

GOAL 1: Attract, retain and nurture local businesses.

Objective 1a: Utilize data as a tool for analysis	Status
<i>Action Step 1a.i:</i> Town to hire consultant to perform a Business Retention (Leakage) Study.	Report completed and presented to the Town Council in 2016.
<i>Action Step 1a.ii:</i> Develop and conduct surveys of businesses and consumers to determine current sentiments on relevant topics.	Both surveys completed.
<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.	In process
Objective 1b: Develop a plan that addresses beautification, messaging and signage in commercial areas	Status
<i>Action Step 1b.i:</i> Identify areas to be considered for signage and messaging plan. Create scope of work for identifying wayfinding signage.	Preliminary work underway. Burns and Keyser conducting volunteer evaluation and initial recommendations for wayfinding plan.
<i>Action Step 1b.ii:</i> Determine expected cost for plan consultation and bring item to Town Council for consideration including funding request.	Will be determined by Objective 1b.i
<i>Action Step 1b.iii:</i> Conduct an RFP process. Hire Consultant. Create Plan.	Sign fabrication and installation to follow process for approval of wayfinding plan.
<i>Action Step 1b.iv:</i> Identify opportunities for beautification town-wide.	Ongoing: Public Works Median Master Plan project is underway; EDC considering vacant storefront window treatments
Objective 1c: Address parking issues in commercial areas	Status: Staff obtaining estimates for parking study. EDC to review scope of study in 2017.
<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.	Ongoing

Objective 1c: Continued	
<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.	Completed in fall of 2015
<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.	Not started
<i>Action Step 1c.iv:</i> Explore opportunities to enhance bike parking in commercial areas.	In progress/ongoing (DPW)
Objective 1d: Support and enhance the Chamber of Commerce’s efforts to market San Anselmo as a destination	Status
<i>Action Step 1e.i:</i> Provide support through the EDC towards existing Chamber efforts or partner on new efforts.	In progress

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	Status
<i>Action Step 2a.i:</i> Town to create a draft of guide. Bring to EDC for review and comment.	Completed
<i>Action Step 2a.ii:</i> Create an online version that is dynamic and easy to navigate.	In progress – staff updating Town website
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.	Status
<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 (annual)
<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.	Completed (pre-application meeting)