NEW BUSINESS

AGENDA ITEM 15.01
TO: Mayor and City Council

FROM: Kurt O. Wilson, Deputy City Manager
Interim Director of Economic Development

SUBJECT: INFORMATIONAL ITEM – ADVANTAGE STOCKTON WEBSITE

RECOMMENDATION

This item is informational only and does not require City Council action.

Summary

We are pleased to present a demonstration of a powerful economic development tool intended to facilitate potential businesses looking to locate in Stockton. AdvantageStockton.com is a web-based economic development tool originally developed by GIS Planning in 2002. The recent upgrading of the site was included in the Council adopted City-wide Technology Strategic Plan. In July 2012, the City of Stockton entered into a license agreement with GIS Planning to redesign and upgrade AdvantageStockton.com. Area real estate brokers participated in the redesign and over 200 commercial properties, including vacant land, are currently listed. Demographic data, consumer expenditure information, and industry analysis are all available via the site.

DISCUSSION

Background

With intense competition in economic development regionally, nationally, and even internationally, the need to provide information about the availability of industrial, commercial, and retail properties in Stockton is more important than ever. AdvantageStockton.com was originally developed in 2002 by a consultant, GIS Planning, as a tool to aid in business retention and attraction. During its peak time, an average of 2,000 visitors used the site each month and more than 200 commercial properties were listed. Over the years, the application became stagnant. In June 2012, the City Council adopted a City-wide Technology Strategic Plan that included AdvantageStockton.com as an approved project. The Economic Development Department, with the assistance of the IT Division, worked to redesign AdvantageStockton.com and launch a new marketing campaign featuring the site.

Present Situation

An initial preview of the first draft of AdvantageStockton.com was held in August 2012 with local and national brokers to gain input and buy-in to ensure the success of the updated AdvantageStockton.com website. Brokers were encouraged to provide
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feedback regarding the site and its functions during the preview to make sure AdvantageStockton.com fit their needs in helping to promote Stockton properties.

In order to minimize City staff time in supporting the site and to maintain the integrity of the property contained within the database, staff will rely on commercial brokers to enter their available properties. The site automatically sends reminders every ninety days to each broker asking them to review their property listings and remove those that are no longer available. If the broker does not take action within the ninety days to update their listing, the property will be automatically deleted from AdvantageStockton.com.

The revised AdvantageStockton.com greatly expands our current capabilities for providing much needed information to potential businesses interested in locating in Stockton. Using Geographic Information System (GIS) software, the website provides immediate access to in-depth information that previously took weeks to research. Now, data including dynamic real estate, demographic, and industry analysis are available free and instantly for the City of Stockton, along with a database of available properties with images.

The program is now available via the internet at www.AdvantageStockton.com and includes over 200 available properties listed within Stockton city limits. A link is included from the City’s website to AdvantageStockton.com as well. To promote this new economic development tool, advertisements will run in local and national publications, e-blasts will be distributed by the Economic Development Department and its partners, announcements will run on the City’s website and Channel 97, and a press release will be issued. Postcards will also be created to distribute to developers and to hand out at various trade shows and conferences.

FINANCIAL SUMMARY

No financial action is required.

Respectfully submitted,

[Signature]

KURT O. WILSON, DEPUTY CITY MANAGER
INTERIM DIRECTOR OF ECONOMIC DEVELOPMENT

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