regional Partnerships					
<b>b</b>	Plan & Deliver an Annual Life Sciences & Biotech Career Day in Partnership with UC Berkeley's Life Sciences Entrepreneurship Center					
<b>4.2</b>	Launch an Economic Gardening Pilot Program to amplify Entrepreneurship & Business Support					
<b>4.3</b>	Launch an Entrepreneurial Networking and Mentoring Program					

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5.0	Major Projects Accelerator Program	FY 2023-24 Yr1	FY 2024-25 Yr2	FY 2025-26 Yr3	FY 2026-27 Yr4	FY 2027-28 Yr5
5.1	Market Research & Information Services for Businesses & Developers					
5.2	Create Business Roadmap to provide clear pathway for zoning and permitting					
5.3	Update Existing Local, Regional, and Statewide Incentives Bi-Annually					
5.4	Curate Business/Target Sector or Project-Focused Networking Events					
5.5	Deliver Developer/Broker Consortium Events					