

## Notes for Annual Strategic Work Plan Development

*“To devise economic development and enhancement strategies and programs which bring revenue and visibility for the city, assist the City’s businesses and job seekers in their efforts; and help meet the shopping and service needs of local residents by promoting retail business interests.”*

### **PURPOSE of Economic Development Commission (PGMC 3.04.070)**

- (a) Devise and recommend economic development and enhancement strategies and programs to the city manager and council; and
- (b) Assist the City’s businesses and job seekers in their efforts; and
- (c) Help meet the shopping and service needs of local residents by promoting retail business interests; and
- (d) Ensure coordination of efforts by the Pacific Grove Chamber of Commerce, the Pacific Grove Business Improvement District, the Hospitality Improvement District, the Monterey County Convention and Visitors Bureau, and the City; and
- (e) Perform other duties and functions as set out in this chapter or as may be required from time to time by specific direction of the council.

### **Opportunities/Ideas**

- Annual Business Walk
- “You’ll Find It in Pacific Grove!” – think local campaign
- Partner with local economic development programs for training, education, promotion (Monterey County Business Council, Startup Challenge; Monterey Bay Economic Partnership)
- Property Assessment District
- Draft and support ordinance re encroachment permit and use fees for all stores that use sidewalks for merchandise
- Parking program for downtown business owners/employees
- Develop a Shared Work Space in the city
- Encourage stores to stay open later & weekends
- Expand First Friday with more participants; develop events for every Friday (2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>) such as Concerts, Movie @ LoversPoint, Food Fest, etc.
- More promotional marketing with Big Events – AT&T, Jazz Festival, Concours
- Improve infrastructure – cellular, Fiber optic installation, electric charging stations
- Promote PG App to residents
- City website to include all businesses, sorted by category; also link for PG job opportunities
- City connects with Businesses via newsletter (constant contact) or Facebook page
- Events: Chautauqua Days; First Friday, Central Avenue, others?

**PLEASE BRING YOUR IDEAS TO THE MEETING**