SHORT-TERM ECONOMIC DEVELOPMENT STRATEGY: ACTION ITEMS AND IMPLEMENTATION

NO.	ACTION ITEMS	RESPONSIBLE PARTIES (see Note 1)	TIMEFRAME	ESTIMATED COST (* see Note 2)	FUNDING SOURCE
1. RENEWING AND FOCUSING EXISTING EFFORTS					
1-a	Continue and expand the Mayor-Chamber Walks.	City Manager Mayor Chamber of Commerce	Ongoing	Staff time	General Fund
1-b	Increase visits by senior Town staff with business owners to enhance Town-business relationships.	City Manager Department Heads	Ongoing	Staff time	General Fund
1-c	Maintain ongoing communication with property owners, property managers, owners and operators of existing Colma shopping centers.	City Manager Department Heads Chamber of Commerce	Ongoing	Staff time	General Fund
1-d	Continue funding of and membership in the Colma-Daly City Chamber of Commerce.	City Manager Chamber of Commerce	Ongoing	$45,000 annually	General Fund
2. NEW EFFORTS WITHIN EXISTING STAFF RESOURCES					
2-a	Prepare written materials that highlight Colma's advantages and opportunities as a business location. Provide this information to commercial real estate brokers, owners of commercial property and other interested persons.	City Manager Department Heads	FY 2011 and ongoing	Staff time *	General Fund
2-b	Streamline the Town's permitting process.	Planning Public Works City Attorney	FY 2011 and ongoing	Staff time *	General Fund
2-c	Update the Town's website to ensure information about and for the business community is easily and readily available. *[This Action Item could be combined with 4-a]*	City Manager Department Heads Webmaster	FY 2011 and ongoing	Staff time *	General Fund
2-d	Participate in the Colma-Daly City Chamber of Commerce Annual Business Expo.	City Manager Department Heads Chamber of Commerce	Ongoing	Staff time *	General Fund

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NO.	ACTION ITEMS	RESPONSIBLE PARTIES (see Note 1)	TIMEFRAME	ESTIMATED COST (* see Note 2)	FUNDING SOURCE
3. NEW EFFORTS THROUGH PARTNERING WITH OTHERS					
3-a	Assist the Colma-Daly City Chamber of Commerce with initiatives to promote Colma and attract additional businesses and customers to the Town.	City Manager Department Heads Chamber of Commerce	Ongoing	Staff time (See Note 3)	General Fund
3-b	Continue to work with the Colma-Daly City Chamber of Commerce and the Colma Historical Association to promote festivals and special events in Colma.	Recreation Services Director Chamber of Commerce	Ongoing	Staff time (See Note 3)	General Fund
3-c	Identify Available Resources for Business Retention, Expansion and Attraction.	City Manager Chamber of Commerce Selected Consultant	FY 2011	Staff time * and $5,000-$7,000 for consultant (See Note 4)	General Fund
4. NEW EFFORTS REQUIRING ADDITIONAL FUNDING					
4-a	Develop and maintain on the Town's website a list of available buildings for lease or sale and the contact information for the property owners, managers, or real estate brokers. *[This Action Item could be combined with 2-c]*	City Manager Webmaster	FY 2011	Staff time * (See Note 5)	General Fund
4-b	Initiate a Request for Proposals process for development of a Retail Identification Study.	City Manager Selected Consultant	FY 2011	Staff Time * (See Note 6) Consultant: $35,000 - $50,000	General Fund
4-c	Explore establishing the Serramonte Auto Row Business Improvement District.	City Manager Auto dealers City Attorney Consultant for district formation	FY 2011	Staff Time * (See Note 6) Consultant: cost to be determined	General Fund for Initiation Business District funds for District formation and ongoing services

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NO.	ACTION ITEMS	RESPONSIBLE PARTIES (see Note 1)	TIMEFRAME	ESTIMATED COST (* see Note 2)	FUNDING SOURCE
4-d	Initiate a Request for Proposals on a Master Marketing Program for Colma.	City Manager Colma Businesses Chamber of Commerce Selected Consultant	FY 2012	Staff Time * (See Note 6) Consultant: cost to be determined	General Fund Contributions from Colma businesses
4-e	Develop and Implement a Tourism marketing program. *[This Action Item could be combined with 4-d]*	City Manager Chamber of Commerce Visitor Bureaus Selected Consultant	FY 2012	Staff Time * (See Note 6) Consultant: cost to be determined	General Fund
4-f	Promote Colma as a location for movie and advertisement filming, and as the location of many literary works.	City Manager Chamber of Commerce San Mateo County Film Commission	FY 2012	Staff time *	General Fund
4-g	Assess the feasibility of establishing a shuttle service to provide easier shopping access from mass transit hubs to and around Colma shopping centers.	City Manager Chamber of Commerce Public Works Shopping Center Management	FY 2012	Staff time for assessment of feasibility. * Operation may require City funding.	General Fund, contributions from businesses, grants.
4-h	Establish a Gift Card Incentive Program.	City Manager Colma Businesses	FY 2012	Staff time * Program funding (See Note 7)	General Fund Contribution from Businesses
4-i	Enhance Existing Business-to-Business ("B2B") Program.	City Manager Chamber of Commerce	FY 2012 and ongoing	Staff time * to work with the Chamber.	General Fund Contribution from Businesses
4-j	Retain a Consultant to Work with Colma to Develop a Long-Range Economic Development Plan	City Manager Department Heads	FY2011	Staff Time * (See Note 6) Consultant: cost to be determined	General Fund

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Notes:

1. The City Manager is identified as the responsible party for a number of Action Items. It is assumed that the City Manager may delegate or assign this role to other Town staff as appropriate.

2. The level of effort that staff will be able to devote to individual action items will depend on overall workload. Those items marked with an ' * ' are estimated to require at least 30 hours of time and should be specifically provided for in the annual work program for responsible staff.

3. Colma already provides assistance with such initiatives. For additional initiatives, or for staff to provide an increase level of assistance, additional staffing and funding may be required. Some initiatives may also require the contribution of funding.

4. This estimate assumes that staff collects the information and prepares a draft for review and augmentation by an economic development consultant and that a consultant will assist with the graphic design of the materials.

5. Estimate of 50 to 80 staff hours to make initial contact with brokers and property owners about providing this information on the city's website, gaining agreement for them to forward new listings to the Town, to initially collect the information about available properties, and to design and layout information for Website. Estimate of 5 to 10 hours/month to keep updated.

6. Estimate of 80 to 120 hours of staff time to prepare RFP, oversee consultant selection process, prepare Council report to approve the consultant contract, manage the consultant, coordinate meetings and compile comments and prepare Council report for approve of the final product.

7. This action item would require staff time to initiate and organize (no time estimate). The initial amount of funding to provide a demonstration of the project would be determined by City Council. If the program is successful, it should be funded by businesses.

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