



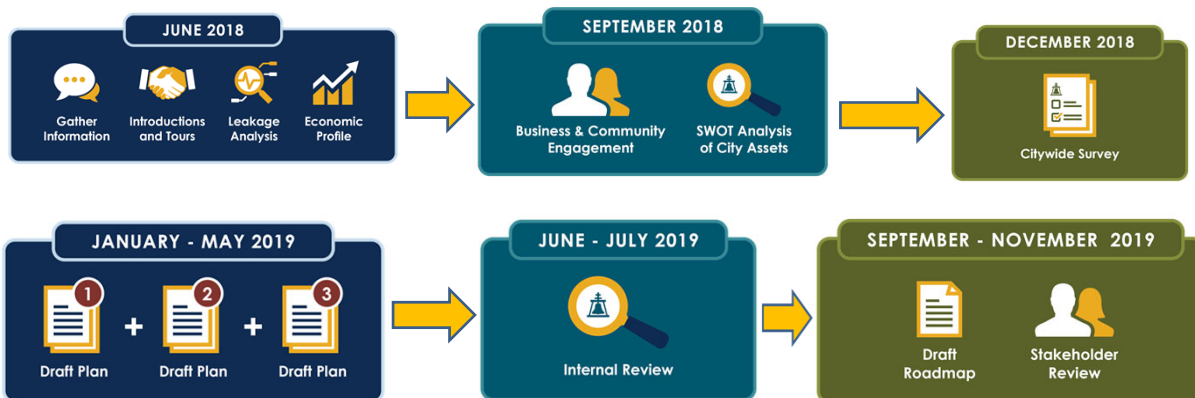
POISED FOR PROSPERITY: A ROADMAP TO CITYWIDE ECONOMIC DEVELOPMENT

Community & Economic Development Department

City Council
January 21, 2020

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THE PROCESS



THE PROCESS CONTINUED



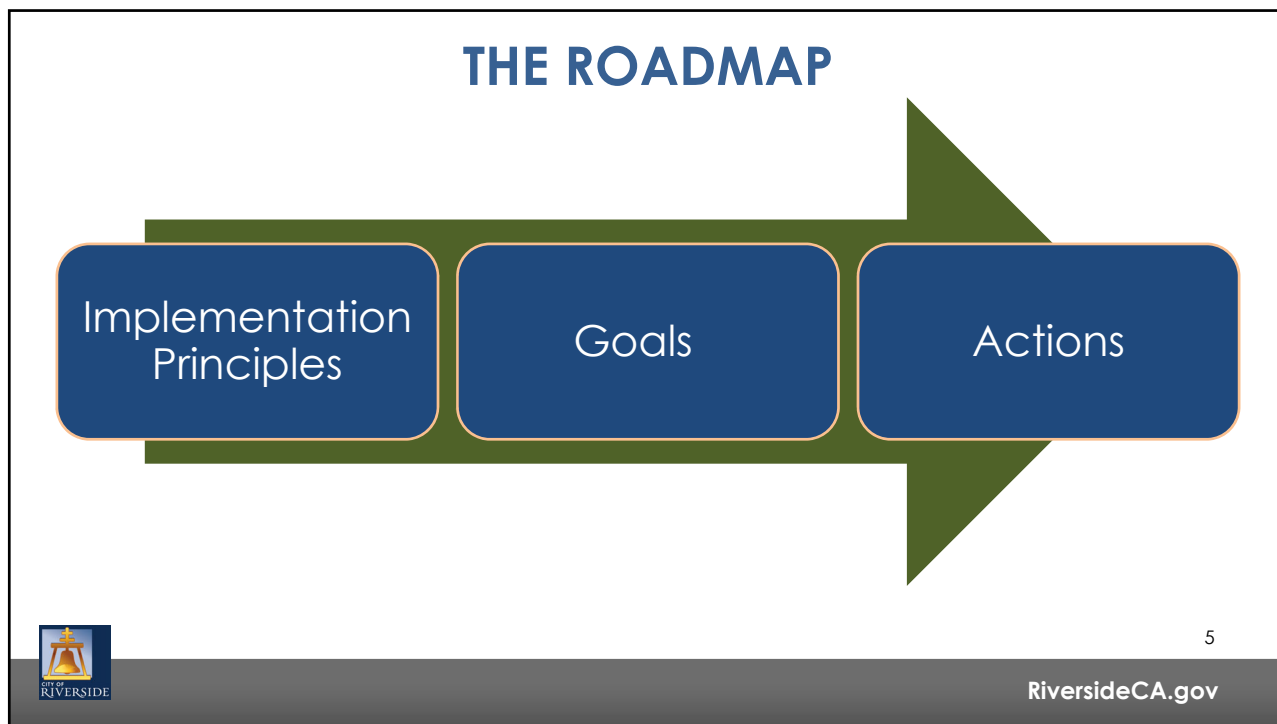
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THE VISION

As a world-class city of Arts and Innovation, Riverside is the city of choice in Southern California; a place where entrepreneurs and businesses choose to locate and invest, and people of diverse talents choose to work and live.



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- ## IMPLEMENTATION PRINCIPLES
1. Practice Mindful Growth 
 2. Leverage Partnerships 
 3. Promote Inclusiveness and Equity 
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IMPLEMENTATION PRINCIPLES

- 4. Lead Regionally
- 5. Encourage Sustainability
- 6. Explore New Capital Resources



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GOALS

- 1. Prioritizing Attraction and Retention to Support Economic Diversity and Resiliency
- 2. Creating an Inclusive Entrepreneurship Ecosystem
- 3. Retaining, Developing and Attracting Workforce Talent



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GOALS

4. Creating a Welcoming Investment Climate
5. Supporting an Exceptional Quality of Place
6. Implementing Effective Marketing and Storytelling



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NEXT STEPS: AN IMPLEMENTATION PLAN

1. Detailed Economic Analysis
2. Actions for Each Goal
3. Metrics for Success
4. Community Partnership Opportunities



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RECOMMENDATIONS

That City Council:

1. Receive the draft Economic Development Strategic Framework;
2. Provide guidance on completing the Economic Development Implementation and Action Plan; and
3. Direct Staff to take the next steps.

