



GRASS VALLEY CITY COUNCIL
125 East Main St., Grass Valley, CA 95945

Daniel C. Holler, City Administrator

Council Members
Jan Arbuckle, Mayor
Dan Miller, Vice Mayor
Lisa Swarthout
Yolanda Cookson
Jason Fouyer

A CENTENNIAL CITY

To: Mayor Jan Arbuckle
Members of the City Council

From: Daniel C. Holler, City Administrator *Daniel C. Holler*
Joe C. Heckel, Community Development Director *Joe C. Heckel*

RE: January 11, 2011 Economic Development Strategy

Overview

One of the key outcomes of the City Council's FY 2010-11 budget workshops was the need to focus on economic development. This priority was followed by a Town Hall Forum (held March 30, 2010) on economic development and a Council workshop on the same topic held on November 30, 2010. The discussion and staff report at the Forum and Workshop began the process of reviewing the following:

- The City's **vision** for economic development;
- The City's **role** in the field of economic development; and
- Proposed **strategies and actions steps** related to economic development.

Throughout the process, staff has recorded a number of comments from Council and the public. Based on those comments and information reviewed to date, staff updated and finalized an "Economic Development Strategy" for the City, which is shown as Attachment "A" to this report. The foundational elements of the Strategy are defined in the Vision, Mission Statement and Guiding Values (see Page 1). These three elements are policy statements which confirm economic development is a high priority for our community. More importantly, with these policies in place and supported by the City Council, the City can justify applying its resources of time, funds and staffing into actively facilitating the growth of its economic base.

To actually facilitate or foster economic growth, the City needs to adopt and implement clear goals, objectives and strategies. This is the most dynamic part of the process and allows for the greatest level flexibility, as long as the actions are taken in step with the Vision, Mission Statement and Guiding Values. Staff has worked through the proposed "Goals, Objectives and Strategies" section of previous reports to better capture the input provided by City Council and the community.

This updated version of the "Goals, Objectives and Strategies" provides more information and greater detail related to the actions to be taken, adds a time frame and sets forth key performance measures. The list of actions is very aggressive and staff has attempted to prioritize a work program with priority items highlighted and noted with an "*". A few of the action plans that fall into ongoing efforts have not necessarily been marked as a priority but will continue to be worked on as part of our normal work plan.

Summary

The work completed to date has laid a solid foundation to guide the Council and staff in pursuing a dynamic approach to economic development. To initiate focused action by the Council, staff and our partners, it is recommended that a comprehensive strategy be adopted with Council designating priority action steps. As noted, this is the most dynamic part of our economic development effort and flexibility will be necessary to take advantage of unknown opportunities that will be presented over the next year.

Several of the actions will need more time and effort to flush out full work programs. As this is done, specific actions will need to come back to the Council for additional review, direction and approval. With the implementation of some of the key work products additional metrics will also be developed and tracked to measure their impact. The allocation of resources during the budget process and setting of City goals will give the Council another opportunity to review, modify and prioritize the proposed strategies and action steps. Additional public input will also be available through this public process.

Staff is recommending that following any changes requested by Council the proposed "Economic Development Strategy", as shown on Attachment "A" be approved. This will provide guidance to staff to commit time and resources to begin a process of bringing items forward for specific Council action. An approved plan will also give the community a sense of the direction that the City is moving to enhance our economic vitality.

Attachment A

***Economic Development Strategy
City of Grass Valley
Adopted January 11, 2011***

Vision

The City of Grass Valley will promote the economic vitality of the region by serving as the Economic Hub of Western Nevada County.

Background: Economic development increases the number of jobs, the tax base, purchasing power, diversity, and the availability of goods and services. Actions that support local sustainability will enhance economic vitality. These factors make community improvement and investment possible by both the private and public sectors. A vibrant economy benefits the whole community by providing the means to meet public service obligations and expectations.

Mission Statement

The City's mission is to enhance the economic vitality of the community by taking actions that support opportunities for wealth creation and enhanced community services that enable people to pursue an exceptional quality of life.

Background: *Economic development* in the simplest terms is generally described as building wealth in which community benefits are created. *Community development* on the other hand is a capacity building process for making a community a better place to live and work. The City's strategies focus on both elements and the two come together as we look at the economic health of the City and the *Quality of Life* enjoyed by those who live, work, visit and recreate in the community. The outcome of an effective economic and community development program will lead to achieving a higher quality of life.

