

# Economic Development Update

Community and Economic Development Department

City Council Meeting, December 2, 2025

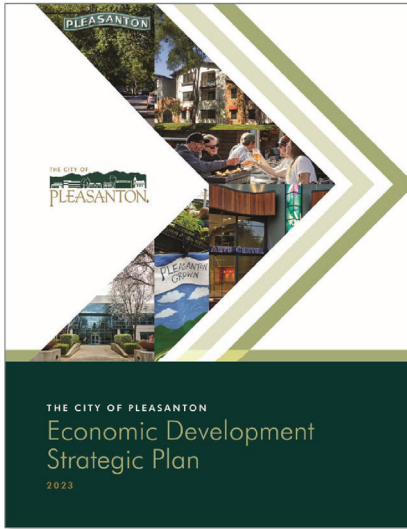


## Two-Year Work Plan Priorities: Economic Development

- Strategic Plan Priority: *Implement the 2024-2028 Economic Development Strategic Plan.*
- Work Plan Category 1 and 2 Initiatives:
  - Streamlining Permit Process: Amend the municipal code and improve processes to simplify permitting, reduce delays, streamline design review, and support business and retail attraction.
  - Retail Attraction Strategy: Attract and retain desirable retail businesses to strengthen the local economy, including providing a business concierge service to navigate City processes and streamline permits to ensure an efficient and business-friendly environment
- Since June 2025, reorganization and allocation of new resources to the Economic Development Division within Community & Economic Development Department



# 5-year Economic Development Strategic Plan



- 1.0 Economic Development Capacity Building
- 2.0 Business Retention, Expansion & Attraction
- 3.0 Local Revenue Growth
- 4.0 Entrepreneurship & Innovation Outreach
- 5.0 Major Projects Accelerator Program



Building a Community Where Everyone Belongs: Livability and Community Development



## 1.0 Organization Capacity Building

### Economic Development Division Reorganization

- Deputy Director – Economic Development (Melinda Denis)
- Economic Development Manager (Vacant, Recruitment Underway)

### Staff Liaison and Regional Participation (Ongoing)

- Liaison to Economic Vitality Committee (*ongoing*)
- Monthly business e-newsletter (*ongoing*)
- Regional Economic Development organizations (*ongoing*)

### Formalize Community & Business Partnerships

- Formal Agreements with local and regional organizations (PDA, i-Gate, Chamber) (*ongoing*)
- Bi-monthly Business Organization Committee meetings (*ongoing*)



## 2.0 Business Retention, Attraction & Expansion

### Enhance Visibility, Marketing and Branding Strategy

- Digital and print brochures (**completed**)
- Develop a Economic Development Microsite (**in progress**)
- Key Marketing Event Support and Sponsorship (**completed and ongoing**)

### Employer/Business Meetings

- Develop a Business Outreach Strategy (**in progress**)
- Coordinated Pre-lease meetings (**ongoing**)



## 3.0 Local Revenue Growth

### Citywide Retail and Tenant Support Program (Prioritization #26)

- Retail Attraction Strategy (Phase 1): Inventory and Assessment, Void Analysis, and Retail Market Outlook (**completed**)
- Retail Attraction Strategy (Phase 2: Implementation)(**in progress**)

### Evaluate Downtown Business Improvement District (**completed**)

### City's "Support Local" Program (**completed and ongoing**)

### Tourism and Hospitality Program

- Collaboration with Visit Tri Valley (**ongoing**)
- Pursue hospitality investments and expedited permitting (**2026**)
- Explore partnerships to position Pleasanton as a destination associated with major sporting events (**2026**)
- Outreach to hoteliers as part of TOT Measure Exploration (**ongoing**)



## 4.0 Entrepreneurship and Innovation Outreach

- Regional partnerships (*ongoing*)
- East Bay Small Business Development Center Workshop (*completed*)
- East Bay Small Business Development Center and Pleasanton Chamber of Commerce Advising Sessions (*completed*)



## 5.0 Major Projects Accelerator Program

Create Business Roadmap to Provide a Clear Pathway for Zoning and Permitting (Prioritization #4)

- Innovation-Based Businesses (IBB) Municipal Code Amendments (*completed*)
- Design Review, Noticing, and Appeals Municipal Code Amendments (*Adoption in December, 2025*)
- Additional Retail and Commercial permit streamlining (*2026*)
- Create "Pleasanton Playbook" Development Guide (*2026*)





# 2026 Work Plan Focus Areas

- Complete recruitment and onboarding of Economic Development Manager
- Implement the next phase of the Retail Attraction Strategy
- Continue permit streamlining efforts for commercial uses; improve tools and resources to navigate the permit process
- Advancing efforts and partnerships around tourism/hospitality to leverage upcoming major national and international sporting events
- Enhance communications with support from PIO:
  - Community Information: Economic Development Role and Function
  - Expand social media presence and collaborative marketing efforts with key partners



Thank you!

