



Atascadero City Council

Staff Report – City Manager’s Office

Economic Development Strategy – Action and Marketing Plans

RECOMMENDATION:

Council approve the conceptual Economic Strategy Action Plan and Marketing Plans presented by Applied Development Economics.

DISCUSSION:

On February 24th, 2009, the City Council received an update from Applied Development Economics (ADE), the City’s economic development strategy consultant. The update provided the initial report of findings and the community’s suggested economic goals. The goals suggested were:

- Atascadero’s downtown is a lively place for business, entertainment, arts, and public gatherings.
- Atascadero facilitates the transition of the downtown into a synergistic entertainment, cultural, and specialty shopping area.
- Atascadero provides a broad range of retail stores so that residents and visitors can meet most of their shopping needs locally.
- Atascadero is the gateway and hub for visitors to the Central Coast, providing lodging, recreation, entertainment, and unique shopping and cultural opportunities.
- Atascadero supports innovative businesses, particularly those in emerging environmental and information technology fields.
- Atascadero is an inviting community to work, shop, and play.

Since this update, ADE has been working to complete the recommended action steps for achieving these goals. The Placemaking group, a public relations consultant hired by ADE, has completed the marketing plan for the community as well. Tonight ADE will share with the City a summary of their major activities and an overview of the conceptual action and marketing plans. The action plan will include recommendations on planning and site development, business and workforce development, tourism development and marketing/promotion. Both the action plan (Attachment A) and the marketing plan (Attachment B) are attached.

Following a review and approval of the conceptual action and marketing plans this evening, a final report will be drafted and distributed to the City. The Office of Economic Development will then review each of the final recommendations and put together a plan for tackling the recommendations outlined in the final report for City Council approval.

FISCAL IMPACT:

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

ATTACHMENTS:

Attachment A:	ADE Economic Development Strategy Action Plan/Matrix
Attachment B	Marketing Plan