Economic Development Committee
2021-2022 Work Plan

City Council Presentation: November 16, 2021
Presented by: Chair Jean Shrem & Vice-Chair Rachel Lightfoot Melby
City Staff Liaison: Aissia Ashoori
What does the EDC do?

- Advises the City Council on economic development matters.
- Makes recommendations on the annual economic development work plan.
- Oversees the work of subcommittees established to concentrate on creating plans for high-priority areas.
- Provides input to other City boards/commissions and to encourage community involvement in economic development.
- The Chamber of Commerce President, or their appointee, serves on the Economic Development Committee during their tenure as Chamber President.
Historical Background

In 2000, the City's Economic Development Board was created to review the City's economic development matters to recommend annual work plans to the City Council, encourage community involvement in economic development matters, serve as a resource council of business and community members.

In 2013, through Resolution 2013-66, the Board structure was reconfigured to a Committee in consideration with the demise of the Redevelopment Agency.

The City Council determined that members would serve better as a working group that would build upon and assist City staff efforts and allow more flexibility in its mission/duties. At that time, the total membership was modified from a maximum of 7 to 15 members.
Committee Members

Jean Shrem
Attorney at Law

Rachel Melby
Content Marketer

Eric Wright
Restaurant Owner

George Gager
Real Estate Developer
Committee Members

Mark Figone  
East Bay Sanitation Proprietor

Patrick Swen  
MPA Candidate

Jonathan Zazove  
Software Engineer

Travis Campbell  
Attorney
The purpose of this presentation is to keep the City Council abreast of our Work Plan for the 2021-2022 fiscal year.
Overview: Four Opportunity Areas

Goals/Objectives: Program Overview

1. Marketing Infographic Collateral: Why El Cerrito: Thinking of investing in EC
   Champion: Member Zazove

2. Partner with Commercial Real Estate Agents
   Champion: Vice-Chair Melby

3. Pickleball Tournaments
   Champion: Chair Shrem

4. Education & Outreach to Restaurants
   Champion: Member Wright
#1: Why El Cerrito?

**What:** A web destination featuring current El Cerrito stats that support a robust business opportunity

**Why:** Potential business owners may not think of El Cerrito as a viable destination to open their doors. We want to entice them to consider us

**How:** Using recent census data, we’ve created attractive stats on income, walkability, and business gaps in our area

**What’s next:** Distribution plan, social graphics
#2: Commercial Real Estate Partnership

**What:** Opening dialogue with select developers on how we might help them attract quality businesses to their commercial space

**Why:** If we’re not proactive, prime retail space may go unfilled, or worse-- will be filled with less-than-desirable businesses (compounding issue)

**How:** Offer marketing resources to developers. How might we craft attractive propositions to garner the tenants we want, and build a thriving economy

**What’s next:** Round table discussion between EDC & select developers
#3: Pickleball Tournament

**What:** Through various tournaments/leagues, there will be opportunities to partner with local businesses

**Why:** This platform will allow players to patronize local establishments and stimulate economic development in the City

**How:** The primary focus will include sponsorships events with local restaurants/food service providers

**What’s next:** Once authorized, the EDC will collaborate to develop partnerships/sponsorships with El Cerrito restaurants
#4: Restaurant Outreach

**What:** Provide quarterly education and outreach to local restaurants/food service businesses.

**Why:** By expanding outreach efforts, we aim to reach even more local El Cerrito businesses to inform them about programs, resources and events.

**How:** In collaboration with City staff and the Chamber of Commerce

**What’s next:** Compile info/resources and begin generating featured emails in 2022
Ongoing efforts

1. Social media collaboration with key residents
2. Sharing digital copies of the Byline
3. Collaboration with the Chamber of Commerce
How the City Council can help?

1. Share relevant contacts & resources
2. Help spread the word: El Cerrito is open for business!
3. Continue to support the vision for San Pablo Avenue
Thank you!
Discussion: Questions & Answers