

# NATIONAL CITY

## ECONOMIC DEVELOPMENT PLAN & PROGRAMS WORKSHOP



# Economic Development Strategic Plan 2017-2022

**The first goal** will be to *Collaborate and Communicate* with local and regional partners to align economic development efforts, increase the utilization of resources and leverage networks for economic growth.

**The second goal** will be to *Support Business* by developing incentives, building upon existing assets and aligning efforts within the city, locally and regionally.

**The third goal** will be to *Promote Vibrant Neighborhoods* by taking incremental action to strengthen our Downtown, Westside and Marina districts. Strategic partnerships will be sought to develop meaningful economic development efforts.

# Economic Development Strategic Plan 2017-2022

**The fourth goal** will be *Supporting Employment* by encouraging collaboration with stakeholders to align workforce development and training with emerging workforce opportunities.

**The final goal** will be to *Increase City Revenue* by researching opportunities to establish Special Benefit Assessment Districts and seeking grant opportunities

# FIVE YEAR BUDGET PROJECTION

<b>Operating</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
<b>Program Development</b>	\$20,000					\$20,000
<b>Marketing and Attraction</b>	\$20,000		\$20,000		\$20,000	\$60,000
<b>New Technology</b>		\$76,000				\$76,000
<b>Signage and Façade Improvement</b>	\$100,000	\$50,000	\$50,000			\$200,000
<b>Tourism Promotion &amp; Development</b>			\$25,000	\$25,000	\$25,000	\$75,000
<b>Total Enterprise Zone Funding</b>						<b>\$455,809</b>

# FY 2017-2018 BUDGET REQUEST

<b>Operating</b>	<b>Year 1</b>
<b>Program Development</b>	\$20,000
<b>Marketing and Attraction</b>	\$20,000
<b>New Technology</b>	
<b>Signage and Façade Improvement</b>	\$100,000
<b>Total First Year Allocation</b>	\$140,000

## **ENTERPRISE ZONE PROGRAM**

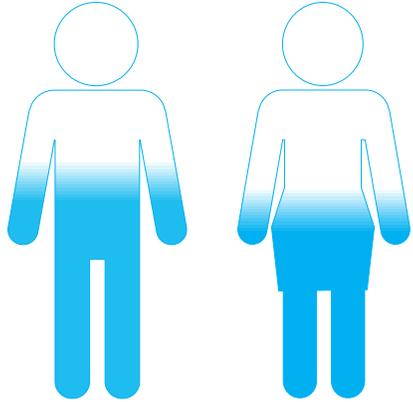
### **First Year Appropriation (FY2017-18)**

- The City received **\$455,809** from the Regional Enterprise Zone Program April 2017.
- Staff is seeking a total appropriation of \$140,000 to fund programs in FY 2017-2018
- Due to the pending development of programs, staff was unable to request funds as part of the FY2017 budget process.
- Any additional appropriation requests for the Plan will be made through the City's annual budget process.