Guiding Values

The economic strategy for Grass Valley is guided by the community values enumerated in the City's adopted policy documents

Background: The documents which guide our community include, but are not limited to, the 2020 General Plan, Development Code, the City Budget, City Capital Improvement Program, Redevelopment Agency Plan, Redevelopment Agency Implementation Plan 2009-2014, Downtown Strategic Plan, S. Auburn Street Master Plan, Colfax Avenue Infill Study (draft), Downtown Parking Study, Idaho-Maryland / E. Main Street Redevelopment Study and Glenbrook Basin Redevelopment Infill Study.

Goals, Objectives and Strategies

Goal 1: Promote Primary Job Growth – Ready for the Next Wave

Objective: Support primary job based businesses through retention, expansion and business recruitment programs through working with partners and local businesses.

Strategies:

1.1. Confirm and reset the role and responsibilities of community stakeholders in economic development.

Action Plan 1: The role of agencies and organizations involved with economic development is in flux due to funding and staffing. City will continue to support local economic development efforts with continued funding, staff resources and maintaining a matrix identifying local roles / responsibilities.

Timing: Create and update matrix by July 1, 2011.

1.2. Facilitate opportunities for business to business information sharing.

Action Plan 1*: Coordinate a quarterly breakfast for local businesses, with a focus on those companies that provide primary jobs. Provide for information sharing, speakers of interest, and update on economic development efforts.

Timing: Conduct first breakfast in March / April 2011.

Action Plan 2: Establish a visitation program for Council members and City staff of local businesses to learn of their needs, challenges and future plans. Seek companies that are considering either expanding or downsizing.

Timing: Start visits in March 2011 in collaboration with ERC.

1.3. Identify current priority employers, their special needs and suppliers.

Action Plan 1: Work with ERC in updating and/or developing a list of priority employment clusters (i.e. video tech, multi-media; electronic equipment; software and hardware development). This task shall result in identifying any special needs of these priority employment clusters and their supplier companies.

Timing: Process will require coordination with ERC and will need to be on hold until staffing and direction of the ERC is finalized.

1.4. Increase inventory of vacant and/or underutilized business park and industrial lands and ready these properties so they can accommodate a future user.

Action Plan 1: Update and maintain a data base that lists all “usable” and “unusable” business park and industrial land in Grass Valley. Work in a collaborative effort with other stakeholders to advance the unusable properties to a state where they can be readied through infrastructure, zoning changes, access, contamination clearances, financing, etc.

Timing: Complete an update of all properties within City Limits by July 1, 2011. Work with ERC to update their “County-wide” list in FY11-12.

Action Plan 2*: Process Loma Rica Ranch Draft Environmental Impact Report (DEIR) and Specific Plan to a decision point within the next 12 months. If approved,

work with property owner/developer on having business park land available as one of the initial phases of the project

Timing: Present Specific Plan to City Council for action by December 2011.

Action Plan 3*: Undertake preliminary review of the Bear River Mill Special Development Area (i.e. SouthHill Village) to see if option to add more business park / light industrial is achievable with infrastructure demands and how City could advance or further facilitate zoning and annexation of the property. Complete PTA grant funded work to evaluate constraints / financing options for extending sewer to area.

Timing: Provide report to Council on policy options, infrastructure needs and potential annexation steps by June 2011.

1.5 Encourage and support expanding public infrastructure and services to meet the demands of existing and targeted industries.

Action Plan 1*: Define and confirm that the construction of the Dorsey Drive Interchange is the City's top priority for economic development and our Capital Improvement Program. As the City's top priority, develop a work plan that shows construction of this interchange commencing within 18-24 months.

Timing: By March 2011, conduct a joint meeting with Nevada County Transportation Commission (NCTC) to work through and set a joint priority path for project implementation. Submit at least bi-monthly progress reports to the Council on project status.

Action Plan 2*: Initiate process for forming a City-wide Community Facilities District (CFD) that may assist in financing infrastructure and City services.

Timing: Initiate first step in forming a Community Facilities District with submittal of "Guidelines and Policies Concerning Use of Community Facilities Act of 1982" for Council review and approval in February 2011.

Action Plan 3: Evaluate and submit options for addressing the future financing and development of an intersection and/or interchange at Crestview Drive / State Highway 49, in order to assist with developing southerly Special Development Areas.

Timing: Report to Council on policy options by October 2011.

