

City of Brisbane

Agenda Report

Date: City Council Meeting of November 3, 2014
To: Mayor & City Council
From: City Manager
Subject: Economic Development Workshop

SUMMARY

Attached are several documents that provide background information for the Council regarding Economic Development issues and opportunities in Brisbane. While we will not be reviewing each document at the meeting they are points of reference that individual Councilmembers may wish to refer to as we have an open discussion of opportunities and priorities.

Attached documents are as follows:

Attachment 1 – Demographic Information

Attachment 2 – Top 25 Revenue Generators

Attachment 3 – General Plan excerpts

Attachment 4 – Economic Development Plan

Attachment 5 – Presidio Graduate School Green Marketing Plan

Attachment 6 – Crocker Park TAP (Technical Assistance Panel)

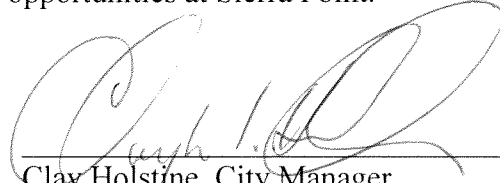
Attachment 7 – Social Media input from Userveice

FORMAT FOR THE MEETING

The purpose of this meeting is to identify the goals and objectives for our Economic Development program. We want to focus on Downtown Brisbane and Crocker Park (as they are identified in the 1994 General Plan). The Council Subcommittee will provide an opening overview of what they hope to accomplish and then staff will review some of the documents listed above.

The format will be informal with the Council seated around tables in a horseshoe shape on the floor of the Community Meeting Room as we have done in the past for Council Goal Setting and Workplan Workshops. Visuals of the planning areas will be available on the main wall of the Community Meeting Room. Strengths and Weaknesses taken from the SWOT analysis will be displayed (SWOT stands for Strengths, Weaknesses, Opportunities and Threats).

The next steps from this meeting will be to take the input from the Council and for staff and the Economic Development Subcommittee to identify strategies and programs to implement Council priorities. We anticipate coming back to Council sometime early next year to discuss some of the strategies as well as to have a discussion regarding opportunities at Sierra Point.



Clay Holstine, City Manager