ECONOMIC DEVELOPMENT

Business Variety, Attraction and Retention: *Recruit strong anchor businesses; attract businesses that serve daily needs of residents; increase variety to promote local shopping and enjoyment of our neighborhood.*

- Identify key nodes along commercial corridors for focused business attraction.
- Recruit anchor businesses to support and attract other neighborhood-serving businesses.
- Create inventory of existing businesses and develop plan to attract wider variety of businesses currently not available to the community.
- Develop balance of day and night time businesses and activities to keep neighborhood vibrant.
- Create incentive programs, such as a Small Business Development Program, to attract small businesses to vacant storefronts.

Process and Programs: *Simplify and streamline process of starting a new business; provide educational and financial opportunities to small business owners; support existing, successful programs.*

- Continue to support the City's Invest in Neighborhoods program to provide focused and customized assistance to meet the needs of Sunset District commercial corridors.
- Support development of small business web portal to streamline the City's permitting and licensing processes.
- Promote green building practices to help merchants save on energy and business costs.
- Support existing merchants with customer attraction, business promotion, façade improvements, and business improvements and investments.
- Address the financial strain of opening, making improvements to and operating a small business and work with the Office of Economic and Workforce Development and the Office of Small Business to increase accessibility and availability of funding mechanisms as well as explore eligible fee or permit waiver opportunities.

Vibrant Corridors: *Identify key nodes to serve as district-wide models; attract visitors and customers to our neighborhood businesses; make infrastructure enhancements in community to serve all small businesses.*

- Support community-building events that involve local businesses and encourage business participation in neighborhood events and public meetings.
- Collaborate with tourism agencies and major event organizers to promote Sunset District amenities.
- Create policy to discourage property owners from leaving commercial spaces vacant for prolonged periods.
- Support legislation or programs to incentivize business owners in maintaining the condition of their storefronts and corridors.
- Work with Planning Department to develop Neighborhood Commercial Design Guidelines that reflect and support the character of the Sunset District.

Storefronts, Sidewalks and Cleanliness: *Work with City Departments and existing programs to improve commercial corridor experience for patrons.*

- Collaborate with Department of Public Works on enforcement of existing city codes to allow for better pedestrian circulation, safety and cleanliness along commercial corridors.
- Work with community members and merchants to participate in the City's "Adopt-a-Street" program to promote shared and individual responsibility over street cleanliness.
- Create program for community volunteers to assist merchants with façade improvements.
- Work with Department of Public Works to target neighborhood improvements and outreach.