



ECONOMIC DEVELOPMENT STRATEGY

Purpose: To enhance the competitiveness of the City while further developing a strong and diverse economic base.

GOAL 1

Attract Head-of-Household Jobs Reflective of the City's Target Industries and those that Best Match the Skill Sets of the Local Labor Force.

OBJECTIVES

1. Focus business attraction efforts on identified target industries and companies that offer Head-of-Household wages.
2. Pursue Bay Area companies and industries with growth and expansion potential.
3. Foster existing business relationships to support the overall update and expansion of employment opportunities.
4. Enhance the development process for predictability and transparency.

GOAL 2

Attract Retail, Hotel, and Entertainment Uses that Offer Residents Quality Dining, Shopping, and Entertainment Experiences.

OBJECTIVES

1. Focus recruitment efforts on quality retailers who meet the desires of the community from the hotel, restaurant, shopping, and entertainment industries.
2. Increase the entertainment, recreational opportunities and events that draw people into Tracy.
3. Develop partnerships and resources to enhance and expand existing businesses.

GOAL 3

Support Higher Education and Vocational Training in the City of Tracy.

OBJECTIVES

1. Implement Notre Dame de Namur University Partnership Opportunity Plan.
2. Support efforts to develop and implement a communication and outreach strategy to promote the importance and benefits associated with higher education in the community.
3. Support and market vocational training resources to new and existing businesses to enhance the skill set of our local labor market.

GOAL 4

Position Tracy as the Preferred Location for Start-up Companies and Entrepreneurial Investment.

OBJECTIVES

1. Build a support network for small business, start-up companies and entrepreneurs.
2. Enhance opportunities for Silicon Valley and Bay Area start-ups to present local industry with technology based products.
3. Foster relationships with Silicon Valley, Bay Area industry groups, and business accelerators to identify, access and attract start-up companies.