

Gateway Business Development Strategy
UPDATE – April 21, 2010

Consultant Team

Applied Development Economics (ADE), a consulting firm based in California with extensive experience in developing business attraction and retention strategies, has recently been selected to work with city staff and Gateway stakeholder to develop this strategy. ADE will be working closely with Marketek and Parametrix, two local consulting firms with lots of experience and knowledge of the Gateway area.

Strategy Objective

- To assess and strategize the Gateway area’s transformation into a high job-density “Regional Center”
- To determine how to grow existing businesses, attract new businesses and create jobs
- To determine the most effective tools & resources to grow businesses
- To develop an implementation plan for public & private sectors to follow

Key Questions

- What are the baseline economic conditions in Gateway?
- What are the types of businesses for which Gateway is/would be a good location and why?
- What are the barriers to the growth of these businesses and jobs in Gateway?
- What are the best strategies to support business and job growth, and the transformation of Gateway into a high job-density Regional Center?

Community Advisory Committee

A Citizen’s Advisory Committee (CAC) is being formed to guide PDC and the consultant team in undertaking this work. It is expected that this committee will meet 3-4 times over the next six months. Five members of the PAC (Tom Mahoney, David Russell, Tim Brunner, Fred Sanchez, Ted Gilbert) have been invited to serve on the CAC and will relay information to keep the PAC informed.

Timeline/Next Steps

Finalize contract, begin work	early May
Consultant first visit to Gateway <i>Baseline economic conditions and assets technical memo</i> <i>CAC meeting</i>	late May
Data gathering and analysis phase <i>Business/property owner outreach and SWOT analysis</i> <i>CAC meeting</i>	June - August
Recommendations and implementation plan phase <i>Business Economic Summit (outreach event to area businesses, stakeholders)</i> <i>Draft Action Plan & Recommendations</i> <i>CAC meeting</i>	August - October
Finalize report, close contract	late October