

2016 San Anselmo Economic Development Action Plan (Draft)

GOAL 1: Attract, retain and nurture local businesses.

Objective 1a: Utilize data as a tool for analysis	Timeline	Responsibilities
<i>Action Step 1a.i:</i> Town to hire consultant to perform a Business Retention (Leakage) Study.	Summer 2015	Town staff
<i>Action Step 1a.ii:</i> Develop and conduct surveys of businesses and consumers to determine current sentiments on relevant topics.	Fall/Winter 2015-16	Brian, Marc
<i>Action Step 1a.iii:</i> 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.	Winter 2016	Committee
Objective 1b: Develop a plan that addresses beautification, messaging and signage in commercial areas		
<i>Action Step 1b.i:</i> Identify areas to be considered for signage and messaging plan. Create scope of work for identifying wayfinding signage.	Fall/Winter 2015-16	Rich, Kim, Deborah and Marc
<i>Action Step 1b.ii:</i> Determine expected cost for plan consultation and bring item to Town Council for consideration including funding request.	Winter 2016	
<i>Action Step 1b.iii:</i> Conduct an RFP process. Hire Consultant. Create Plan.	Summer 2016	
<i>Action Step 1b.iv:</i> Identify opportunities for beautification town-wide.	Fall 2015	Nancy with committee support
Objective 1c: Address parking issues in commercial areas		
<i>Action Step 1c.i:</i> Work with the Town and CMPA to educate merchants and their employees about issues related to employee parking in the downtown area.	Fall 2015	Town staff, CMPA staff
<i>Action Step 1c.ii:</i> 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.	Fall 2015	Town staff, CMPA staff
	Spring 2016	
<i>Action Step 1c.iii:</i> Explore opportunities for partnerships with landowners to utilize existing parking lots for visitors and/or employees in the downtown parking.	Spring 2016	Planning Department staff
<i>Action Step 1c.iv:</i> Explore opportunities to enhance bike parking in commercial areas.	Fall/Winter 2015-16	

Objective 1d: Explore developing a retail area on lower San Anselmo		
<i>Action Step 1d.i:</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.	Spring 2016	Magan, Connie
Objective 1e: Support and enhance the Chamber of Commerce's efforts to market San Anselmo as a destination		
<i>Action Step 1e.i:</i> Provide support through the EDC towards existing Chamber efforts or partner on new efforts.	Ongoing	Kim, Connie

GOAL 2: Facilitate the development and targeting 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		
<i>Action Step 2a.i:</i> Town to create a draft of guide. Bring to EDC for review and comment.	Fall 2015	Elise, DeeDee and Connie, Rich to assist with graphics
<i>Action Step 2a.ii:</i> Finalize guide and print.	Fall/Winter 2015-16	Elise
<i>Action Step 2a.iii:</i> Create an online version that is dynamic and easy to navigate.	Fall/Winter 2015-16	Elise
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.		
<i>Action Step 2b.i:</i> Continue practice of partnering with the Chamber of Commerce to produce on annual mixer where Town officials provide guidance on best practices for navigating the permit process.	Ongoing	DeeDee, Connie and Doug
<i>Action Step 2b.ii:</i> Create a system for friendly, quick, "one stop shop" for Q&A regarding questions related to opening or remodeling a business, or attesting to change the use of an existing business.	Winter 2016	Planning Department Staff