JANUARY
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28
-
2021

# 2021 **ECONOMIC** PERSPECTIVE

YOUR BUSINESS PARTNER

## City and District Updates

*Response, Recovery, and Progress*

www.SonomaEDB.org

# City of Cloverdale
## Resilient Cloverdale

YOUR BUSINESS PARTNER

SONOMA COUNTY EDB ECONOMIC DEVELOPMENT BOARD

RESILIENT CLOVERDALE

*where our community comes together

resilientcloverdale.org

Protecting the health and economic well-being of Cloverdale's community through a new planning initiative Resilient Cloverdale.

Ensuring Community's response to emergencies and disasters is provided equitably to all members with a focus on Cloverdale's most vulnerable population.

Resilient Cloverdale plays a critical role in the coordination of community organizations in their disaster preparedness, response, and recovery efforts.

# City of Cotati
## Open-for-Business Program

YOUR BUSINESS PARTNER

SONOMA COUNTY EDB ECONOMIC DEVELOPMENT BOARD

Undertook a comprehensive re-write of the City's zoning regulations to provide more flexibility and reduce barriers to business success.

Installed tents to support downtown businesses; waived permit fees and prioritized permit approval and issuance-resulting in over $16-million in property investment in 2020.

Partnered with the Cotati Chamber of Commerce to continue to provide socially distanced events and recreation activities to support the community.

# City of Healdsburg
## Small Business Sustainability Loan Program

YOUR BUSINESS PARTNER

SONOMA COUNTY EDB ECONOMIC DEVELOPMENT BOARD

The Healdsburg City Council created the Small Business Sustainability Loan Program which made available zero interest loans in response to the COVID-19 pandemic.

In total, $600,000 in zero interest loans was distributed to 77 small businesses in town, providing a vital lifeline during the pandemic.

*Small Business Sustainability Loan Program Grantee, Market 377*

# City of Petaluma
## Community Development

YOUR BUSINESS PARTNER

SONOMA COUNTY EDB ECONOMIC DEVELOPMENT BOARD

Supported Petaluma's unsheltered and low-income community with additional housing and jobs. Petaluma approved a 41-unit affordable housing development and launched Downtown Streets Team; a non-profit venture aimed at engaging our unsheltered in meaningful work cleaning Petaluma's public spaces.

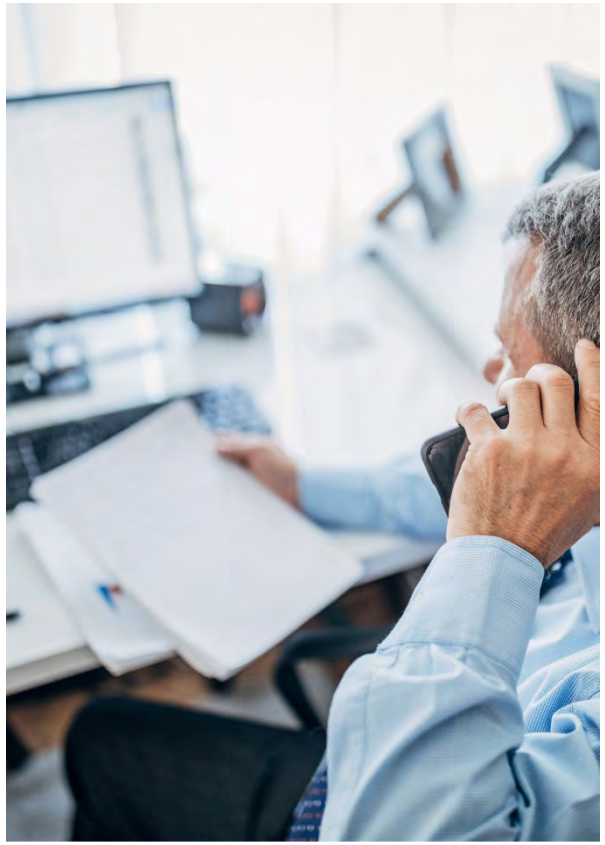
Petaluma provided an opportunity for the community and local artists to voice support for Black lives with a public art mural.

Dredged the Petaluma River with help from many partners including Congressman Jared Huffman.

# City of Rohnert Park
## Response and Housing

YOUR BUSINESS PARTNER

SONOMA COUNTY EDB ECONOMIC DEVELOPMENT BOARD



Rohnert Park called or visited nearly 1,000 businesses personally to let them know how to obtain financial assistance to survive the pandemic.

Rohnert Park saw the opening of a 218 unit affordable housing complex, one of the largest ever built in the County, along with construction of hundreds of other homes to address our housing shortage.

# City of Santa Rosa
## Economic Stabilization Programs

YOUR BUSINESS PARTNER

Created & funded the Childcare Support Program stabilizing the sector which has direct implications on general business productivity

Addressed regulations & reduced or eliminated fees to enable continuation of safe business operations

*Mitote Food Park. Photo courtesy of The Press Democrat*

Developed new programs and policies to encourage access to microentrepreneurial opportunities

# City of Sebastopol
## Response and Housing

YOUR BUSINESS PARTNER

SONOMA COUNTY EDB ECONOMIC DEVELOPMENT BOARD

3 City-sponsored parklets along Main Street and Sebastopol Avenue (also supported by local non-profits)

Sponsored "Sip Shop Savor, Safe" in Sebastopol to support local restaurants and businesses.

Held a "lottery" to support Artists impacted by Covid-19, with four recipients each receiving $1,000.

