Atascadero City Council
Staff Report – City Manager's Office

Second 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. During the past three months, ADE has been gathering information about Atascadero through surveys, community workshops, conversations with residents, economic and demographic data, and from our own documents such as the General Plan and the Downtown Revitalization Plan. A website for the process has also been placed on the World Wide Web and is available at http://www.atascaderocondev.com. The community workshops at the end of June were well attended and the survey sent to all homes also received a high response rate.

Tonight, ADE representatives will be in attendance to discuss the process thus far, including results of the Economic Base Analysis, the Cluster Analysis, the Strengths, Weaknesses, Opportunities, and Threats Analysis, the Retail Analysis, and the mail survey. ADE will also be discussing the public workshop scheduled for Saturday, November 22, 2008, where ideas for economic development goals will be discussed. 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. Funding for the project is coming from the Atascadero Redevelopment Agency and has been approved by the Agency Board.