

ECONOMIC DEVELOPMENT STRATEGIC PLAN

ACTION ITEM RESOURCES

1: Support Business / Development					2: Downtown Reimagination					3: Analyze Implementation of EIFD				
#	Action Item	Cost	Workload	Timeframe	#	Action Item	Cost	Workload	Timeframe	#	Action Item	Cost	Workload	Timeframe
1.1	BEAR Program	\$	👤👤	Year 1	2.1	Business Programs	\$\$\$	👤👤	Year 3 - 4	3.1	Feasibility analysis / plan	\$	👤👤	Q1-Q3
1.2	Technical Assistance Programs	\$	👤	Year 2	2.2*	Explore conversion of the BBID to a PBID	\$	👤👤	Year 1	3.2*	Explore County Partnership	\$	👤	Year 1-2
1.3	Business / Development Data	\$	👤	Ongoing	2.3	Evaluate publicly-owned sites for reuse	\$	👤	Year 2-3	3.3*	Pursue Grants	\$	👤	Ongoing
1.4	Bi-lingual Staff	\$\$\$\$	👤👤👤👤	Ongoing	2.4	Placemaking physical improvements	\$\$\$\$	👤👤	Year 3-5					
1.5	Entrepreneurial Events	\$\$	👤👤	Year 1	2.5	Other physical enhancements	\$\$\$	👤👤	Year 3-5					
					2.6	Marketing / social media	\$	👤	Ongoing					

Star (*) - items that generate revenue / funding capacity

Estimated Cost thru Year 5

\$	<\$50,000
\$\$	\$50,000 to \$150,000
\$\$\$	\$150,000 to \$300,000
\$\$\$\$	>\$300,000

Cost does not include allocation of current Econ Dev staff salaries

Estimated Workload During Timeframe

👤	10-20% of employee workload
👤👤	20-40% of employee workload
👤👤👤	40-60% of employee workload
👤👤👤👤	60-100% of employee workload