18-unit townhome housing project, Barlow Crossing Townhomes, under construction

# City of Sonoma
## Business Resiliency

YOUR BUSINESS PARTNER

Creation of streamlined process for businesses to expand into public spaces including standard plans for parklets and canopy and tent standards that were adopted by the County

Funding support for outdoor business expansion

Communication program geared towards businesses, community and tourist on Covid-19 safety tips. Includes graphic designs and signs available for download and use.

# Town of Windsor
## Meals with the Mayor(s)

YOUR BUSINESS PARTNER

Web video series created to highlight and support local Windsor restaurants during the COVID-19 pandemic

The Town partnered with local celebrity Chef, and "Mayor of Flavortown" Guy Fieri, Mayor Dominic Foppoli, and the Chamber of Commerce to create 34 videos interviewing local restaurant owners while sampling their food.

These videos have received over 500,000 views providing significant free advertising for these businesses.

# District 1
## Sonoma Development Center Specific Plan

YOUR BUSINESS PARTNER

First-ever partnership between County and State for a local planning process to determine future use of a State-owned site

The Specific Plan process will create a plan by 2022 for a unique 945-acre campus in Sonoma Valley

The plan will balance a number of important considerations particularly state and local housing priorities

# District 2
## Improving Our Roads and Trails

YOUR BUSINESS PARTNER

SONOMA COUNTY EDB ECONOMIC DEVELOPMENT BOARD

The $122 Million Carpool lane project on US101 through Petaluma is about 30% complete. Lanes are on schedule to open in late 2022. The Bridge Replacement over the SMART tracks in Petaluma completed the first of three stages.

Helen Putnam Regional Park Improvement Projects. Improvements so far include access at the Chileno Valley entry for those with disabilities, trail drainage and erosion control measures, re-routing of the Panorama Trail from the parking lot, with a brand-new 121-step staircase, natural habitat restoration, seasonal grazing within park boundaries to reduce the risk of wild fire, and new trails to enjoy.

# District 3
## Equity Through Parks and Housing

YOUR BUSINESS PARTNER

54 acre expansion of Taylor Mountain Regional Park & Open Space Preserve.

The Red Tail Play Area, the first nature-inspired play area in south Santa Rosa, provides traditionally underserved communities with new recreation opportunities.

The Renewal Enterprise District assisted public partners and infill housing developers to attract $37.65 million in state funding to accelerate the production of 345 units of higher density, equity focused, climate and disaster resilient housing in Santa Rosa's urban core, leveraging over $183 million in total project costs that will create hundreds of jobs and generate hundreds of millions of dollars in both direct and indirect economic activity.

**Renewal Enterprise District (RED)**
County of Sonoma | City of Santa Rosa

# District 4

## Larkfield Estates Sewer Extension and Financing Program

YOUR BUSINESS PARTNER

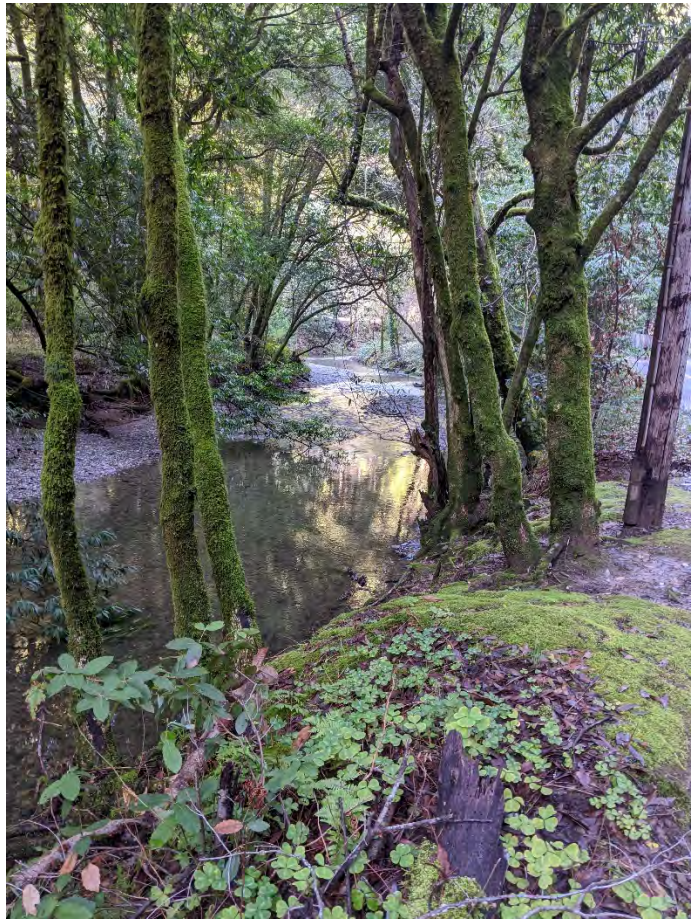
Following the tragic wildfires of October 2017, more than 160 homes in Larkfield Estates were on aging septic systems. As part of the County's recovery process, Sonoma Water created a new sewer system that was completed expeditiously within nine months as part of the Airport-Larkfield-Wikiup Sanitation Zone.

With residents seeking an affordable option, Sonoma Water set a loan term of 30 years with a 10-year grace period during which no payments are required, and no deferred interest added to the loan principal. This allowed fire survivors to rebuild their homes without the additional financial burden and provided low cost financing for property owners wishing to connect.

# District 5
## Regional Parks Acquisitions

YOUR BUSINESS PARTNER

SONOMA COUNTY EDB ECONOMIC DEVELOPMENT BOARD



515 acre Torr Property, creating first Regional park in Monte Rio
335 acre Carrington Ranch along the Sonoma Coast

Showcasing the natural beauty of the region provides for economic vitality through tourism, residential quality of life, and small business opportunity.