



**TO:** Elizabeth Pauli, City Manager  
**FROM:** Carol Wolfe, Acting Director, Community and Economic Development  
**COPY:** Economic Development Committee  
**PRESENTER:** Shari Hart, Economic Development Specialist, Community and Economic Development  
**SUBJECT:** Update to Economic Development Strategic Plan  
**DATE:** January 14, 2025

**PRESENTATION TYPE:**  
Other: Strategic Planning.

**SUMMARY:**  
In 2019, the City Council adopted an Economic Development Strategic Plan, in effect for the years 2020-2025. The Economic Development Committee will focus a series of its meetings on considering possible updates and revisions to the Plan for the anticipated period 2026-2031.

**BACKGROUND:**  
The City's Economic Development Strategic Plan guides staff efforts to sustain and grow the city's economy and provide guidance to the City Council and staff regarding allocation of resources.

**ISSUE:**  
At this meeting we will review the accomplishments made through the existing Strategy, and the Committee will discuss whether revisions are needed to Goal 4: Build Increasingly Vibrant Neighborhoods.

- Questions for Committee consideration include:
- What neighborhoods should be prioritized? Why?
  - Which stakeholder groups should the plan target? Why?
  - How should programs address and focus on transitioning neighborhoods and displacement in the next five years?
  - What additions, removals, and/or edits should be made to this section of the current strategic plan?

Staff will be available to provide information on existing efforts and respond to Council member questions.

**ALTERNATIVES:**  
There are no alternatives. Following complete review of the Strategy, the Committee will decide whether to forward revisions to the overall Plan to the City Council for consideration.

**FISCAL IMPACT:**  
There is no fiscal impact.

**RECOMMENDATION:**  
There is no recommendation.