1.6 Partner with various stakeholders to attract / retain priority businesses.

Action Plan 1: Work in a collaborative effort with ERC, Nevada County, etc. to create a "red team" or Business Attraction Team (BAT) who would be readily available to assist with the expansion of an existing business or work with relocating a new business to the area. Representatives of the City on the BAT would include the Mayor, Council Members and key staff.

Timing: Gain stakeholder support and form BAT by July 1, 2011, pending final staffing of ERC.

1.7 Implement work programs from adopted redevelopment studies, with emphasis on Idaho-Maryland Road / E. Main Street and Glenbrook Basin areas.

Action Plan 1*: Pursue priority short-term implementation measures identified within the Idaho Maryland Road / East Main Redevelopment Study Area and Glenbrook Basin Redevelopment Study as adopted by Council / RDA. Priority measures include permit streamlining, predevelopment assistance, infrastructure funding, zoning code amendments and BID formation.

Timing: Continue to implement the priority work tasks adopted for the Idaho Maryland Road / E. Main Street Redevelopment Study Area. Return the Glenbrook Basin Redevelopment Study to Council for greater detailed discussion and direction in February 2011. Submit yearly report on success of work programs.

Key Performance Measures for Goal 1: Primary Job Growth.

Economic Impact of Implementing Strategies 1.1 to 1.7 can be measured by property value increases; lease value; new pay roll; building construction/improvements; equipment investment as may be determined for one year.

Selected performance measures for 2011 include:

- Secured construction schedule set in 2011 for Dorsey Drive Interchange
- Council action on Loma Rica Ranch Specific Plan
- Formation of Business Attraction Team and updated land inventory
- Two successful business breakfasts and conduct at least 6 businesses visits
- Priority work programs for RDA studies underway

Goal 2: Enhance and Diversify Tourism Draw and Offerings

Objective: Develop a united community tourism direction and implementation of a tourism marking/promotional strategy.

Strategies:

2.1 Conduct a Mayor's "Tourism Summit" for purpose of identifying a united tourism direction for Grass Valley region.

Action Plan 1*: Conduct a 1.5 to 2 day summit to define direction for tourism industry and gain buy-in by those who invest in tourism marketing, promotion, advertising, etc. Tie to work undertaken by County.

Timing: Conduct a Tourism Summit by March 2011. Use information gained from Summit to prepare a Marketing Action Plan (see Strategy 2.2).

2.2 Implement a unified tourism marketing plan in concert with other stakeholders.

Action Plan 1*: Prepare a "Marketing Action Plan" that will provide an overall roadmap/strategy, timeline, action items, media plan, budgets, and recommendations for enhancing the local tourism market. Integrate actions with County plan where appropriate.

Timing: By April 2011, present a Marketing Action Plan to stakeholders which can be implemented for the Spring/Summer 2011 season. The Marketing Action Plan would be closely tied to Nevada County's tourism branding effort through specific action items. The City/RDA would contribute up to \$10,000 of funding to complete.

Action Plan 2*: Support the creation and implementation of an iPhone application for downtown business district to better promote / market available venues.
Timing: Work with Grass Valley Downtown Association / Chamber to implementing application by March 2011. The City/RDA would contribute approximately \$7,500 of funding to facilitate this application.

Action Plan 3*: Investigate the option(s) for funding tourism / promotion activities through the development of a "tourism business improvement district" (TBID). The intent of this TBID is to fund the Marketing Action Plan.
Timing: Develop TBID option for stakeholder and City consideration by April 2011. If desirable, target formation and implementation of TBID for FY11-12.

2.3 Support current and ongoing efforts to produce special events and activities.

Action Plan 1: Evaluate and support, if acceptable, the addition of new elements to current events such as ice skating, go-cart race, 2nd Saturday; AMGEN, etc. Integrate all new events into Marketing Action Plan.

Timing: Develop and implement new events into FY11-12.

Action Plan 2: Identify current events that have capacity for greater attendance (i.e. open hotel rooms, restaurant capacity, non-sold-out events) and integrate into Marketing Action Plan.

Timing: Support expansion of current events into FY11-12.

Action Plan 3: Work with the County and Center for the Arts to upgrade Vets Hall for enhanced ability to provide a larger venue for performances.

Timing: Support expansion of Vets Hall capabilities with RDA funding FY10-11, with County taking the lead for the project.

2.4 Support the growth of the Center for Arts as a regional Performing Arts Center.

Action Plan 1: Work with the Center for the Arts Board to assist in their efforts to convert and expand their building and property at 314 W. Main Street in accordance with their recently adopted Master Facility Plan or "Plan".

