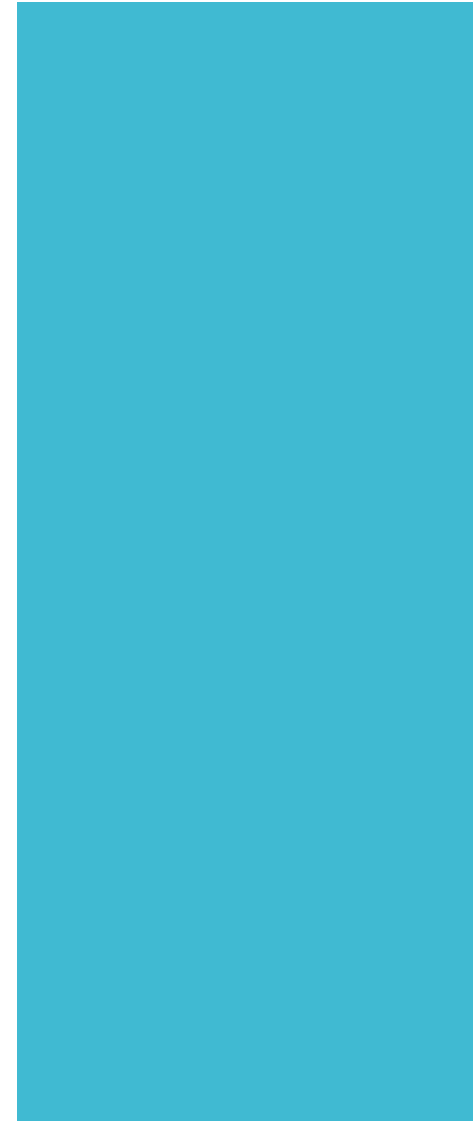


The Value of Local Economic Development

**City of Pinole
Economic Development
Strategy (EDS)**



Why do cities invest in economic development?

- Secure long-term fiscal strength
- Foster quality employment growth
- Create balanced, amenity-rich community (i.e., expanding local availability of goods and services for residents, employees and visitors)

Approaches to Business Development and Job Creation

- Retention
- Expansion
- Attraction
- Entrepreneurial development

Best Practices: City-level Economic Development

- Marketing and business development
- Integration with workforce development
- Integration with land use planning
- Integration with housing issues
- Community image and amenities
- Business friendliness
- Infrastructure planning
- Connecting to external resources/partners

EDS Process

- Assess strengths, weaknesses, opportunities and threats (“SWOT” analysis)
- Target industry analysis
- Real estate market analysis
- Input from Stakeholder Committee
- ***Community Preview Draft of EDS***
- ***Public input – tonight and beyond***
- Revised Draft EDS
- Final EDS

**What makes
Pinole
unique?**

Important Considerations in Pinole

- Regional “attractor” for retail shopping
- Placemaking potentials (Downtown, waterfront)
- Sizeable “out-commuting” workforce – potential opportunity for business attraction and startups
- Located within a very dynamic regional economy (with post-pandemic shifts favoring smaller communities)



Pinole's Potential Growth Industries

Priority/Target Industries

Group 1: Existing Core Strengths

- Retail/restaurant
- Health services
- Hospitality/tourism

Priority/Target Industries

Group 2: East Bay Industry Clusters

- Information technology/instruments
- Medical devices
- Communications equipment and services
- Business/professional services
- Insurance services (insurance carriers)
- Video production (motion pictures, etc.)



Preview Draft EDS

OVERVIEW OF EDS STRATEGIES

Business Development / Job Creation

Major Initiative 1: Implement economic development **branding/marketing** program

Major Initiative 2: Focus City's **business retention/expansion/attraction** around high-priority industry clusters

Major Initiative 3: Collaborate with partners to expand **entrepreneurial development** resources in Pinole