# DEMOGRAPHICS

52%

48%

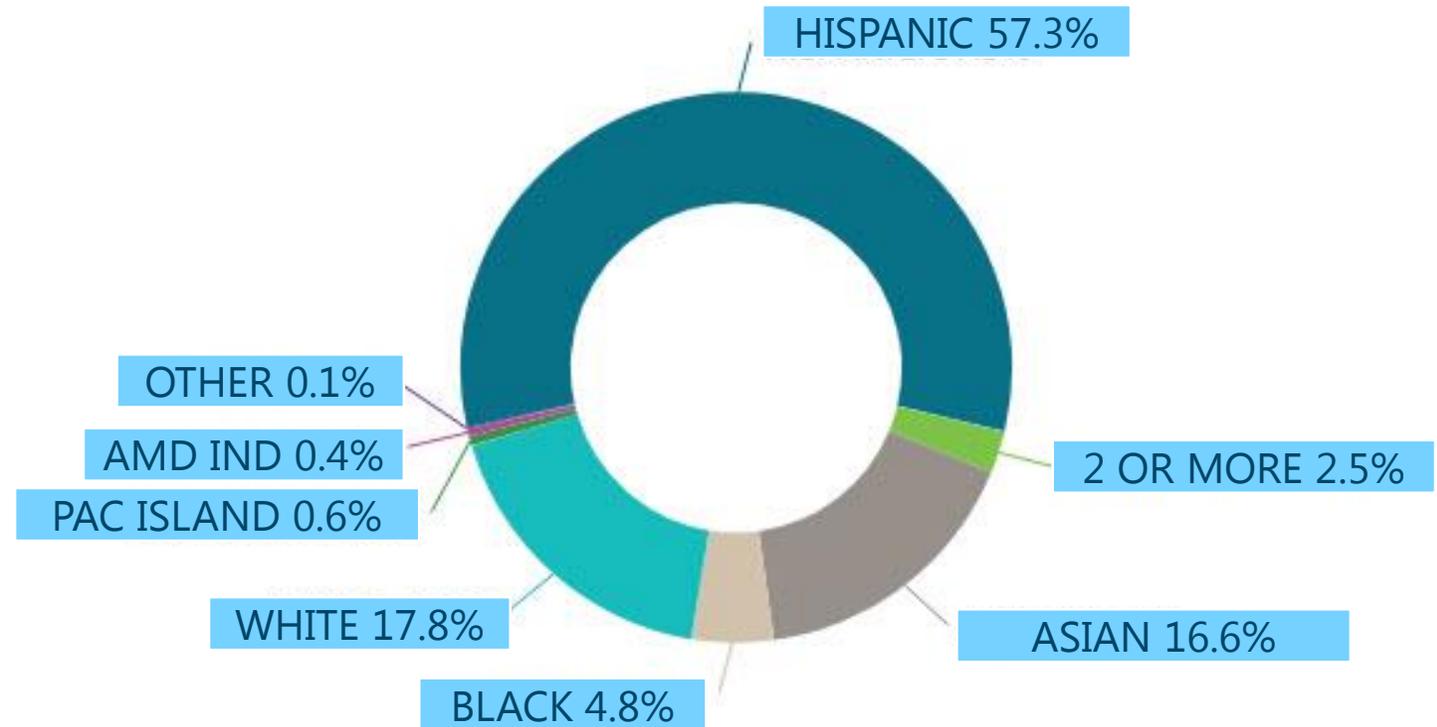


**Population**  
**60,768**

**Median Age**  
**31**

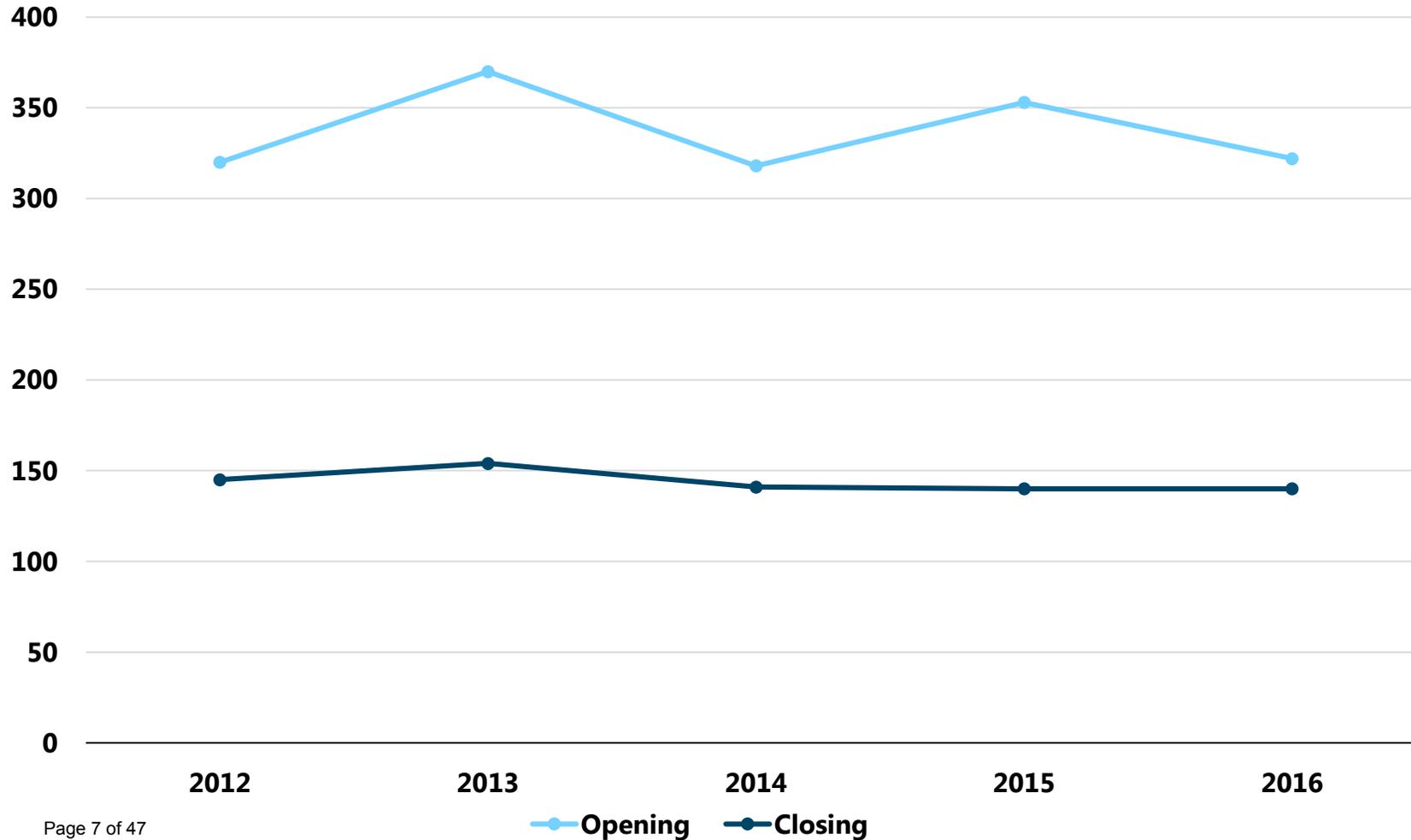
**SD: 35.5**  
**US: 37.8**

## Ethnicity & Race



# ECONOMIC VITALITY

## Business License Data



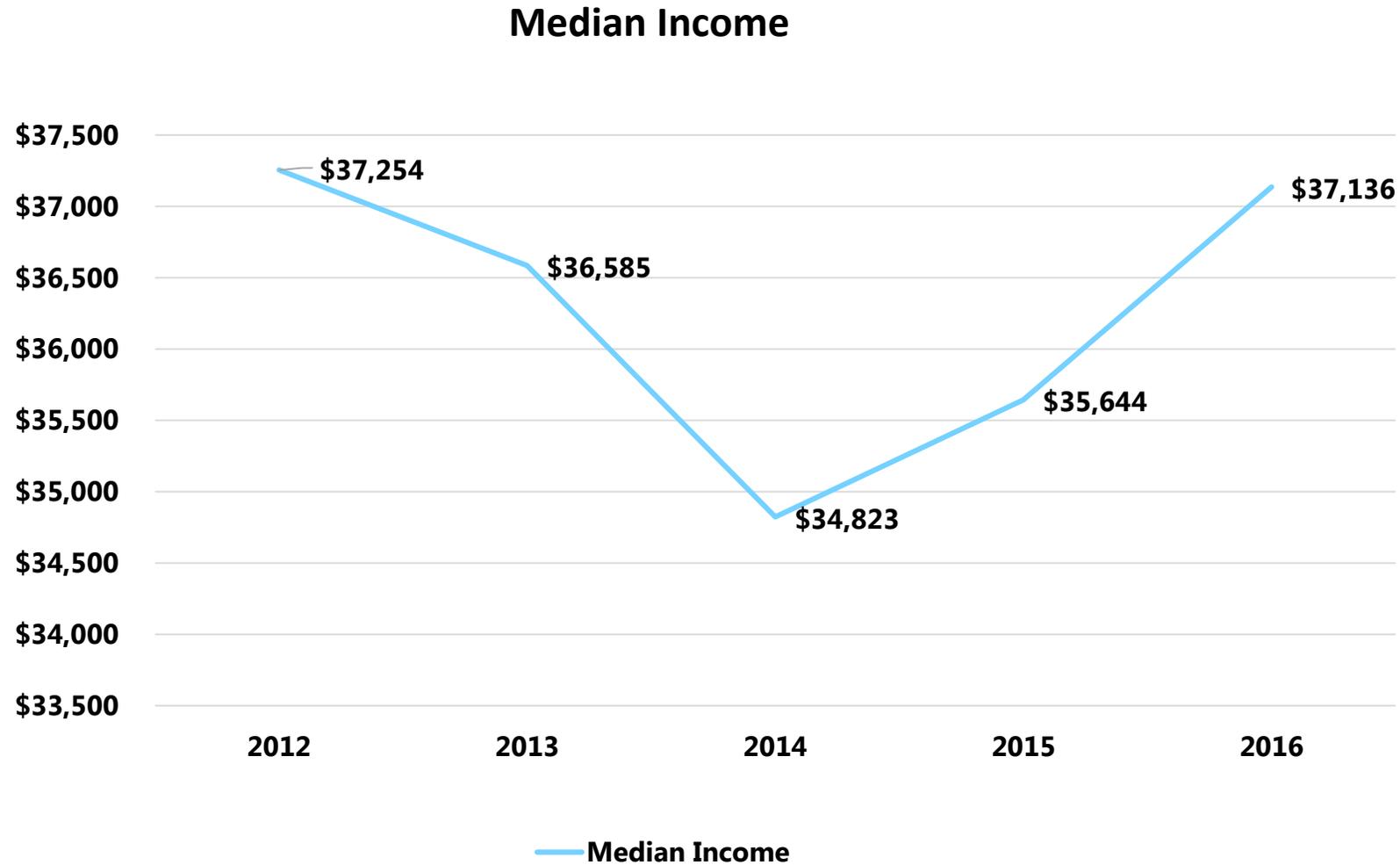
## New Business License Application



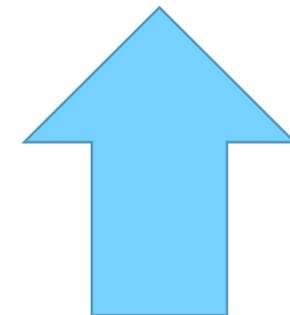
## Closed Business License Application



# MEDIAN INCOME

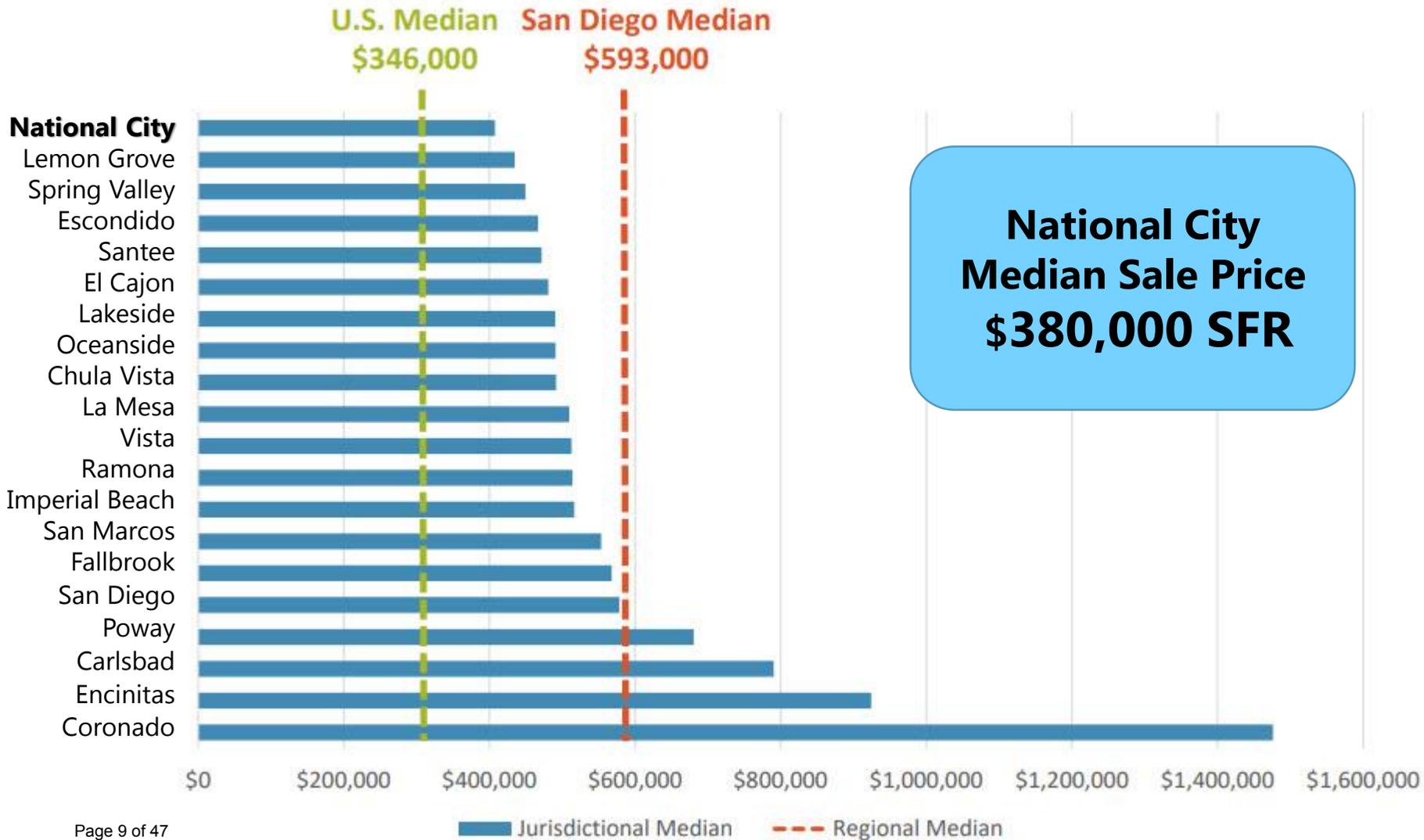


