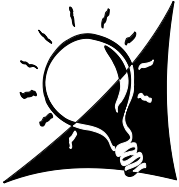


Committee: Economic Vitality Committee

Chair: Alan Aranha

Plan Date March 2019



Vision

*What are our long-term objectives for this Committee? (3-5 years)*

1. Promote economic vitality within San Rafael.
2. To show value to our members and to the San Rafael business community
3. Strengthen the local economy
4. Determine the obstacles that exist to businesses' ability to remain, grow and hire in San Rafael



Mission

*Why does this committee or task force exist?*

To implement a core element of the Chamber's mission: "providing a strong voice in support of the economic vitality of our community". Securing the economic future of San Rafael



Champions

*Who are the Board Champions (Board Members Leading the Committee)?*

Board Directors- Alan Aranha, Steve Fox and Stephanie Plante



Objectives

*What are the specific measures of success for this committee? (Limit to one sentence)*

- Objective 1– Decrease barriers to businesses ability to grow in San Rafael
- Objective 2– Increase in number of employment opportunities in San Rafael
- Objective 3- Increase in local economic activity
- Objective 4- Reduction of vacancy rate of commercial real estate in San Rafael
- Objective 5- Increase in synergy and collaboration between the SRCC and the Downtown Business Improvement District
- Objective 6- Strong partnerships with organizations aligned with Chamber priorities including SBDC, CareerPoint Marin and Marin Economic Forum



Strategies

*How are we going to sustain this focus area over time? (Limit to one line or sentence)*

- Strategy 1–Present speakers from local agencies who are (i) knowledgeable about efforts to attract and retain businesses and (ii) implement government policy on such goals
- Strategy 2–Identify advocacy opportunities for the Chamber and the committee
- Strategy 3- Increase participation from varied committee members representing diverse industries in San Rafael



Plans

*What is the work to be done? List activity, who will be responsible, when will it happen, and what is the budget impact. (Limit to one line or sentence)*

- Activity/Task #1– Monitor existing and proposed city, county, local agency and state regulations that affect business vitality
- Activity/Task #2- Identify geographic areas of San Rafael and potential new or under represented industries that can increase local economic activity
- Activity/Task #3- Cooperate with other local organizations focused on economic development
- Activity/Task #4–Provide administrative support to the Business Improvement District and promote their activities including shop local and small business Saturday
- Activity/Task #5-Recommend specific actions by the Board and other committees
- Activity/Task#6-Respond to requests from Board for consideration of specific issues