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2 **RESOLUTION NO. 135-07**

3 **RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHICO SUPPORTING**
4 **THE CITY'S STRATEGY IN STRENGTHENING THE ECONOMIC BASE OF CHICO**

5 **WHEREAS**, the City Council understands the importance of the economy to the quality
6 of life experienced by Chico residents now and into the future;

7 **WHEREAS**, the City Council understands that to accomplish the City's Mission "to
8 protect and enhance our community's quality of life for present and future generations" a strong,
9 vibrant, and sustainable economy must exist within the community;

10 **WHEREAS**, the City Council understands that the City's ability to provide public
11 services to ensure high quality of life in Chico is dependent on a healthy economy;

12 **WHEREAS**, the City Council understands that the current economy raises concerns
13 related to the level of prosperity possible for working people and businesses in Chico;

14 **WHEREAS**, the City Council understands that the degree of economic opportunity and
15 career pathways possible for young, middle age working people and Chico's businesses must be
16 enhanced to ensure an all-age demographic important to Chico's character;

17 **WHEREAS**, the City Council has sought significant input from Chico businesses and
18 stakeholders in the economy to identify where local government can add value into the economy;

19 **WHEREAS**, the City Council understands that the objective of economic development
20 measures is to strengthen the economic base of Chico by achieving investment (to be defined
21 throughout this document as including private investment as well as public and non-profit
22 investment) that creates jobs and brings in and/or retains revenue in the community, which then
23 results in tax revenue needed to fund public services for the community;

24 **WHEREAS**, the City Council understands while pursuing economic development a
25 "preserve and prosper" strategy is important to Chico's future, i.e. preserve the key elements of
26 what makes Chico a destination place to live, but allow for greater prosperity and opportunity for
27 a young and middle age working population;

28 **WHEREAS**, the City Council understands that the private sector is the primary driver of
the economy, creating jobs and revenue for the community, and that the role of the City

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1 (including the Council, the Commissions, the Committees, and Staff) in the economy is to assist
2 in creating the conditions that foster investment to occur within the community; and

3 **WHEREAS**, the City Council understands that one of its primary roles is to provide
4 policy level direction and support for a City economic strategy from which City staff can then
5 develop and implement program elements.

6 **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE**
7 **CITY OF CHICO** to focus on its role and responsibility (both through its internal services and
8 outsourced services it funds) in strengthening the economic base of Chico and to work together
9 with business and education, as well as the range of economic development support
10 organizations in the community, to create a strong and sustainable economy now and into the
11 future by focusing on the ten key elements of the City's strategy listed below.

12 **BE IT FURTHER RESOLVED**, that the City Council and City Staff will provide
13 leadership in the following six areas of the City strategy related to the City's primary areas of
14 responsibility that directly impact the economy of Chico:

15 1. **VISION AND STRATEGY:** Coalesce and communicate an economic vision for
16 Chico and a strategy for the City's role in economic development;

17 2. **CLIMATE:** Since the City is often considered the "front door" to the community in
18 terms of investment process and opportunity, communicate a mindset and climate for investment
19 in Chico, and voice the value of investment to the community by quantifying it in terms of a
20 community return on investment (i.e. jobs, revenue and tax base for public services);

21 3. **PHYSICAL CONDITIONS:** Ensure the readiness of physical conditions for
22 investment by assessing the current conditions, identifying gaps and opportunities, and then
23 evaluating alternatives in: the supply and readiness of vacant and/or underutilized land and built
24 space; the adequacy of infrastructure (e.g. road, rail, air, sewer) for both capacity and
25 connectivity in/out/around Chico; and the effectiveness of the regulatory process in terms of
26 predictability, transparency and meeting "time to market" needs of business;

27 4. **PUBLIC INVESTMENT:** Utilize public investments/programs to spur investment
28 that would otherwise not occur by: aligning General Fund and Redevelopment investments

1 directly with the City's strategy to stimulate the economy; targeting services/programs to stated
2 outcomes in the strategy; assessing the community's return on investment; and leveraging local
3 public dollars to bring additional State, Federal and private dollars into the economy;

4 **5. PARTNERSHIP:** Collaborate across sectors to develop strong partnerships within
5 the North State Region that create an integrated business assistance network, which leads to
6 investment within Chico; and

7 **6. ECONOMIC QUALITY OF LIFE:** Ensure quality of life factors most critical to
8 the economy, such as, safety, traffic, roads, workforce housing, and public amenities.

9 **BE IT FURTHER RESOLVED,** that the City Council and City Staff will collaborate
10 with the other sectors in the following four areas of importance to the health of Chico businesses
11 and the economy:

12 **1. TALENT:** Develop, attract and retain the talent needed by Chico businesses and
13 entrepreneurs to thrive and grow from Chico;

14 **2. BASE LEVEL EMPLOYERS AND ENTREPRENEURS:** Grow base level
15 employers (i.e. those that import wealth and export product/service) that create quality jobs and
16 wealth for the community by retaining and growing existing base level employers; creating new
17 start ups based in Chico through entrepreneurship; and attracting outside investment to further
18 strengthen Chico's industry opportunity clusters now and into the future;

19 **3. SERVICE SECTORS:** Strengthen the service sector markets (retail and services)
20 now and into the future through: assessing the needs and gaps in Chico's market based on
21 purchasing patterns of Chico consumers; ensuring the vitality of Chico's commercial districts
22 including the Downtown, regional and neighborhood serving areas; strengthening the
23 competitiveness of local businesses to expand markets within and outside of Chico; and pursuing
24 good fit tourism and conferences around Chico's key assets (e.g. culture, arts, heritage,
25 entertainment, recreation and education); and

26 **4. PLACE MAKING:** Create more "3rd places" (i.e. the places people go after home
27 and work) around recreation, entertainment and arts for Chico residents to enjoy through
28 developing access, venues and industry that are intended to attract/retain the demographic mix

1 important to Chico's economy now and into the future.

2 **BE IT FURTHER RESOLVED**, the City Council and City Staff will measure progress
3 toward strengthening the level of investment, income potential, career pathways and tax base and
4 make adjustments as needed toward strengthening the economic base of Chico.

5 The foregoing resolution was adopted by the Council of the City of Chico at its meeting
6 held on December 4, 2007 by the following vote:

7 AYES: Bertagna, Flynn, Gruendl, Nickell, Schwab, Wahl,
Holcombe

8 NOES: None

9 ABSENT: None

10 ABSTAINED: None

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12 ATTEST:

APPROVED AS TO FORM:

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Deborah R. Presson, City Clerk


Lori Barker, City Attorney

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