Timing: By January 2011, execute the loan agreement to fund their next phase improvements and a feasibility study on funding raising potential. Continue to support the Center in their fund raising effort to fully implement the Plan.

Key Performance Measures for Goal 2: Enhance Tourism Draw and Offerings
Economic Impact of Implementing Strategies 2.1 to 2.4 can be measured through hotel/motel business to see increase of 10% in occupancy and consistent average daily rate and increase in sales tax revenue for the Downtown.

Selected performance measures for 2011 include:

- Conduct Tourism Summit
- Complete Marketing Action Plan and gain buy-in by stakeholders
- iPhone application for downtown business district implemented
- Expand a selected number of current events and add at least one new event/activity
- TBID for funding tourism / promotion activities submitted for approval
- Target attendance tracking with Center for the Arts

Goal 3: Enhance Community Identity – The look and feel of a Great Town

Objective: To grow and improve the “WOW” factor for every person coming into our community by investing in making great places and spaces for people to enjoy.

Strategies:

3.1 Implement new “buy local” campaign to assist local businesses and area residents.

Action Plan 1*: Fund and facilitate a buy local shopping program similar to programs implemented as a “rediscover experience” by other cities. Focus on creating an enhanced experience for family and friends and provide option for rewards program.

Timing: Provide funding in spring 2011 with RDA monies and begin implementation of program in summer of 2011.

3.2 Enhance historic image and economic vitality of downtown and adjoining business districts.

Action Plan *1: Continue to integrate elements of the City’s Streetscape Design Manual through placement of new street furniture and general enhancements to the public right-of-way (i.e. sidewalks)

Timing: Install recently approved trash/recycle containers by February 2011. Define and implement next street improvement phase – street lights, sidewalk repair, signage, landscaping, etc. by November 2011.

Action Plan 2*: Construct entry way projects on RDA owned parcels at Richardson Street / E. Main Street and Neal Street / S. Auburn Streets in coordination with Grass Valley Downtown Association and adjacent property owners.

Timing: By July 2011, initiate construction of approved design for entry way park at Richardson Street / E. Main Street. By July 2011, complete design of parking lot and entry way improvements and coordination with adjoining property owners for Neal Street / E. Main Street and target construction by November 2011.

Action Plan 3*: Initiate planning effort to update and incorporate the S. Auburn Street Master Plan and Colfax Avenue Infill Study (draft), with a particular emphasis on evaluating the access and circulation options for the intersection of S. Auburn Street/Neal Street/Colfax Avenue and its surrounding properties.

Timing: Execute agreement or Letter of Intent (LOI) with property owner(s) for contributing to design and master planning of S. Auburn Street area by February 2011. Once agreement is executed, RDA will retain firms to; a) conduct a market analysis to verify retail/office expansion options for S. Auburn Street area, and b) retain planning / engineering services for evaluating intersection and circulation options. The City/RDA would contribute \$50,000+/- of funding to undertake the market research and assist with preliminary planning/engineering work.

Action Plan 4*: Create and install a parking management system for the Downtown to better utilize existing public parking opportunities in support of local business. Work with private property owners on integrating the parking management system onto privately held parking lots to expand the number of public parking spaces.

Timing: By February 2011, execute agreement with a firm to prepare a parking management plan and install an operational system. Engage business/property

owners and area residents on parking management plan and operational preferences by April 2011. Gain direction by Council on implementation of system by August 2011.

Action Plan 5: Continue to implement EPA Brownfield Grant program by identifying priority parcels, contamination challenges and developing clean-up strategies. Pursue additional funding sources to clean up priority parcels.

Timing: By April 2011, provide Council an update on participating properties and status of Brownfield evaluation. Complete work program in November 2011 and define next steps in Brownfield clean up program.

Key Performance Measures for Goal 3: Enhance Community Identity

Economic Impact of Implementing Strategies 3.1 to 3.2 can be measured through increases in retail sales activity, transient occupancy tax activity, property taxes and commercial lease rates and occupancy fluctuations.

Selected performance measures for 2011 include:

- Up to \$750,000 measured increase in sales activity due to local shopping program
- Development options presented and lead by private sector to implement S. Auburn plan and path for construction of first phase in place of potential retail space growth
- Downtown construction projects competed and street furniture installed. Entrances to downtown are sharper, cleaner, defined and more welcoming.
- Downtown Parking Management prepared, reviewed and direction provided

Goal 4: Pursue New Opportunities for Retail and Commercial Businesses

Objective: Grow and reshape the retail and commercial business sector to capture a greater share of business activity as the economic hub of western Nevada County.

