

CITY OF YUBA CITY  
STAFF REPORT

**Date:** June 3, 2008  
**To:** Honorable Mayor & Members of the City Council  
**From:** Administration  
**Presentation By:** Steve Kroeger, Assistant City Manager

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**Summary**

**Subject:** Economic Development Strategic Plan Recommendations  
**Recommendation:** Direct staff to finalize a formal Yuba City Economic Development Strategic Plan document and work plan for implementing the recommended actions of the Economic Development Advisory Group  
**Fiscal Impact:** None

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**Background:**

At your meeting of January 15<sup>th</sup>, the City Council appointed 24 community stakeholders to serve as an Advisory Group to assist in the development of the Economic Development Strategic Plan. Audrey Taylor, of Chabin Concepts, was retained to provide facilitation services for the Advisory Group.

The goal of the Advisory Group was to:

- Provide their perspective of the City's economic health, today and in the future
- Identify priorities
- Identify short-term, mid-term and long-term actions that can demonstrate success

Four work sessions were held in which the Advisory Group developed recommendations for an Economic Development Strategic Plan for the City of Yuba City.

**Analysis:**

The top three objectives being recommended by the Advisory Group as related to the Physical, Economic, Social and Political environment of the City are:

1. Create a positive and inspiring self-image
2. Grow opportunities for well paying jobs
3. Enhance the quality of life through collaborative and integrated actions

Even though not included in the Advisory Group recommendations, Staff suggests that the Council consider the formation of a standing Economic Development Advisory Committee to provide ongoing counsel and oversight of the Economic Development Strategy Plan following the adoption of the formal Yuba City Economic Development Strategic Plan.

Attached to this staff report is a brief overview of the three key objectives and recommended actions for each objective being proposed by the Advisory Group.

**Fiscal Impact:**

The contract for Chabin Concepts for facilitation services, strategy development and general economic development support services is \$50,000 and of that amount \$43,139 has been spent to date.

The Fiscal Year 2008-09 budget allocation (as proposed in the two year budget as adopted) includes funds for the implementation of an Economic Development program of \$218,545 in account number 4120 (Economic Development).

**Alternatives:**

1. Supplement and/or amend the Advisory Group recommendations.
2. Do not proceed with a formal Yuba City Economic Development Strategic Plan at this time.

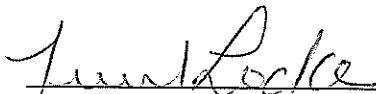
**Recommendation:**

Direct staff to finalize a formal Yuba City Economic Development Strategic Plan document and work plan for implementing the recommended actions of the Economic Development Advisory Group.


*Attachment:*

- *Economic Advisory Group Recommendations for an Economic Development Strategic Plan*

Prepared By:

  
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Submitted By:

  
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City Manager

Reviewed By:

Assistant City Manager  
Finance

  
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# City of Yuba City

## Economic Advisory Group Recommendations for an Economic Development Strategic Plan

Over the past few months an Advisory Group of Yuba City's key stakeholders has been meeting to develop a strategic direction for the city's economic development efforts. Following is a brief overview of the process and the recommended initiatives of the Advisory Group's working sessions:

### Economic Development Planning Goals, Expected Outcomes & Process

As directed by Council, the goals and outcomes were:

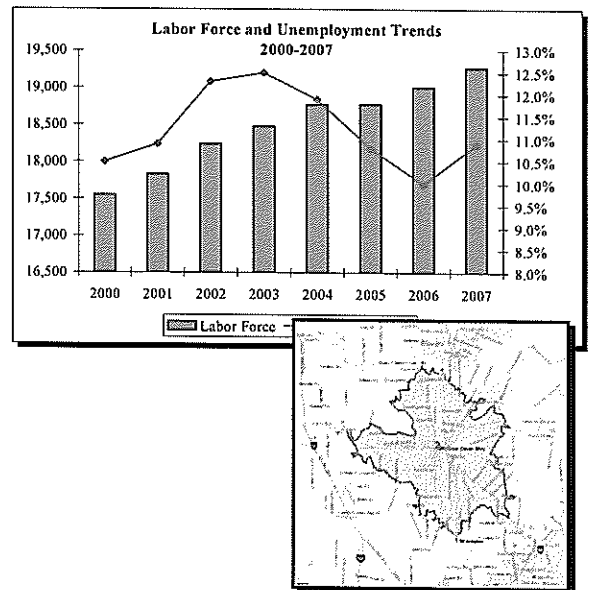
1. *Engage community stakeholders by appointing a Task Force as an Advisory Group to assist in the development of the Economic Development Strategic Plan.*
2. *Conduct meetings with the Task Force to:*
  - *Engage their perspective of the City's economic health, today and in the future*
  - *Identify Priorities*
  - *Identify short-term and long-term actions that can demonstrate success.*
3. *Implement 2-3 short-term actions that are visible and measurable.*

The 24-member Advisory Group met in four work sessions. The first work session provided an overview of City's capital projects and investments, Economic Data and Retail Market Data: this set the stage for the next work sessions.

Working in teams, the Advisory Group identified the top three objectives as it related to the Physical, Economic, Social and Political environment of the City.

