

City of Camarillo
**Economic Development
Strategic Plan**

City Council Study Session
March 13, 2019

EDSP Goal

Foster high quality economic growth

Key Objectives

- 1. Maintaining the City's fiscal strength, in order to continue providing exceptional municipal services.**
- 2. Expanding high wage opportunities in the city, reducing the need for long commutes by residents to other employment centers.**

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Key Objectives (continued)

- 3. Encouraging optimal land use patterns to ensure the long term viability of Camarillo's commercial and industrial areas.**
- 4. Leveraging the City's unique opportunities to position itself as a center of innovation.**

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Key Objectives (continued)

- 5. Increasing attraction of tourists/visitors.**
- 6. Balancing growth opportunities with preservation of community's history and character.**

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EDSP Elements

- 1. Marketing/outreach**
- 2. Existing business retention and expansion**
- 3. Entrepreneurial development**
- 4. Real estate/community development**
- 5. Workforce development**
- 6. Critical infrastructure**
- 7. Quality of life**

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EDSP Elements - Priorities

First (1) – first priority for new budget resources [either a new initiative or a substantial budget increase for an existing program].

Status Quo (2) – Existing initiative that will be continued at close to current budget/staffing levels.

Later (3) – Later priority for additional resources [new initiative for which full implementation would be deferred 2-3 years]

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Marketing/Outreach Activities

- **Core marketing framework (1)**
- **Placemaking (2)**

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Existing Business Retention and Expansion Activities

- **Business outreach program (1)**
- **Business advocate (1)**
- **Get to yes team (1)**

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Entrepreneurial Development

- **Startup friendly city (1)**
- **Incubator/accelerator programs (1)**
- **Position Camarillo as a place for innovation (1)**
- **Leverage private sector startup resources (2)**
- **Leverage presence of major institutional assets and key industries (2)**
- **Access to capital (3)**

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Real Estate/Community Development

- **Development streamlining (1)**
- **Hotel/conference center development (1)**
- **Coordination of priority development areas and key opportunity sites (2)**
- **Housing diversification (2)**
- **Retail Repositioning (3)**
- **Office/business park capacity (3)**

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Workforce Development

- **Talent retention/recruitment (2)**
- **Workforce development coordination (2)**

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Critical Infrastructure

- Highway 101 improvements (1)
- Other high-priority City infrastructure (2)
- High-priority (non-city) infrastructure (2)

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Quality of Life

- Signature events (2)
- Community gathering places (3)
- Other quality of life initiatives (3)

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Supporting Activities

- **Develop metrics and performance measures**
- **Prepare inventory of available land, buildings and businesses by category**
- **Prepare communication strategy and plan in coordination with Community Relations Officer**

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Current Roles and Responsibilities City Manager's Office:

- **Manage plan implementation**
- **Facilitate business visits**
- **Liaison and collaboration with other economic development organizations**
- **Business assistance**
- **Business outreach**
- **Program monitoring and reporting**
- **Communication**

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Current Roles and Responsibilities

Tully Clifford – Assistant City Manager:

- **Lead plan implementation**
- **Overarching analysis of plan**
- **Liaison and collaboration with other economic development organizations**
- **Program monitoring and reporting**
- **Communication**
- **Development and permit process audit**

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Current Roles and Responsibilities

John Fraser – Senior Management Analyst:

- **Permit and planning ombudsman (business assistance)**
- **Participation in business visits**
- **Liaison and collaboration with other economic development organizations**
- **Business outreach**
- **BusinessScene preparation**
- **Coordination with real estate professionals**

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Current Roles and Responsibilities

Roger Pichardo – Senior Management Analyst:

- **Facilitate business visits**
- **Legislative review relative to economic development**

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Current Roles and Responsibilities

Michelle D'Anna – Community Relations Officer:

- **Communication**
- **Outreach**

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Current Roles and Responsibilities

Community Development Department:

- **Permits**
- **Land use and zoning**
- **Code compliance**

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Current Roles and Responsibilities

Finance Department:

- **Business licenses**
- **Sales tax**
- **Fiscal impact analyses**

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Current Roles and Responsibilities

Public Works Department:

- **New development**
- **Infrastructure construction, operation, and maintenance**

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Current Roles and Responsibilities

Chamber of Commerce:

- **Marketing – tourism and business**
- **Participate in business visits**
- **New business hosting**
- **Startup weekend and co-working space management**
- **Startup mentoring**
- **Business promotion**

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Proposed Economic Developer Position

- Lead plan implementation
- Liaison with business sectors
- Data collection and analysis
- Develop strategies for startups and entrepreneurs
- Collaborate with startups, universities, entrepreneurs, and existing businesses
- Train and mentor City staff
- Program monitoring and reporting

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Previous Strategies

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- Recruit large employers
 - Market tourism
 - Retail and restaurants

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New Approach

- Partner and collaborate
- Retain and grow businesses
- Target business sectors
- Develop entrepreneurs and ecosystems

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Next Steps

- Hire economic developer
- Realign existing staff/roles as necessary
- Continue Economic Development Strategic Plan implementation

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