Strategies

4.1. Confirm retail / commercial businesses which can locate or expand based on existing/future market, demographics, income levels and buyer preferences.

Action Plan 1*: Conduct a directed retail market analysis and profile for community. Evaluate local market conditions and identify priority businesses. Examine option for conducting a community survey to determine retail or commercial preferences of local residents.

Timing: Retail market analysis would be completed by November 2011. Upon completion of analysis, conduct meeting with key property owners to review options for locating preferred business. May develop and use a community survey for gaining additional information on desired businesses.

4.2 Recruit targeted retail / commercial businesses to targeted locations (in City).

Action Plan 1*: Based on results of Strategy 4.1, identify and ready key parcels for locating priority retail or commercial businesses. If inventory of properties would support certain retail or commercial uses, work with 2-5 national/regional level retailers to locate in Grass Valley.

Timing: Provided the market analysis demonstrates the need for larger retail users in the area and the land inventory can support such uses, contact broker/developers to confirm interest, timing, available land, land use or zoning needs/changes for larger format retail by December, 2011.

Key Performance Measures for Goal 4: Pursue Retail / Commercial Opportunities

Economic Impact of Implementing Strategies 4.1 to 4.2 can be measured through increases in retail sales activity, property taxes and commercial lease rates and occupancy fluctuations.

Selected specific performance measures for 2011 include:

- Completion of Retail Market Analysis / Profile and Community Survey
- Determine level of interest of 1-3 major retail businesses and 3-5 smaller format retail businesses (include local expansion) and initiate contact with property owners of preferred sites
- Create strategy for locating interested retail / commercial users to preferred sites

Goal 5: Lessen Regulatory Challenges or Requirements

Objective: Work to identify and, where feasible, lessen or streamline regulatory burdens which potentially constrain the expansion or location of businesses in our community.

Strategies

5.1 Work to streamline key development proposals in core business districts.

Action Plan 1: Identify key properties and/or business owners in core business districts who wish to develop or redevelop their property/building. Engage in public/private partnerships for the purpose of advancing their project.

Timing: City / RDA staff will create a priority list of properties, in light of their development or redevelopment options, by July 2011 and follow up with contacting at least 25% of these owners by November 2011.

Action Plan 2: For core business districts (outside of the Idaho-Maryland Road / E. Main Street and Glenbrook Basin Study Areas), work to develop a predevelopment approval process for key properties. Priority measures include permit streamlining, predevelopment assistance, infrastructure funding, zoning code amendments and BID formation.

Timing: Have format of public-private assistance agreements (i.e. Owner Participation Agreements) readied for interested property owners by September / October 2011.

5.2 Review City regulatory requirements / permitting costs to better enable key development proposals.

Action Plan 1*: Evaluate current City Development Impact Fees as to their applicability and use in the development process. Create options for how fees may be applied with greater flexibility (i.e. deferral options, fee credits, offsets).

Timing: Three measures can be implemented by April 2011; a) Consider modification to allow greater flexibility in approving deferrals on payments of Development Impact Fees, b) Evaluate current structure of Administrative and Park

Facility impact fees and evaluate options for potential of fee reduction(s) and, c) Review traffic fee program to determine modifications that may reduce fees. Provide analysis on the impact of fee changes.

Action Plan 2*: Evaluate current transportation policies to better confirm local traffic preferences when balanced with economic development priorities. Provide policy options for updating current traffic policies / requirements.

Timing: Present policy options on how current transportation policies can be updated to Council for consideration by July 2011.

Action Plan 3: Evaluate current City wastewater extension requirements and options for serving areas outside City Limits.

Timing: Present policy options to Council for consideration on how City wastewater service maybe be extended outside City Limits as part of updating the City's Sewer Master Plan by October 2011.

Action Plan 4*: Evaluate City permitting process and, if applicable, reset costs for simple, over the counter permits.

Timing: As part of preparing the City Budget for FY11-12, the City would update its "Cost of Service Study", the baseline report used for determining and justifying City fees for services. The update of this study would allow the City to further consider and approve adjustments to certain City permits, their staffing demands and fee amounts.

