ECONOMIC DEVELOPMENT
STRATEGIC PLAN

Stockton City Council
May 6, 2014
Agenda Item 15.2
Background

• January 2014 – Council authorized the issuance of an RFP for an Economic Development Strategic Plan
• RFP was issued in January with proposals due by February 13, 2014
• 7 proposals were received
Strategic Plan

- 5-year road map for the City in determining where to allocate resources and identify priorities
- Involves external stakeholders to establish a collaborative approach to economic development throughout the Region
- Needs to look at the regional economy and partners, but with a City of Stockton work plan
- Key goals of the strategy will include: creating job opportunities, supporting entrepreneurship, enhancing fiscal sustainability, focusing on catalyst development areas, and increasing private investment
Selection Committee Process

- Selection Committee was formed to review proposals:
  - Micah Runner & Janice Miller, City of Stockton
  - Mark Plovnick, University of the Pacific
  - Steve Escobar, Port of Stockton
  - Shelley Burcham, San Joaquin Partnership
- Four firms were selected for oral interviews held on March 18
- Committee selected The Natelson Dale Group as the most highly qualified respondent as a result of its extensive experience in economic analysis, industry targeting, strategic planning, local/regional alliances, and public policy
Scope of Services

- Develop comprehensive economic data
- Engage public and private stakeholders
- Identify targeted industries for job creation and retention
- Identify strategies for supporting and growing entrepreneurship and innovation
- Set priorities for proactive economic development efforts for the next 5 years
- Establish specific actions or work plans to successfully implement overall strategies
- Establish metrics to measure performance and outcomes
Next Steps

• Contract to Council – May 2014
• Planning Meeting with The National Dale Group – May 2014
• Estimated Strategic Plan Development, Review and Finalization – May thru October/November 2014
Recommendations

City Council to adopt a motion authorizing the execution of a contract with The Natelson Dale Group, in an amount not to exceed $99,710 for the development of an Economic Development Strategic Plan for the City of Stockton and authorizing the City Manager to take necessary and appropriate actions to carry out the purpose and intent of the motion.