



# City of Lakeport

## Economic Development Strategic Plan

### 2017-2022

#### Core Goals:

- **Promote and participate in regional economic development initiatives**
- **Expand and support business retention and attraction efforts**
- **Strive to enhance the historic downtown and lakefront area.**

#### Implementation Plan:

The table below presents all of the short- and medium-term outcomes identified in this plan and names the responsible lead agency/organization whom are necessary for successful implementation. Additional notes are provided explaining the current status of the actions and formulates a baseline for the specific implementation measure.

Economic development efforts post redevelopment era are dependent upon cooperation amongst many different parties in the public, private and non-profit sector. This implementation plan is meant to clearly present the most necessary and critical actions necessary to achieve economic development growth within Lakeport in partnership with the greater Lake County region and provide a jumping off point to assist in achieving the listed objective.

Outcome	Responsible Party	Notes
Re-establish the Lake County Economic Development Corp.	City of Lakeport—Economic Development	Bylaws and Board composition established in 2016. Next steps—organizing mission and funding capacity.
Obtain grant funding and conduct hotel feasibility study.	City of Lakeport—Community Development Department	USDA grant for Hotel Feasibility Study obtained and consultant selected in March 2017. Study completion expected in Spring 2017.
Issue \$500,000 in CDBG loans to local businesses	Community Development Services (CDS).	As of March 2017, over \$250,000 in Business Loans issued as of February 2017.

Obtain grant to conduct a broadband feasibility study	Lake County Economic Development Corp (LCEDC)	LCEDC in conjunction with CDS currently preparing business plan for Lake County Broadband Solutions.
Draft and adopt a Wireless Communication Ordinance	City of Lakeport—Community Development Department	
Adopt the Lakeport Lakefront Revitalization Plan	City of Lakeport—Community Development Department	March 2017 Draft Plan received. Expected adoption in Summer 2017.
Establish quarterly meeting of education and workforce stakeholders.	LEDAC / Workforce Alliance of the North Bay (WANB)	Options: 1) Lake Advisory Committee possibly coordinate stakeholder meetings; 2) LEDAC identify key stakeholders and appoint special committee to organize meetings.
Attract a hotel with meeting space able to service 200 conference attendees.	City of Lakeport—Economic Development	Market to appropriate hotel providers based on findings and recommendations identified in the completed Hotel Feasibility Study
RE-establish an industry led destination marketing approach which includes representatives from the lodging, dining and hospitality sector.	City of Lakeport—Economic Development / County of Lake / City of Clearlake	Support countywide destination marketing efforts.
Update and maintain inventory of Vacant Commercial Property	City of Lakeport—Economic Development & Community Development Department / Lakeport Main Street Association (LMSA)	Continue to work with Bit-Sculptor to design self-maintaining listing of available commercial properties and buildings
Re-Open Carnegie Library to Public Use	City of Lakeport—Community Development & Public Works Department	CDBG grant funds obtained to upgrade building accessibility. Expected completion Summer/Fall 2017.
Develop comprehensive guide to doing business in Lakeport.	City of Lakeport—Economic Development & Community Development Department / LMSA / Lake County Chamber of Commerce (LCCC) / LEDAC	Consider recommendations outlined in Business Recruitment & Retention Plan. Guide should be made available in print and electronically.
Update City of Lakeport Website	City of Lakeport—All City Departments / LMSA / Lake County Chamber of Commerce (LCCC) / LEDAC	Build new webpage(s) for Economic Development separate from City of Lakeport main website. Additionally, comprehensive update of City of Lakeport website.
Perform Downtown Parking Audit	City of Lakeport—Community Development Department	Perform audit consistent with recommendations provided in

		Business Recruitment & Retention Plan.
Conduct Business Site Visits	City of Lakeport—All City Department Heads / LEDAC / LMSA	Design short business survey. Train participants. Analyze findings.
Revitalize the Vista Point Shopping Center	Property Owner / City of Lakeport—Economic Development & Community Development Department	Work with property owner and encourage marketing and redevelopment of vacant retail facilities
Revitalize the High Street Village Shopping Center	Property Owner / City of Lakeport—Economic Development & Community Development Department	Work with property owner and encourage marketing and redevelopment of vacant retail facilities
Create One-Stop Permit Center within City Hall.	City of Lakeport—Economic Development & Community Development Department	Encourage the remodel of City Hall to facilitate better customer service. Additionally, develop an electronic permit center on-line.
Sidewalk Dining and Outdoor Sales Zoning Ordinance revisions	City of Lakeport—CDD	Encourage use of outdoor spaces in downtown area.
Establish procedures to promote lake recreation vending.	City of Lakeport—CDD	Encourage visitor/recreational oriented vending in the lakefront area.
Develop metrics to measure out-of-county visitors to local special events.	LEDAC / LMSA	Utilize Konocti Challenge model
Development of Lakefront Promenade	City of Lakeport—ED & CDD	Develop master plan and expand existing lakefront promenade and access.
Renovation of the Soper Reese Theatre restrooms and façade	Lake County Arts Council	Currently fundraising to complete improvements.
Research/Explore the development of a specialized economic development improvement district for Downtown	City of Lakeport—ED	Review successful Redevelopment Agency models implemented by other communities.
Develop an arts in public places program	City of Lakeport—ED / LMSA / Lake County Arts Council	Review success arts in public places programs being implemented by other communities.