



ECONOMIC VITALITY COMMITTEE REPORT

November 16, 2023
Economic Development

TITLE: ECONOMIC DEVELOPMENT INFORMATION/UPDATES

To ensure the Economic Vitality Committee is informed of actions and information pertaining to business-related projects and current business climate, the following documents are provided:

1. Actions of the Zoning Administrator & Planning Commission, November 7, 2023
2. Community Development Department Update, November 2023
3. Sales Tax Update, 2Q 2023 (April – June)

Upcoming Business Meetings and Events:

1. **Crime Prevention Webinar for Business Community**, Tuesday, November 14, 2023, 10 – 11 am, Zoom | Pre-register at bit.ly/CrimePrevWebinarNov14, No cost
 - Presented by the Pleasanton Police Department and City of Pleasanton Economic Development – Topics will include Business Protection, Community Collaboration, and Reporting and Communication, followed by an interactive Q&A session.
2. **Pleasanton: The Destination for Successful Innovation Luncheon**, Wednesday, November 15, 2023, 11:30 am – 1:30 pm, Casa Real at Ruby Hill Winery, 410 Vineyard Avenue, Pleasanton | Register at <https://pleasanton.chambermaster.com/eventregistration/register/4173>
 - Presented by City of Pleasanton and Pleasanton Chamber of Commerce - Event recognizes successful Pleasanton-based companies achieving advancements in their industry and making significant contributions locally and globally as this year's Economic Drivers.
3. **Small Business Saturday**, November 25, 2023
 - Presented by the City of Pleasanton and [Pleasanton Downtown Association \(PDA\)](#) to celebrate the entrepreneurial spirit of small business owners and support small businesses during the busiest shopping period of the year. Special Support Local tote bags will be provided to participating Downtown businesses to distribute to customers during the holidays.
 - To keep spending local, the City of Pleasanton is offering bonus gift cards with purchase of *Gift Pleasanton* eGift cards accepted at over 40 Pleasanton businesses. Visit [inPleasanton.com](https://inpleasanton.com) to take advantage of the special bonus offer starting on Friday, November 24, 2023, through the end of the year.
 - More information available at http://admin.cityofpleasantonca.gov/gov/depts/ed/business_promotion.asp

ACTION: RECEIVE ECONOMIC DEVELOPMENT INFORMATION/UPDATES