National City  
Median Income  
**\$37,136**



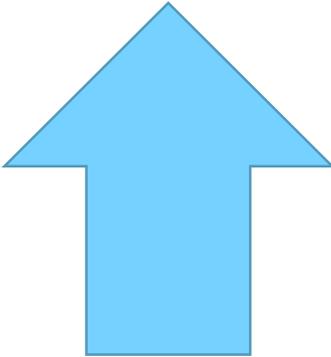
**2015-2016  
Up 4%**

# HOUSING

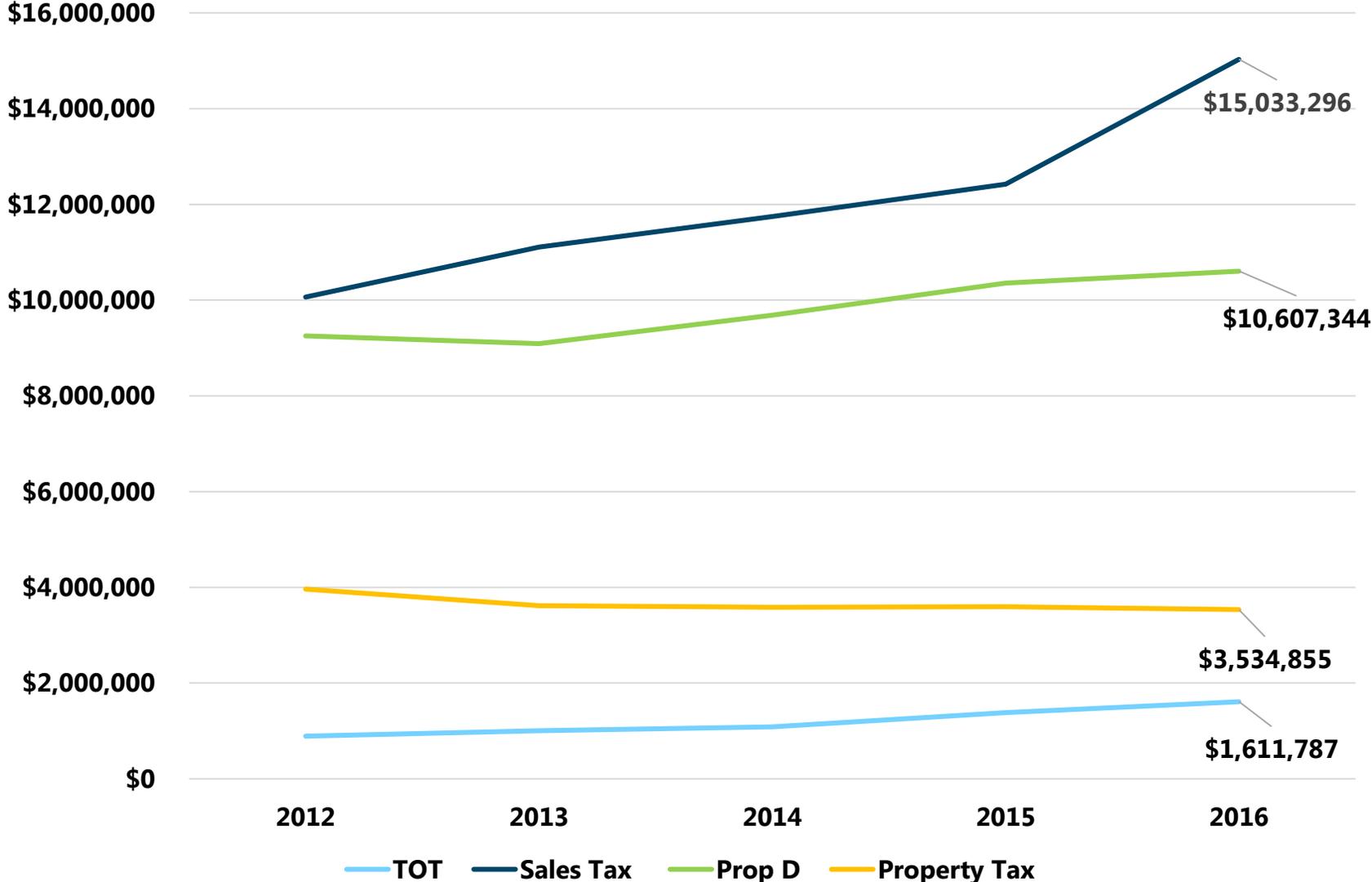


**% Increase in National City Single Family Home Median Price From 2012 to 2016**

**67%**



# CITY REVENUES



# Goal and Strategies

GOAL	STRATEGIES
Collaborate and Communicate	A1. Economic Development Reports
	A2. Facilitate roundtables with strategic industries
	A3. Analyzing and Profiling the Local Economy
Support Business	B1. Improve access to resources and implement new technology solutions where needed
	B2. Develop Signage and Façade Improvement program
	B3. Develop a Business Retention and Expansion Program
	B4. Develop a Business Marketing and Attraction Program
	B5. Develop a Business Marketing and Attraction Program
Promote Vibrant Neighborhoods	C1. Together We Can Campaign
	C2. Maintain and promote historic sites and cultural assets
	C4. Tourism Promotion
Support Employment	D1. Increase access to advanced education, workforce development and job training opportunities by working with local workforce development organizations
Increase City Revenue	E1. Research opportunities to establish Special Benefit Assessment Districts
	E2. Actively seek Grant Funding for Economic Development Programs

