



CITY OF FORT BRAGG
ECONOMIC DEVELOPMENT DEPARTMENT
416 N. FRANKLIN, FORT BRAGG, CA 95437
PHONE 707/961-2827 FAX 707/961-2802

MEMORANDUM

DATE: OCTOBER 22, 2024
TO: COMMUNITY DEVELOPMENT COMMITTEE
FROM: SARAH MCCORMICK, ECONOMIC DEVELOPMENT MANAGER
SUBJECT: Central Business District Update

BACKGROUND:

In August 2021, City Council directed staff to conduct a comprehensive outreach to property and business owners within the Central Business District (CBD) to initiate a downtown revitalization effort. It was important that each location and business receive the same information at the same time to develop trust and transparency, and staff developed a mailer that was received by all within a three-day time period (Att. 1 – CBD Mailing). The intention of the mailing was to initiate conversations, set expectations, inspire compliance, and offer support for problem-solving. Two hundred twenty eight letters were mailed, each including:

- Letter from City Council
- CBD Programs and Resources
- CBD Revitalization Toolkit
- Individual property compliance assessment completed by City staff
- Comment/Suggestion/Questionnaire with a prepaid return envelope
- Invitation to CBD Community Meeting

The Community Development Committee (CDC) has been responsible for ensuring the identified CBD economic development tools are implemented by the various Council Committees with oversight of relevant initiatives. For example, the Finance and Administration Committee provided leadership regarding the water/sewer waiver to encourage more downtown eateries, and the Public Works and Facilities Committee ensured the bollard installation was a success (Att. 2 – August CDC Update).

ANALYSIS:

During the FY2023/24 budget process, City Council dedicated resources to initiate a new department focused on implementing economic development initiatives. This new investment signals the important role economic development initiatives play in shaping

the future of our community. Whether considering the success of businesses, quality of life, park amenities, public safety, housing funds, infrastructure, or business-friendly regulations – economic development offers a strategic mindset to overcome barriers and provide needed resources.

The Economic Development Department (EDD) proposes to suspend the monthly CDC downtown updates in order to refine our approach and develop additional strategies that nurture a vibrant and prosperous downtown. Staff also requests input from CDC on either current economic tools to be retained, and/or new approaches for consideration.

ATTACHMENTS:

1. CBD Mailing
2. August CBD Toolkit Update