

CITY OF SCOTTS VALLEY ECONOMIC DEVELOPMENT PLAN 2007

The goal of the city of Scotts Valley and its Redevelopment Agency is to foster a healthy and productive business climate. This climate should be appropriate to the environment of the City and beneficial to its citizens. This program should create higher paying jobs attractive to Scotts Valley residents. Service industry jobs should be sufficient to meet the demands of the businesses and residents.

To that end, the City Council sets the following detailed Goals and Objectives that should be carried out by the staff of the City and its Redevelopment Agency.

1. **STIMULATE A POSITIVE BUSINESS ENVIRONMENT IN THE CITY OF SCOTTS VALLEY.**
 - a. Maintain a local tax burden for business that is competitive with other jurisdictions in the region.
 - b. Minimize processing time for all City permits.
 - c. Use redevelopment funds to improve the infrastructure in commercial areas.
 - d. Use redevelopment funds to encourage commercial revitalization and business beautification.
 - e. Use redevelopment funds to promote business through advertising and special events.
 - f. Enhance the resource checklist for new businesses.
 - g. Support Bethany University and Cabrillo's presence in Scotts Valley. Encourage curriculum for new businesses.
 - h. Use RDA funds to hire a contract person to look for businesses to come to the City.
 - i. Foster development of affordable housing for employees.
 - j. Build the Town Center.

2. **PROMOTE THE CITY AS THE POSITIVE BUSINESS ENVIRONMENT IT IS.**
 - a. Welcome new business to the City by explaining our processes, regulations, promotions and Redevelopment Agency assistance.
 - b. Form a Business Round Table where ideas and concerns can be freely expressed.
 - c. Cooperate with the Chamber of Commerce in developing promotional materials which tell the story of our positive business environment.
 - d. Sustain efforts to maintain the lowest crime rate in the County.
 - e. Develop sustainable development goals by using green building practices.
 - f. Maintain comprehensive demographic overview.
 - g. Enhance City website.

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3. **ENCOURAGE BUSINESS EXPANSION AND RETENTION.**
 - a. Periodically, meet and confer with commercial real estate brokers to assess market trends.
 - b. Use the Business Round Table and individual meetings to identify businesses that have potential problems which might cause them to leave the City.
 - c. Use the Economic Development Committee to visit identified businesses, assessing their needs and determining if assistance can be supplied to help them stay in Scotts Valley.
 - d. Strive for a housing balance to support community needs, including affordable housing.
 - e. Develop continuity in signage throughout the City.
 - f. Encourage a formation of a business niche i.e., R&D or medical and focus on specific types of business.
 - g. Encourage a Youth Employment Program with local businesses/schools.

4. **ATTRACT EMPLOYERS WHO PROVIDE LIVABLE WAGE JOBS.**
 - a. Actively participate in regional economic partnerships in Santa Cruz and Santa Clara Counties. Explore joint marketing efforts that would attract desirable businesses to locate in the City of Scotts Valley and the region.
 - b. Identify business types that offer above average salary levels and are consistent with the natural limitations of our fragile environment.
 - c. Develop and implement incentives to attract new business that furthers the goals and objectives of this policy.
 - d. Proactively market Scotts Valley to attract identified businesses.
 - e. Utilize the Business Round Table to influence identified businesses to locate in Scotts Valley.
 - f. Support small high-tech start-up companies.
 - g. Support locally owned businesses.

5. **FOSTER A HEALTHY COMMERCIAL SECTOR, WHICH CAN PROVIDE GOODS AND SERVICES NECESSARY TO MEET THE NEEDS OF THE SHOPPING COMMUNITY**
 - a. Create a data base of businesses offering goods and services locally.
 - b. Identify leakage areas in the data base.
 - c. Work with the Chamber of Commerce to attract business to fill identified leakage.
 - d. Create short term economic incentives to attract leakage stoppers through either expansion or new business.
 - e. Recruit retail projects that will diversify and expand the market area.
 - f. Encourage mixed-use development.

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6. **ASSURE THAT THE ENVIRONMENT AND PUBLIC INFRASTRUCTURE WILL SUPPORT AND ENCOURAGE A VIABLE BUSINESS CLIMATE**
- a. Work with the County Integrated Waste Management Program to coordinate and facilitate recycling market development zone incentives and promotions.
 - b. Support the preservation and enhancement of Scotts Valley's historic and cultural resources.
 - c. Support participation in efforts committed to automobile trip reduction, alternative transportation and mass transit programs.
 - d. Support and assist the Scotts Valley School District in their goal to develop high quality schools.
 - e. Seek improvement in commercial traffic circulation patterns.
 - f. Maintain policies to ensure an attractive natural environment.
 - g. Encourage an art element for new and existing businesses.

Approved as amended at 3/7/1007 City Council meeting