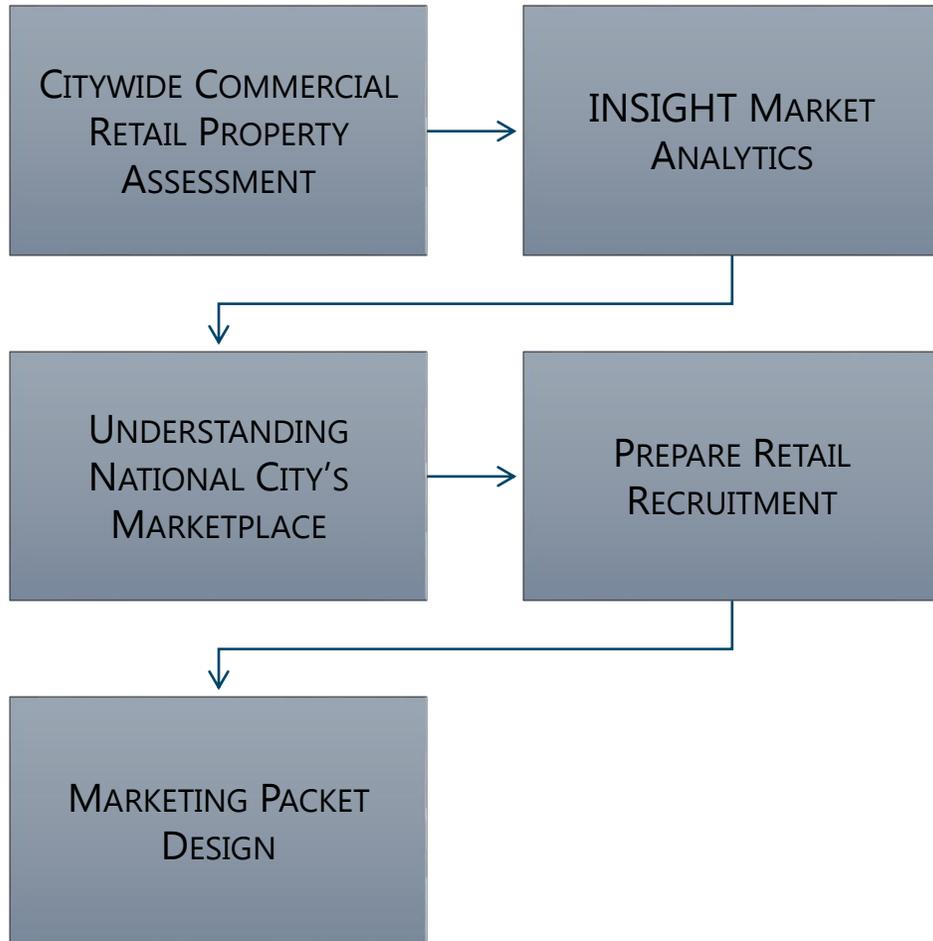
QUESTIONS ?

# NATIONAL CITY

## RETAIL RECRUITMENT STRATEGY AND RELATED ECONOMIC DEVELOPMENT SERVICES



# RETAIL RECRUITMENT PLAN



TIMELINE { • 10 WEEKS

COST { • \$20,000

# PROJECT APPROACH

## **1. City Wide Commercial Retail Property Assessment**

Preparation of an assessment of key undeveloped properties, major shopping centers and strategic retail areas within National City to understand future opportunities for retail development, including new ground up development, redevelopment possibility or repositioning opportunity of an existing center.

## **2. INSIGHT Market Analytics**

Consumer Demographic Profile ; Employment Profile ; Household Segmentation Profile ;  
Consumer Demand & Market Supply Assessment ; Trade Areas Map

# PROJECT APPROACH

## **3. Understanding The National City Marketplace**

Retail Performance Assessment; Marketplace Knowledge; Void Analysis Summary & Market Profile.

## **4. Retail Recruitment Action Plan**

The Retail Recruitment Action Plan will recognize the opportunities available for National City given its demographic composition and trade areas, but also strive to enhance the quality of Retail possibilities in the National City community.

## **5. Marketing Packet Design**

# ECONsolutions by HdL

**ECONSOLUTIONS HAS HELPED FACILITATE  
35 RETAIL/RESTAURANT PLACEMENTS AND  
HELPED TO GENERATE MORE THAN \$2 MILLION  
ANNUALLY IN NEW SALES TAX REVENUE FOR  
THEIR CLIENTS**

### SERVICES...

- BUSINESS ATTRACTION SUPPORT
- COMMUNITY PROFILE
- CONSUMER DEMOGRAPHIC PROFILE
- CONSUMER DEMAND & MARKET SUPPLY ASSESSMENT
- DEVELOPMENT PROJECT ASSISTANCE
- ECONOMIC DEVELOPMENT ACTION PLAN
- ECONOMIC INCENTIVE & PUBLIC PRIVATE NEGOTIATIONS
- EDUCATIONAL STUDY SESSION
- FEASIBILITY STUDIES & REVENUE PROJECTIONS
- HIGHEST & BEST USE STUDY
- ICSC SUPPORT
- RETAIL PERFORMANCE ASSESSMENT
- REUSE & REDEVELOPMENT STUDY
- VOID ANALYSIS & MARKET PROFILE



QUESTIONS ?



