



Atascadero City Council

Staff Report – City Manager’s Office

Update on Economic Development Strategy

RECOMMENDATION:

Council receive an update from representatives of Applied Development Economics on their progress to date regarding the economic development strategy.

DISCUSSION:

On April 8, 2008, the City Council hired Applied Development Economics (ADE) of Walnut Creek to revise the City’s economic development strategy. Shortly after the consultants were hired they began working with staff. During the past two months, ADE has been in the process of gathering as much information about Atascadero as possible. This first phase of the project, the “Needs Assessment” stage, involves a thorough review of City documents, interviews with stakeholders, community meetings, market analysis, a mail survey and the development of a Strengths, Weaknesses, Opportunities, and Threats analysis.

Tonight ADE representatives will be in attendance to discuss the process thus far, and what will be happening over the summer. ADE will be giving the Council updates every other month throughout the survey.

FISCAL IMPACT:

There is no financial impact as a result of this report.