OVERVIEW OF EDS STRATEGIES

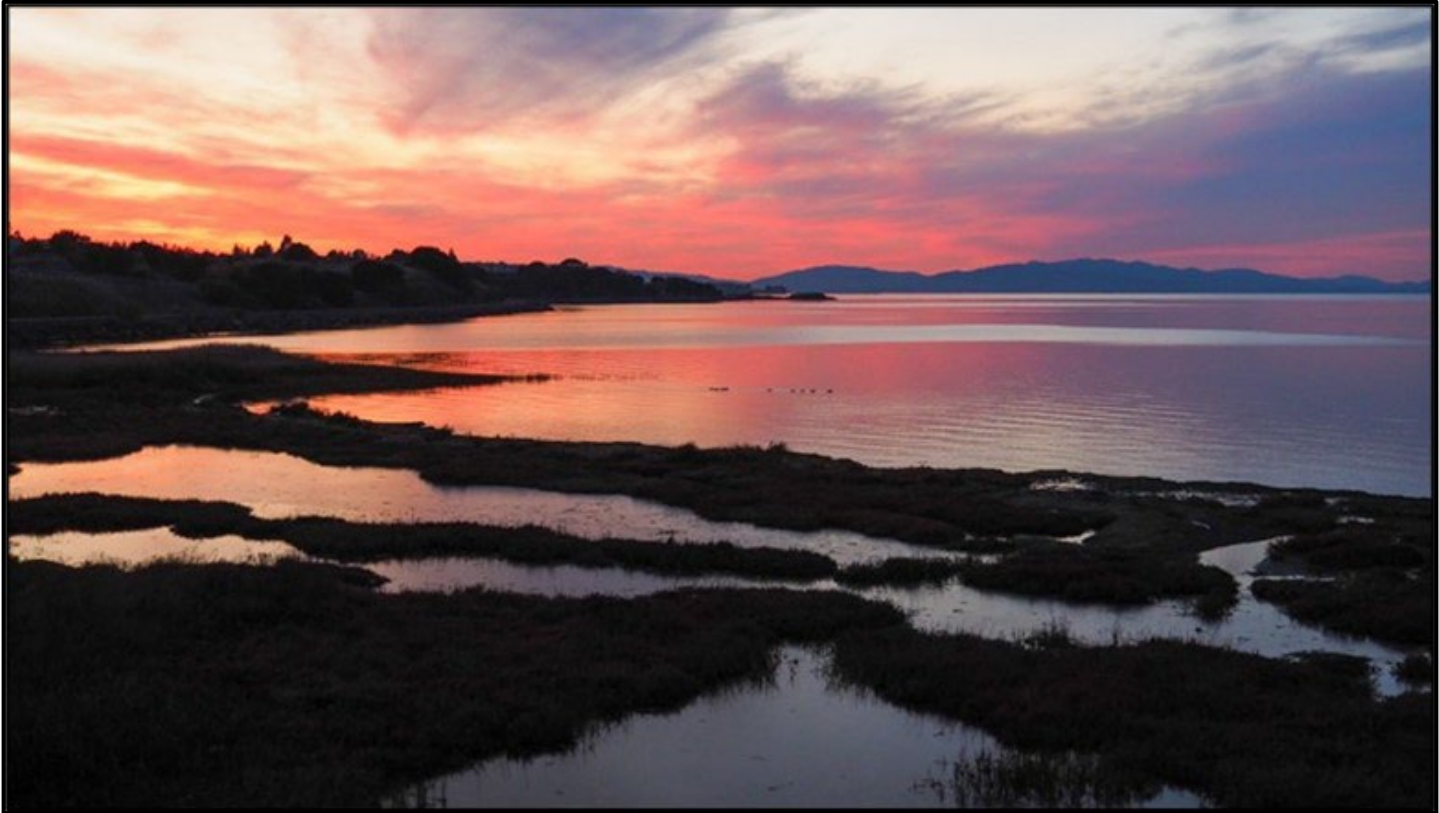
[Creating an Environment for Economic Progress](#)

Major Initiative 4: Systematically review and strengthen City's ***business/development friendliness***

Major Initiative 5: Expand ***development capacity*** and ***pursue placemaking*** projects

Major Initiative 6: Enhance City's interface with ***education/workforce development*** partners

Questions?



Discussion Question 1:

Four major goals of local economic development:

Goal #1: Creating quality jobs

Goal #2: Strengthening the City's tax base

Goal #3: Expanding available goods & services

Goal #4: Investing in infrastructure/amenities

Please comment on the level of importance of each of these goals for Pinole

Discussion Question 2:

What are Pinole's strongest assets that are currently under-recognized or underdeveloped from an economic development point of view?

Discussion Question 3:

What are the greatest threats to Pinole's economic well-being and progress?

Discussion Question 4:

What types of new development – if any – would you most like to see in Pinole?

- Retail/restaurant
- Office
- Business park/industrial
- Hotel
- Residential

Discussion Question 5:

What types of new firms/industries would you like to see local organizations devote resources to recruiting in the future?

Follow-up Questions or Comments

Please contact:

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Please submit any comments by August 8