



Memorandum

TO: RULES AND OPEN GOVERNMENT COMMITTEE **FROM:** Paul Krutko

SUBJECT: SEE BELOW

DATE: August 24, 2009

Approved

Date

8/24/09

SUBJECT: COMMUNITY AND ECONOMIC DEVELOPMENT (CED) COMMITTEE ADDITION REGARDING THE UPDATE OF THE ECONOMIC DEVELOPMENT STRATEGY

RECOMMENDATION

Request to add the Update of the Economic Strategy to the CED committee agenda for November 23, 2009

BACKGROUND

San Jose's first comprehensive Economic Development Strategy was adopted by Council in November of 2003, with a time horizon of about five years. Over the last five years, the City and its partners have made significant strides in implementing the 15 Strategic Initiatives. The current economic downturn is a good time to revisit the City's strategy.

On April 27, 2009, the Community and Economic Development Committee approved a workplan to update the 2003 Economic Development Strategy. The workplan includes:

- Update Quantitative Fact Base and Progress Measures
- Update Key Findings
- Assess Accomplishments
- Reaffirm the Aspirational Vision and 15 Strategic Initiatives

Staff have conducted focus groups, expert interviews and research to help inform the Update and at this time wish to share draft findings with the CED Committee.

PAUL KRUTKO
Chief Development Officer

For questions please contact John Lang, Economic Development Officer, at 408-535-8178.