The Advisory Group also defined *Why Economic Development is Important to Yuba City:*

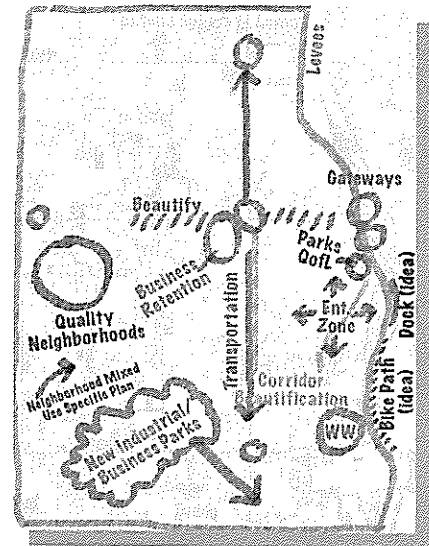
- Increase wealth
- Enhance community image
- Across the board business growth
- Keep jobs and talent local
- Maintain and enhance quality of life – safety, health, education, et al
- Create fiscal health and sustainability



## Recommendation: Three Key Initiatives

1. Create a positive and inspiring self-image.
2. Grow opportunities for well paying jobs.
3. Enhance the quality of life through collaborative and integrated actions.

Following are the recommended actions for each initiative with the “short-term” actions highlighted in yellow.



### 1. Create a positive and inspiring self-image.

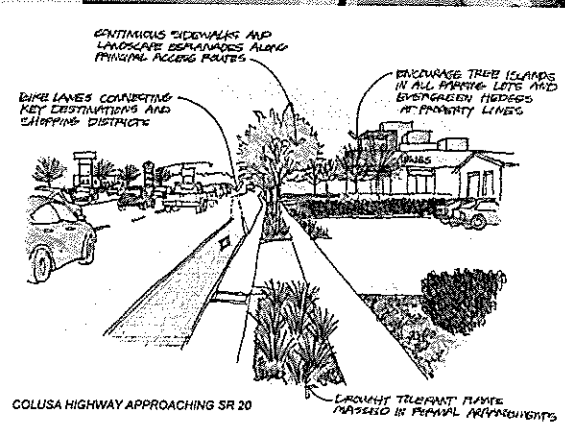
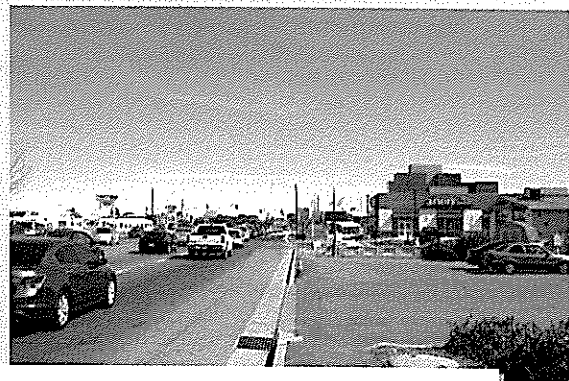
#### Actions:

##### ■ Gateways

- Beautification of all entrances & corridors
- Signage to create *Sense of Place*
- Enhance areas with landscaping
- *Create a Business Improvement District for corridors*
- Promote Plumas Street Shopping District

##### ■ Promotions

- Brand-*refreshed slogan*
- Think Green
- Promote assets – location, cultural diversity, recreation, etc
- Promote outside the area
- Promote community events, arts



## **2. Grow opportunities for well paying jobs.**

### **Actions:**

- **Business Space**
  - Identify land availability and potential new zoned areas for business
  - Identify buildings – incubator-type facilities for start up
  - Expand Sphere of Influence
- **Growth & Expansion of Existing Business**
  - Capitalize on the Enterprise Zone
  - Provide technical assistance
- **Steady Growth of New Business**
  - Target Entrepreneurs, <50 employees, Niche businesses, Green businesses
  - Creative developments –Riverfront, Ag Tourism, Retirement, Regional Transit Hub
- **Workforce & Education**
  - Promote developing more than administration at YC college campus
  - Work with organizations on documenting skilled trades
- **Business Climate**
  - Appoint a City Economic Development point person

## **3. Enhance the quality of life through collaborative and integrated actions.**

### **Actions:**

- **Infrastructure – Continue to develop and improve:**
  - Levees
  - Transportation
  - Water/Sewer
- **Education**
  - Collaborate with School Districts to promote career and vocational training
  - Think Green
  - Attract University Satellite Campus
- **Safety**
  - Zero tolerance – eliminate gangs
  - Youth Activities
  - Partner with health care to ensure availability of service for residents
  - Keep Police and fire a priority

## **Next Steps**

Finalize a formal Yuba City Economic Development Strategic Plan document and work plan for implementing the recommended actions of the Advisory Group. Work plan would include timelines, budget and responsible parties.

## **Acknowledgement – Economic Development Advisory Group**

Nancy Aaberg	Brian Fedora	Lee Jones
Ken Anderson	Darin Gale	Bill Meagher
Jaswant Bains	Doug Gibbs	Paul Mendoza
Karm Bains	Theresa Hamilton	Craig Starkey
Dave Burrow	Tom Hayes	Gary Thiara
Russ Clark	Greg Heckman	Dave Vaughn
Joe Del Pero	Kurt Hilbers	Tom Walther
Enita Elphick	Lew Hudspeth	David Yamamoto