

ATTACHMENT A

City of Sonoma & Sonoma Valley Chamber of Commerce Economic & Business Development Services *3 Year Scope of Service (July 2017 – June 2020)*

1. **Serve as the City's contract staff for Economic & Business Development Services**

Work with the City Manager and City Council to initiate studies, analysis, and programs to support and enhance the City's economic and business development services.

2. **Coordinate contracting of City of Sonoma Economic Development Strategy Plan**

Coordinate an outsourced research study designed to identify a focused economic development strategy using a public engagement/data driven process. (in preparation for General Plan update; last Economic Development plan created in 2005.)

3. **Small Business Assistance Services**

Continue to provide support for businesses requiring assistance with City processes, information and/or guidance; support the formation of new businesses. Identify top employers and develop ways to support and grow. Seek opportunities for the City to help businesses stay, thrive and expand.

- a. One-on-one business assistance: retention/expansion/recruitment
- b. City Liaison: permitting, signage, project advisory committee, parking, etc.
- c. Events: LOCALFEST, Shop Sonoma Campaign, TOPS
- d. Resources: SBDC, SCORE, EDB-WIB, Green, Lending
- e. Conduct business retention visits with key businesses to understand issues/needs

4. **Economic Development / Diversification**

Continue and increase programs that add diversity, attract business interest, capitalize on existing local opportunities, attract young and diverse professionals; research (and possibly pilot) physical business incubator/co-location workspace.

- a. Creative Alliance
 - i. Curate opportunities for engagement, i.e., "First Fridays,"
 - ii. Provide targeted opportunities for assistance to creative community
 - iii. Develop additional collaborations with County's Creative Sonoma division
- b. Innovation Alliance
 - i. Support these high productivity jobs in technology-based and emerging industries through regular meet-up opportunities
 - ii. Research pilot project for co-working/incubation
- c. Specialty Food Alliance
 - i. Develop programs and opportunities with the support of SBDC Specialty Foods counselor
 - ii. Host targeted meet-up/focus group
 - iii. Create inventory of commercial/commissary kitchens and potential retail opportunities

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- d. Plaza Business Alliance
 - i. Convene plaza overlay businesses at series of focus group meetings
 - ii. Develop Plaza Business advisory group
- e. Jobs Initiatives
 - i. Collaborate with WIB, Nelson Staffing, North Bay Leadership Council, etc., on Sonoma opportunities
 - ii. Host local job fair

5. **Community/Civic Development**

Continue to build on existing efforts, strengthen collaborations, increase opportunities for youth and enhance the strong partnerships and engaged citizenry that are crucial to the quality of life in Sonoma.

- a. Youth Engagement Sonoma (YES)
 - i. Convene collaborative civic youth engagement project (currently being designed)
- b. Leadership Sonoma
 - i. Update and implement appropriate leadership/civic awareness program
- c. Strengthen Local/Regional Partnerships
 - i. Align local and regional goals and resources, and leverage investments through active representation and involvement in:
 - 1. Sonoma Valley Executive Director Roundtable
 - 2. Sustainable Sonoma
 - 3. Sonoma Development Center
 - 4. Springs Tech Advisory
 - 5. Regional Economic Development Professionals Task Force
 - 6. Sonoma Co. Regional Housing Task Force

6. **Communications / Data Collection / Outreach / Technology Enhancements**

Continue to provide an outlet for communication of key issues to the business community; collect data that is useful for assessing business growth and opportunities.

- a. DT Business Update, Weekly e-newsletter, Web hub for start-up & business assistance
- b. Data Collection/Curation
 - i. Annual business survey
 - ii. Plaza overlay mapping
 - iii. Jobs tracking
 - iv. County data liaison
- c. Work with the City to expand and update the Economic Development web site and outreach materials.
- d. Look for software technology solutions for the City / Chamber to utilize to help businesses come to Sonoma and to grow their business in Sonoma.