

## 2016 (& 2017?) San Anselmo Economic Development Action Plan (Draft)

### **GOAL 1: Attract, retain and nurture local businesses.**

#### ***Objective 1a: Utilize data as a tool for analysis***

*Action Step 1a.i:* Town to hire consultant to perform a Business Retention (Leakage) Study.

*Action Step 1a.ii:* Develop and conduct surveys of businesses and consumers to determine current sentiments on relevant topics.

*Action Step 1a.iii:* Develop a spreadsheet of Town/Chamber/Commercial Real Estate or other data to use as baseline information that could be updated in regular intervals to show commercial trends.

#### ***Objective 1b: Develop a plan that addresses beautification and signage in commercial areas.***

*Action Step 1b.i:* Identify areas to be considered for plan. Create scope of work including details outlining desired elements of beautification and signage components.

*Action Step 1b.ii:* Determine expected cost for plan consultation and bring item to Town Council for consideration including funding request.

*Action Step 1b.iii:* Conduct an RFP process. Hire Consultant. Create Plan.

#### ***Objective 1c: Address parking issues in commercial areas.***

*Action Step 1c.i:* Work with the Town and CMPA to educate merchants and their employees about issues related to employee parking in the downtown area.

*Action Step 1c.ii:* Create packet including an introductory letter from the CMPA, an enhanced, user friendly Merchant Parking Permit application, a letter introducing the EDC, and a map showing the various parking areas in and around the downtown area. Packet to be hand delivered by CMPA to downtown businesses.

*Action Step 1c.iii:* Explore opportunities for partnerships with landowners to utilize existing parking lots for visitors and/or employees in the downtown parking.

*Action Step 1c.iv:* Explore opportunities to enhance bike parking in commercial areas.

**Objective 1d: Explore developing a retail area on lower San Anselmo.**

*Action Step 1d.i:* Develop a subcommittee of the EDC to explore ideas on how to capitalize on historic features in town such as Star Wars Walk or Train Car shops.

**Objective 1e: Support and enhance the Chamber of Commerce's efforts to market San Anselmo as a destination.**

*Action Step 1e.i:* Provide support through the EDC towards existing Chamber efforts or partner on new efforts.

**GOAL 2: Facilitate the development of new businesses and the revitalization of existing businesses through education and communication about best practices in navigating the entire process, including permitting.**

**Objective 2a: Produce a customer-friendly guide outlining information and processes related to opening or improving a business in San Anselmo.**

*Action Step 2a.i:* Town to create a draft of guide. Bring to EDC for review and comment.

*Action Step 2a.ii:* Finalize guide and print.

*Action Step 2a.iii:* Create an online version that is dynamic and easy to navigate.

**Objective 2b: Develop strategies aimed at educating existing or potential business owners as to the best practices in opening or remodeling a business, or attempting to change the use of an existing business.**

*Action Step 2b.i:* Continue practice of partnering with the Chamber of Commerce to produce an annual mixer where Town officials provide guidance on best practices for navigating the permit process.

*Action Step 2b.ii:* Create a system for friendly, quick, informal Q&A regarding questions related to opening or remodeling a business, or attempting to change the use of an existing business.