

ECONOMIC DEVELOPMENT ELEMENT

GOAL- OBJECTIVE/ ACTION NUMBER	ACTION LANGUAGE	RESPONSIBLE DEPARTMENT OR AGENCY	REQUIRED TASKS FOR IMPLEMENTATION	STATUS UPDATE	SCHEDULE
<i>GOAL ED-1: FOSTER A DIVERSIFIED ECONOMY THAT WILL PROVIDE THE CITY WITH ADEQUATE TAX REVENUE AND RESIDENTS WITH ENTREPRENEURIAL OPPORTUNITIES AND A BROAD RANGE OF OCCUPATIONS.</i>					
<i>Objective ED-1.2 Expand economic activity in Calistoga that builds on the community's strengths and reinforces its small town character.</i>					
ED-1.2/A1	Develop an economic development strategy to recruit new businesses to Calistoga.	City Manager	Develop an economic strategy for Calistoga Communicate needs to and support actions of the Chamber of Commerce	Resolution 2006-031 adopted the Summary Report prepared by the City of Calistoga Economic Vitality Group and directed staff to pursue its implementation	On-Going implementation of Report recommendations
ED-1.2/A2	Explore the possibility of "branding" for Calistoga businesses and services, which would emphasize the particular	City Manager	Communicate needs to and support actions of the Chamber of Commerce	On-Going communication & support conducted	No Further Action Required

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	qualities of the community in marketing and promotion by both the public and private sectors.				
ED-1.2/A3	Work with utility providers to facilitate the provision and availability of high speed/high bandwidth data transmission service throughout Calistoga. Such service is needed by many modern businesses.	City Manager/ Public Works	Communicate needs to and support actions of utility providers; Transmit development applications for review of expansion opportunities	On-Going communication & support conducted	No Further Action Required
ED-1.2/A4	Direct a significant amount of the City's financial support of the Chamber of Commerce to activities supporting community-based economic development objectives in order to promote a balance between visitor accommodation and local-serving businesses.	City Council	Continue to provide financial support to the Chamber of Commerce when feasible	Re-Evaluate financial support annually as part of budget adoption and renewal of Chamber contract for services	No Further Action Required
ED-1.2/A5	Study the possibility of establishing a business incubator program to provide support services to start-up companies	City Manager	Communicate needs to and support actions of the Chamber of Commerce	On-Going communication & support conducted	No Further Action Required

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	suitable for and in character with the community.				
<i>GOAL ED-2: DEVELOP CALISTOGA'S ECONOMY SO THAT IT RESPONDS TO THE SKILLS AND ECONOMIC NEEDS OF THE RESIDENT POPULATION, BUILDS LONG-TERM COMMUNITY CAPACITY AND INTEGRATES ECONOMIC, SOCIAL AND ENVIRONMENTAL OBJECTIVES.</i>					
<i>Objective ED-2.1: Provide economic opportunities for Calistoga's entire population.</i>					
ED-2.1/A1	Work with the visitor accommodation industry and the school district to collaborate on training in administration and management skills for workers in lower-paying positions such as housekeeping or maintenance.	City Manager	Communicate needs to and support actions of the Chamber of Commerce and Calistoga Joint Unified School District	On-Going communication & support conducted	No Further Action Required
ED-2.1/A2	Work with Napa Valley organizations to promote literacy, English language fluency, job training, employment skill development, and job placement for residents with limited employment skills.	City Manager	Communicate needs to & support actions of the Calistoga Joint Unified School District, Napa Valley Community College, Napa County, & the Calistoga Family Center	On-Going communication & support conducted	No Further Action Required
ED-2.1/A3	Seek funding or other support for programs that connect unemployed Calistoga residents with appropriate jobs in	City Manager	Communicate needs through monthly City Manager's meetings & other related County	On-Going communication conducted	No Further Action Required

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	southern Napa County.		meetings		
ED-2.1/A4	Encourage State and federal agencies to provide job-training, entry-level employee development programs and other measures to reduce unemployment.	City Council/City Manager	Communicate needs through League of California Cities meetings & other related State agency meetings	On-Going communication conducted	No Further Action Required
ED-2.1/A5	Encourage the Napa County Transportation & Planning Agency to expand public transportation opportunities to better connect Calistoga residents with larger population and employment centers down-valley from the community, e.g. by scheduling service to meet the needs of shift workers.	City Council/City Manager/ Planning/ Public Works	Communicate needs at monthly NCTPA Technical Advisory Committee Meetings & Board Meetings	NCTPA currently evaluating Countywide Transit Plan to improve service to Calistoga	On-Going monitoring of activities to be conducted
<i>GOAL ED-3: RECOGNIZE THE ROLE THE CITY CAN PLAY WITHIN THE LOCAL ECONOMY.</i>					
<i>Objective ED-3.1: Use the City's purchasing powers to focus economic development locally where possible.</i>					
ED-3.1/A1	Develop guidelines to ensure that City purchases are supportive of the local economy and environment.	City Manager	Develop & execute City procurement policy	Procurement Policy to be issued in July 2010	No Further Action Required Implement Policy as needed