

# *City of Brisbane*

## *Memo*

**Date:** Meeting of October 7, 2013  
**To:** Honorable Mayor and City Council  
**From:** Clayton Holstine, City Manager  
**RE:** Economic Development Plan

The City Council discussed the next steps for developing the City's Economic Development Plan at your meeting of August 19, 2013.

Due to the late hour of that discussion, Mayor Miller felt the Council would need more time at this meeting to further the discussion.

I have attached the agenda report from the last meeting for your reference.

# *City of Brisbane*

## *Agenda Report*

To: City Council via City Manager

From: Stuart Schillinger, Administrative Services Director

Subject: Economic Development Plan

Date: August 19, 2013

### **Purpose:**

Policy 8 of the Local Economic Development Chapter of the 1994 General plan states the purpose of Economic Development is to maintain and diversify the City's tax base, consistent with community character, in order to generate adequate revenues for City government and sustain a healthy local economy.

### **Recommendation:**

Discuss the next steps in developing and implementing the City's Economic Development Plan.

### **Background:**

The Economic Development Sub-committee of the City Council was formed in 2010. The sub-committee increased its efforts in the Summer of 2011 as a result of the pending loss of VWR which was responsible for over \$2,000,000 of the City's General Fund revenues.

Between September and November of 2011 Mich Mercado, a Management Talent Exchange Program employee, worked with the Economic Development Subcommittee to develop the beginnings of an Economic Development Plan. She made a presentation on December 20, 2011 to the City Council which included the following areas for follow-up:

1. Conduct a charrette to study land use and design for Crocker Industrial Park and Brisbane Village.
2. Study viability to employ a full-time or part-time Economic Development professional.
3. Evaluate current business climate.
4. Create Economic Development Action Plan (EDAPt).

The City Council directed staff to work on having a charette done related to the Crocker Industrial Park and Brisbane Village. City Council approved \$10,000 in the FY 2013/14 Budget to pay for a facilitator for this process.

The Council also directed staff to explore options related to employing an economic development professional. At the March 12, 2012 meeting staff brought back a variety of options on how to staff this function. The Council directed the subcommittee to reexamine what could be done without adding any additional staff and what the specific tasks a new employee would have. This will be revisited

after the City Council reviews and provides direction on the Economic Development Plan being presented tonight.

**Discussion:**

Over the past year the City Council subcommittee along with representatives of the Chamber of Commerce have put together the attached Draft Economic Development Plan. The plan is broken up into four areas:

Current Economic Environment – Pages 4 through 14 give background information on the current situation in Brisbane. What some of our challenges are, who are are our largest Sales Tax Payers and Employers are, and what the City has done so far to stabilize our revneues.

SWOT (Strength Weakness Opportunity Threat) Analysis – Based on surveys with businesses, conversations with brokers and owners for the Crocker Industrial Park and Sierra Point, the Presidio School of Management Report a current SWOT analysis was completed.

Vision – The vision outlined in the Plan is from the City’s adopted 1994 General Plan. The five main points are

- Stabilize and diversify the tax base;
- Serve the community by encouraging convenient and beneficial commercial development;
- Provide sufficient revenues for necessary City services;
- Facilitate employment of residents; and,
- See sustainable growth as dependent on preservation and replenishment of natural resources.

Action Steps – The plan concludes with a number of action steps the City could take to begin to see the vision of General Plan implemented.

**Fiscal Impact:**

The Charette is already in the budget so there is no additional budget authority needed for this process. Any additional work will be attempted to be completed with existing staff working in conjunction with the Chamber of Commerce. The subcommittee will continue to monitor progress towards the goals outlined above and report back to the full Council.

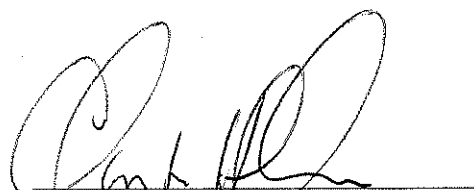
**Measure of Success**

This community can attract additional business or retain businesses which may otherwise have left town.

**Attachments:**

July 11, 2013 Draft Economic Development Plan

  
Administrative Services Director  
Stuart Schillinger

  
City Manager  
Clay Holstine