## HOUSING & ECONOMIC DEVELOPMENT TOGETHER WE CAN PROGRAMS:

**Adopt-a-Place;  
Activate the Right of Way;  
Signage & Façade Improvement Program**

**TOGETHER  
WE  
CAN!**



**CREATING A  
CLEANER, HEALTHIER, SAFER...**

An aerial, monochromatic blue-tinted photograph of a city street intersection. In the center is a roundabout with a circular island in the middle containing a small monument or structure. Several cars are visible on the roads. The surrounding area includes residential buildings, trees, and a large open field in the background. The overall scene depicts a well-planned urban environment.

**MORE ECONOMICALLY VIBRANT  
AND BEAUTIFUL COMMUNITY...**



**FOR US ALL.**

A woman in a blue dress is walking past a shop named "Lavender Hill Home". The shop has large windows displaying various items, including a white chair and a framed picture. There are several shopping bags and baskets on a metal stand in front of the shop. The scene is set on a sidewalk in front of a brick building.

## IDENTIFYING OUR PROGRAMS

**COMMUNITY NEED:**  
BEAUTIFICATION & BUSINESS INCENTIVES

**COMMITMENT:**  
Success means bottom-up  
and top-down effort



**Neighborhood  
Beautification  
Program**



**Signage & Facade  
Improvement Program**



**ACTIVATE THE  
RIGHT OF WAY**

# TARGET AREAS

<b>Area</b>	<b>Address</b>
<b>National City Blvd.</b>	Division Street to 4th Street
<b>SUHI</b>	2900 Highland Ave, National City, CA 91950
<b>Highland Ave.</b>	E 18th St. to 30th St.
<b>National City Blvd.</b>	8th Street to E. 16th Street
<b>8th Street.</b>	National City Blvd to Highland Ave.
<b>Highland Ave.</b>	8th street to 16th Street
<b>E Plaza Blvd.</b>	Harbison Ave.
<b>E Plaza Blvd.</b>	16th Street connected by Highland Ave and Palm Ave.
<b>Paradise Creek</b>	Near Paradise Creek Apartments
<b>Kimball Park</b>	E 12th St, National City
<b>El Toyon Park</b>	2005 E 4th St
<b>Morgan Square</b>	National City Blvd.
<b>Kimball Elementary</b>	302 W 18th St, National City, CA 91950



**ADOPT  
-A-  
PLACE**

Those who reside and work in the City of National City desire an environment that is clean, safe and attractive. Through the Adopt-a-Place Program individuals and organizations in the City of National City can take an active role that will help and contribute to the beautification of parks, streets, gateways and public spaces. The program mission is to increase awareness of our many public spaces & parks, encourage & recognize volunteer contributions and build community pride.

## **General Criteria**

# **Adopt-A-Place Program**

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1. Identify an area no less than 1/2 a mile long from the “Preferred Areas” list or suggest your own area to adopt
2. Organize quarterly cleanups
3. Meet with City staff to check out/in cleaning supplies and a quick cleanup workshop
4. Receive an Adopt-a-Place sign or banner after your first clean up. Your recognition signage will be publicly displayed for up to one year.



Groups work directly with the Public Works and Housing and Economic Development Departments



Neighborhood Beautification Program



ADOPT  
-A-  
PLACE

# Program Recognition

Street Banners, Pole Signs, Window Decals, Bumper Stickers



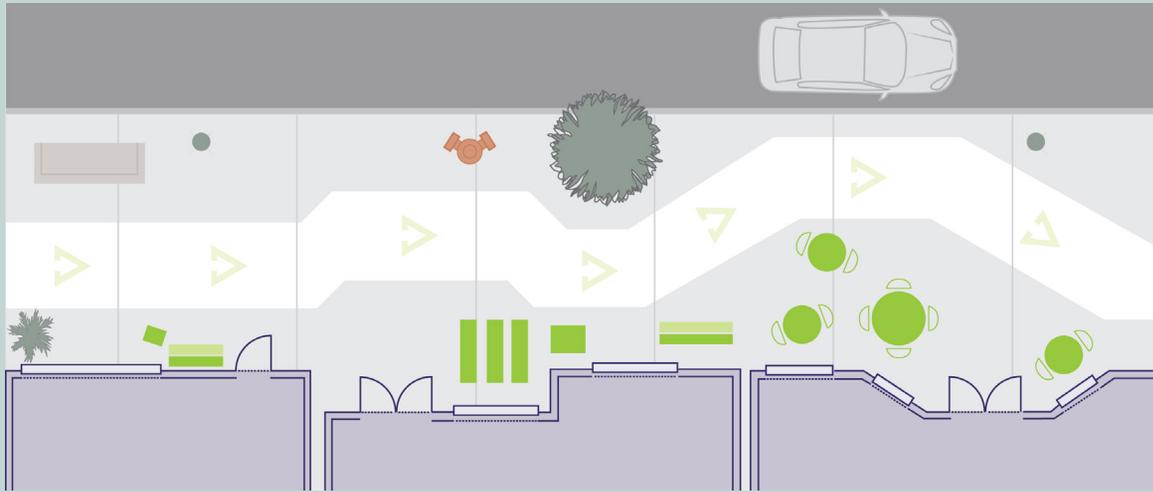
QUESTIONS ?



