

OAKLEY



CALIFORNIA

STRATEGIC PLAN

2018-20

ECONOMIC DEVELOPMENT ITEMS

BUSINESS AND JOB GROWTH

Goal: We will aggressively work to attract and retain business by encouraging quality, sales tax generating development and by facilitating the location of primary job producing industries to Oakley.

Action items:

2.a. Complete action items in the Economic Development Work plan

2.b. Continue to work with Chemours (formerly DuPont), within the constraints of their developer confidentiality agreement process, to market the property in order to help identify potential development partners in order to facilitate the return of the property as an asset to the community

2.d. Emphasize “Shop Oakley” year round, through joint advertising and promotional activities including City sponsored community events, and the “Shop Oakley” business coupon book.

- Increase business participation in the “Shop Oakley” coupon book by at least 10%

2.e. Continue to prepare the City of Oakley to be a competitive location for the attraction of new businesses and new investment:

- Maintain relationships with property owners and/or broker representatives of commercial development sites that have the most development potential.
Development potential based on:
 - Owner willingness & expectations
 - Property size and location
- Prepare and maintain an inventory of potential commercial development sites on OppSites website, Opportunity Oakley website and the City of Oakley Economic Development web pages
- Prepare and maintain an inventory of vacant commercial spaces on the City of Oakley Economic Development web pages

2.f. Outreach to the broker & development community regarding potential Oakley development sites and vacant commercial spaces through semi-annual luncheons

2.g. Continue to work to understand the needs of the business community through an annual business survey, through Peak Democracy and through the VIB (Very Important Business) Business Visitation Program, averaging 2 business visits per month

2.h. Keep City marketing materials and Economic Development webpage updated with current information, pictures and graphics

2.i. Continue to work to strengthen the small-business entrepreneur community through:

- The annual Oakley Entrepreneur Training Program
- Establishment of an East County Entrepreneur Network with the neighboring cities of Antioch, Brentwood & Pittsburg

2.j. Establish an Oakley Entrepreneur Incubator space to meet the needs of expanding Oakley small business entrepreneurs

2.m. Partner with the Oakley Chamber of Commerce and other small business service providers to promote and strengthen the Oakley business community

2.n. Continue to identify possible users and facilitate development of City-owned property on Neroly/Empire

Area of Focus #4: **DOWNTOWN & MAIN STREET REVITALIZATION
& ENHANCEMENT**

Goal: We will facilitate the continued development and redevelopment of the Downtown; and beautify and preserve the Main Street commercial corridor.

Action items:

4.h. Identify and outreach to possible entities that could create events in the Downtown that engage and meet the needs of the community and promote local businesses, including concerts, food trucks and/or Farmers Markets

4.i. With recapitalized funds, continue to promote the Downtown Revitalization Loan Program to facilitate building renovations

4.j. Identify development potential for City-owned downtown land and outreach to brokerage and development community to facilitate disposition/development

4.k. Partner with Planning Department to identify and capitalize on opportunities realized from the anticipated transit station in Downtown, as well as mitigate for any possible negative impacts