City of Brisbane

Agenda Report

To: City Council via City Manager

From: Administrative Services Director

Subject: Creation of an Economic Development Subcommittee

Date: May 3, 2010

Purpose:

To maintain or increase the quality of life for the Brisbane community creating a beneficial mix of businesses.

Recommendation:

Council could appoint a two person subcommittee to develop an economic development plan for the City.

Background:

In 2005 and 2006 the City had two separate subcommittees. One was related the issue of retail stores within the City and the other was related to existing businesses. The City also had two separate interns work on this issue as well as an employee from Palo Alto which we received through the Management Talent Exchange Program. Our first intern did an inventory of the building located on Sierra Point and within Crocker Industrial Park as well as determined the revenue generated from each area. Our MTEP person then surveyed the businesses to better understand what attracted them to Brisbane as well as what was missing from our community. The results of the survey showed our biggest attraction was our location and our biggest drawback was amenities. Our intern in 2006 helped to develop a business license plan which was passed in 2008. The new business license ordinance provides for greater revenues for businesses with gross receipts greater than $10,000,000 a year but gives a discount for those which generate sales tax within Brisbane.

At the Council's retreat in January 2010 staff was asked to put additional efforts towards economic development with an emphasis on being able to maintain the community's quality of life through future economic downturns. Staff has already met with San Mateo County Economic Development Agency (SAMCEDA) regarding this. SAMCEDA has hired Beacon Ecomonics to develop a County-wide economic multi-phase analysis. This will provide us with the beginnings of the information needed for our own economic development plan. After this analysis is done county-wide Beacon will offer at a discount a similar type of analysis for individual cities. We would anticipate working with Beacon to develop one for us so we can know the base demographics of our City and our strengths and weaknesses.

Staff is reviewing a variety of other Cities' websites to determine what information they have which would help businesses choose to locate there. As we roll out our new website it is anticipated that our

site will also include information related to doing business here. Staff is also talking with business relocation consultants to determine what they look for when helping businesses relocate.

Staff is also working with the Presido School of Management to develop a long-term relationship so we would have access to future classes and faculty to do projects as it relates to the City and the Baylands. We met with one of their Marketing Classes on April 25th to present the Baylands project and get some quick ideas on how we should provide information to the community related to the project. Also, staff talked with the School's newly formed MPA program students to build the relationship.

Discussion:

The Economic Development subcommittee could combine both the retail store subcommittee and economic vitality subcommittee efforts and develop a single focused economic development plan for the City. This plan could provide a road map for the City to ensure the quality of life is maintained or improved through ensuring the correct mix of businesses are located within Brisbane.
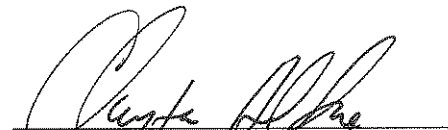
Fiscal Impact:

There is already money budgeted for an Economic Development Intern for this summer who will assist staff in developing a business marketing plan for the City. Future costs would be determined by the level of activity the Council chooses to approve.

Measure of Success

If the City is able to afford the services it wishes to provide.
If the revenues from businesses grows at a faster rate than the County as a whole.

Attachments:

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Administrative Services Director

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City Manager