Action Plan 5*: Evaluate City permits which have limited staffing or service demands for changes to enhance efficiency and reduce costs.

Timing: Over the next year, review permits for recommended changes with initial recommendations on some permits to be made by February 2011.

Key Performance Measures for Goal 5: Lessen Regulatory Requirements

Economic Impact of Implementing Strategies 5.1 to 5.2 can be measured through increases in building evaluation, building permits, property taxes and commercial lease rates and occupancy fluctuations.

Selected specific performance measures for 2011 include:

- Adoption of alternative payment procedures for City Development Impact Fees
- Consideration of revising certain City Development Impact Fees
- Consideration of updating / revising City Transportation Policies
- Updating City Cost of Service Study for purpose of revising City service fees
- Consideration of policies to enable extension of City wastewater service to properties outside City Limits
- Changes to permits presented to Council for consideration

* Represents priority projects based on input received during workshops, past Council actions and realistic expectations of implementing noted action items.

RESOLUTION 2011-01

A RESOLUTION OF THE CITY OF GRASS VALLEY CITY COUNCIL AND REDEVELOPMENT AGENCY ADOPTING AN ECONOMIC DEVELOPMENT STRATEGY FOR THE CITY OF GRASS VALLEY AND AUTHORIZING THE IMPLEMENTATION OF THE PRIORITY GOALS, OBJECTIVES, STRATEGIES AND ACTION PLANS

WHEREAS, the City's 2020 General Plan contains land use policies and objectives that seek to promote a healthy jobs/housing balance and economic base for our City and further identifies the City as "the" economic hub for Western Nevada County, and

WHEREAS, one of the outcomes of the City Council's FY 2010-11 budget workshops was the need to focus on economic development with the intent of taking steps to further strengthen the City present and future position as being the economic hub of Western Nevada County, and

WHEREAS, the City Council conducted a town hall forum on March 20, 2010 and a workshop in November 30, 2010 to discuss economic development and what strategies can be pursued and implemented that would serve to enhance the economic vitality of the community, and

WHEREAS, on November 30, 2010, the City Council, along with members of the public, discussed the City's vision for economic development, the City's role in the field of economic development; and a list of strategies and actions steps related to economic development. One of the primary goals of the November 30, 2010 workshop was to move to the next step of having an overall economic development strategy developed for the City of Grass Valley that would be brought forward for review and approval by the City Council and Redevelopment Agency, and

WHEREAS, on January 11, 2011, the City Council reviewed and discussed an "Economic Development Strategy" for the City of Grass Valley in which its foundational elements included a Vision, Mission Statement and Guiding Values. In addition, the Economic Development Strategy incorporated a number of action plans which seek to facilitate and advance economic growth within the City and region, and

WHEREAS, the Economic Development Strategy is consistent with the goals of the 2020 General Plan which encourages the City to take actions to strengthen its position as the economic hub for Western Nevada County and continually strive for a strong jobs-housing balance, and

WHEREAS, the implementation of the Economic Development Strategy, as presented to the City Council / Redevelopment Agency on January 11, 2011, would require the commitment of City / Agency resources relating to staffing and funding, and

WHEREAS, during a meeting conducted on January 11, 2011, the City Council / Redevelopment Agency reviewed and considered all written and verbal testimony and found that the Economic Development Strategy should be adopted and implemented, and

NOW, THEREFORE BE IT RESOLVED by the City Council and Redevelopment Agency of the City of Grass Valley has reviewed and hereby adopts the Economic Development

RESOLUTION 2011-01

Strategy, as attached to this resolution as Attachment "A", and further directs that the Goals, Objectives and Strategies listed in this attachment be implemented.

BE IT FURTHER RESOLVED that the City Council / Redevelopment Agency authorizes and directs staff to make the appropriate budget transfers / amendments in FY2010-12 and setaside funding in the FY2011-12 budget in order to implement the Economic Development Strategy and action plans listed in Attachment "A".

BE IT FURTHER RESOLVED that the Agency further directs staff to return with a yearly update of the results of implementing the Economic Development Strategy and its action plans with the first update to occur no later than December 2011.

PASSED AND ADOPTED as a resolution of the City of Grass Valley City Council / Redevelopment at a meeting on January 11, 2011.

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Jan Arbuckle, Mayor / Chairman

ATTESTED:

Kristi Bashor, City Clerk / Secretary

APPROVED AS TO FORM: _____

Ruthann Ziegler, City Attorney / Agency Counsel