



City Council Agenda Item

City Council Meeting Date: August 7, 2018

TO: Jim Throop, City Manager

FROM: Jasmine McGinty, Development Programs Specialist II
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SUBJECT: Adoption of Economic Development Committee Strategic Directions Plan

Recommendation:

Staff recommends the City Council:

- 1) Review and approve the 2018 Economic Development Committee Strategic Directions Plan (Plan) (attached); or
- 2) Provide alternate direction.

Background:

On May 21, 2018, the Lompoc Economic Development Committee (EDC) convened with the City Council in a joint public meeting, together with staff, for a brief planning retreat of five hours to review and update the Plan. The Plan is a guiding document for the EDC that lays out specific goals and initiatives for a two year cycle. The workshop focused on the years 2018 through 2020.

The retreat was designed and facilitated to help the EDC and City Council clarify their goals advancing economic vitality within the City of Lompoc (City), while also simplifying the Plan from the previous 2016 version. The simplified approach reduced the number of goals within the committee from five to three. That approach was also to help the EDC focus and target its efforts. The 2016 strategic plan included five goals as follows:

- (i) Support Broadband connectivity in Lompoc;
- (ii) Improve ability to respond to economic development investment and funding opportunities;
- (iii) Market economic development, support and expand events and expand economic development capacity;
- (iv) Improve the business environment and workforce;
- (v) Improve the physical and perceived image of Lompoc.

The May 21, 2018, joint meeting allowed the City Council and EDC the opportunity to revise the goals, and establish priority areas for new goals for the new two-year cycle. The meeting was facilitated to maximize the contributions of all participants ensuring a diversity of viewpoints would be reflected in the Plan.

Due to the fact the strategic planning session was only five hours, the reduced time scope did not allow adequate opportunities for the participants to establish detailed action plans or a system of measurement to help quantify the prospective impacts of the selected strategies. It is anticipated staff, along with the EDC, will help to refine the strategies into action plans achievable within the scope of staff capacity and capabilities.

At the June 21, 2018 Special EDC meeting, the EDC reviewed the draft strategic plan prepared by workshop facilitator, Michael Ward, of Highbar Global Consulting. The EDC had no major changes to the Plan and voted to recommend forwarding the document to the City Council for approval.

Discussion:

The EDC narrowed its strategic directions from five to three, focusing where the Committee Members would like to spend their time and efforts for the next two years. The new simplified strategic directions are the following:

- (i) Create Opportunities for Investment;
- (ii) Market Lompoc; and
- (iii) Initiate a Supportive Business Environment.

The first strategic direction, Create Opportunities for Investment, includes improving economic development opportunities through public and private partnerships, and increasing economic investment activity through targeted tourism business improvement districts. Page three of the Plan (attached) outlines the specific priority actions and framing to implement this goal.

The second strategic direction, Market Lompoc, includes marketing Lompoc internally and externally to increase economic activity, and improving the physical and perceived image of Lompoc for residents and visitors. That strategic direction highlights events, campaigns, and awards produced by the EDC that contribute to marketing Lompoc and bringing in visitors. Page four of the Plan details the priority activities and action points to implement those goals.

Finally, the third strategic direction, Initiate a Supportive Business Environment, allows for overall improvement of City services to allow for a more business friendly environment. That includes discussion of providing more timely, responsive and supportive efforts. Page five of the Plan details the recommended priority activates and actions for the group.

Pages 7 through 11 of the Plan also include a summary report of the May 21, 2018, joint workshop meeting with the City Council, staff and the EDC detailing the “must do,” “should do,” and “should not do” actions that were discussed at the meeting. The table lays out what the Committee must do in order to achieve sustained economic prosperity in the

City. Page 12 of the Plan includes a graphic proposed by a Committee Member during the retreat as a way to illustrate her contributions to the Plan. The graphic shows how that Committee Member's input on how each of the goals could be carried out by the group. Unless otherwise directed by the City Council, Page 12 will be included in the Plan.

Fiscal Impact:

None Immediately. Because the Plan is intended to increase the economic vitality of the City, successful implementation of the Plan by the City may realize increases in transient occupancy tax, sales tax, and property tax over time greater than the increases without its implementation.

Conclusion:

Adoption of the Plan will allow the EDC, staff and City Council to work together to implement the goals set forth in the Plan.

Respectfully submitted,

Jasmine McGinty, Development Programs Specialist II

APPROVED FOR SUBMITTAL TO THE CITY MANAGER:

Teresa Gallavan, Economic Development Director/Assistant City Manager

APPROVED FOR SUBMITTAL TO THE CITY COUNCIL:

Jim Throop, City Manager

Attachment: [2018 EDC Strategic Directions Plan](#)