The purpose of the Activate the Public Right of Way (A.R.O.W.) is to beautify, activate and promote our City by working with the business community to enhance portions of the public right-of-way (PROW). The Program will create spaces that cultivate community and culture, increase property values for residents of our City and spur economic growth and income to local merchants by encouraging pedestrian traffic. The program's two areas of focus are outdoor display areas and outdoor recreational areas.



## Activate the Right of Way Programs Areas of Focus



**Outdoor Display Standards:** Only those businesses fronting on the PROW and located on the first floor may participate in

this Program. Community Business Organizations may adopt a place in the PROW that has been identified by the City as a desired location for enhancement. Enhancements may be placed only in the PROW directly in front of the Business's storefront or in one of the city's identified areas of enhancement. Enhancements that do not comply with the General Requirements, Standards, and Conditions of this Program are not allowed.



## Activate the Right of Way Programs Areas of Focus



**Outdoor Dining  
Area Standards:**  
Only those  
restaurants fronting  
on the PROW and  
located on the first  
floor may participate  
in this Program.

Community Business Organizations may adopt a place in the PROW that has been identified by the City as a desired location for Enhancements. Enhancements that do not comply with the General Requirements, Standards, and Conditions of this Program are not allowed.



Creating spaces that cultivate community and culture, increase property values for residents of the City of National City and **spur economic growth and income to local merchants** by encouraging greater pedestrian traffic.



ACTIVATE!



**ACTIVATE THE RIGHT OF WAY**



TOGETHER  
**WE CAN!**



QUESTIONS ?



FONVILLE PRESS  
( BOOKS • MAGAZINES • GIFT SHOP )

FONVILLE PRESS

**The purpose of the Signage and Façade Improvement Program (SFIP) is to assist businesses in signage compliance and improve the appearance of existing businesses. The SFIP mission is to stimulate revitalization and private sector capital investment by proactively addressing deteriorating property conditions and encouraging improvements which increase our City's overall economic vitality.**



## Eligible Improvements for Signage & Façade Improvement Program

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1. Exterior Signs
2. Awnings and canopies
3. Exterior painting, cleaning, façade repair
4. Plants and landscaping
5. Doors and windows
6. Façade and display window lighting
7. Fascia, tile, trim, metal work and other decorative elements
8. Demolition of obsolete structures
9. Addition of a patio or outdoor space



## Program Incentives for Signage & Façade Improvement Program

Property Type	Minimum Total Project Cost	Applicant Match Requirement	Maximum Reimbursement
Standard Incentive	\$1,000.	$\geq 50\%$	\$10,000.
Multi-Tenant Property Owner Incentive	\$2,500.	$\geq 50\%$	\$15,000.

**Standard Incentive:** All projects for a single small business may be considered for the standard incentive and may be awarded one-half of the eligible costs of the project up to a maximum of \$10,000.

**Multi-Tenant Property Owner Incentive:** A National City property owner leasing to two or more street level and street-facing small business tenants may be awarded one-half of the eligible construction costs up to a maximum of \$15,000. Each qualified tenant must have their own street facing entrance and be visible from the public right of way.



to assist businesses in signage compliance and improve the appearance of existing businesses and their overall vitality.



The program reimburses owners of commercial buildings and businesses up to 50% of the total cost of eligible improvements.



**SF IP** Signage & Facade Improvement Program



**SF IP** Signage & Facade Improvement Program





**Neighborhood  
Beautification  
Program**



**Signage & Facade  
Improvement Program**



**ACTIVATE THE  
RIGHT OF WAY**

QUESTIONS ?

# PROGRAM BUDGET



# FIVE YEAR BUDGET PROJECTION

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## **ENTERPRISE ZONE PROGRAM**

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# RESOLUTIONS

## **ITEM 6**

Resolution of the City Council of the City of National City adopting the 2017-2022 Economic Development Strategic Plan, approving the program guidelines and participatory agreements for the Adopt-a-Place, Activate the Right-of-Way, and Signage and Façade Improvement Programs of said Plan, and authorizing a General Fund appropriation of \$140,000 and use of General Fund balance to implement said Plan and Programs.

## **ITEM 7**

Resolution of the City Council of the City of National City authorizing the Mayor to execute the First Amendment to the Agreement for Sales Tax Audit and Information Services by and between the City of National City and Hinderliter, de Llamas, and Associates for retail recruitment strategy and related economic development services.

**THANK YOU.**