

SAN ANSELMO EDC ACTION PLAN 2022

GOAL: Maintain and enhance the economic viability of the Town's commercial districts through actions that attract, retain and nurture local businesses.

Action	Lead(s)	Timeline	
1. Downtown Circulation, Parking, Streetscape and Bike/Pedestrian Improvements <i>Improve the convenience and availability of parking for visitors to the Downtown. Upgrade & beautify the Downtown through improved landscaping, streetscape, and other public amenities. Plan and promote highest and best use of curb space.</i>			
1.1. Expand Parking Availability and Parking and U-turn Enforcement	Schneider/DPW/ Gomez	July 2022	
1.2. Downtown Parklets/Outdoor Seating – Identify and Explore Opportunities for permanent parklets and outdoor seating.	Condry/Schneider, Cico, Gomez, Rising		
1.3. Reduce visual/economic detriment created by vacant storefronts; encourage activation of vacant space working with Arts Commission and Historical Commission.	Semonian, Burns, Warner		
2. Retain, Attract and Enhance Local Businesses <i>Achieve and maintain a balanced and complementary mix of businesses serving residents and visitors. Improve access to information and resources to facilitate the process of opening a new business or improving an existing business.</i>			
2.1 Business welcome and onboarding program – comprehensive program to welcome, inform new businesses, PR and Marketing announcement of new business opening	Bugas	Ongoing	
2.2 Poster Program – Promote local businesses and town branding	Burns, Warner	Ongoing	
2.3 Activate vacant storefronts –Identify ways to target and attract desired businesses to fill vacant locations. Identify options, investigate/test "pop-up" in vacant spaces.	Fernandez, Cico, Rising		
2.4 Zoning Changes in Downtown – consider modifications to attract desired businesses	Fernandez, Rising, Gomez		
2.5 Business Inventory	Rising, Fernandez		
2.6 Property Owner Survey – develop communication and collect feedback on issues, including shared parking	Warner, Fernandez		

Action	Lead(s)	Timeline	
3. Commercial District Amenities & Beautification			
<i>Upgrade & beautify the Downtown and other areas of the Town through improved landscaping, streetscape, and other public amenities.</i>			
3.1 Offer Assistance to Programs that Support Economic Development – Receive periodic informational reports on development of Creek Park and Arts Commission/Public Art			
4. Marketing, Branding and Communications			
<i>Develop a set of marketing materials, tools, and strategies for co-marketing between the Town, local businesses, and other entities such as the Chamber of Commerce.</i>			
4.1 EDC PR and Communication Program – Increase visibility of EDC and two-way communication with stakeholders, businesses and community, including regular newsletters, social media, press releases, EDC email address, surveys, Facebook polls, meetings and interviews.	Rising		
5. Financing			
<i>Identify and implement mechanisms to assure a sustainable source of revenues for area improvement.</i>			
5.1 Investigate Sources of Funding for Improvements that Support Business – Participate in Town Council allocation of American Rescue Act Program (ARPA) one time funds and investigate other sources of funding.	Semonian, Rising [vacancy]		
6. Downtown Street Closure Events			
<i>Support the success of the San Anselmo Avenue street closure project.</i>			
6.1 San Anselmo Avenue Street Closure Program marketing, communication, and enforcement of parking restrictions	[vacancy]		