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Sunnyvale Economic Development Strategic Plan

City Council Study Session

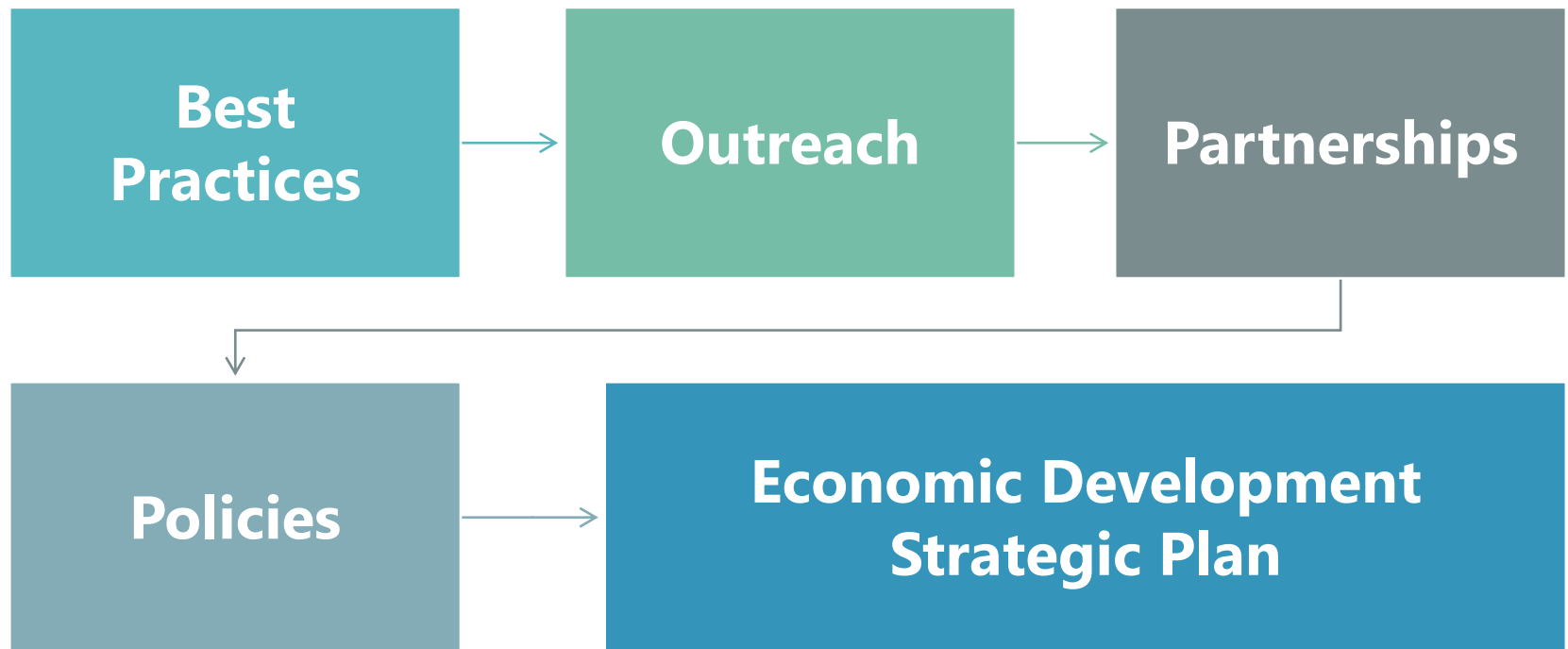
May 4, 2021



Introduction & Background



Economic Development Strategy Process/Background



Business Stakeholder Outreach

Major Themes:

- **Business Diversity & Retention**
- **Development Review Process**
- **Amenities and Services**
- **Transportation/Mobility**
- **Housing**

Online Resident Outreach

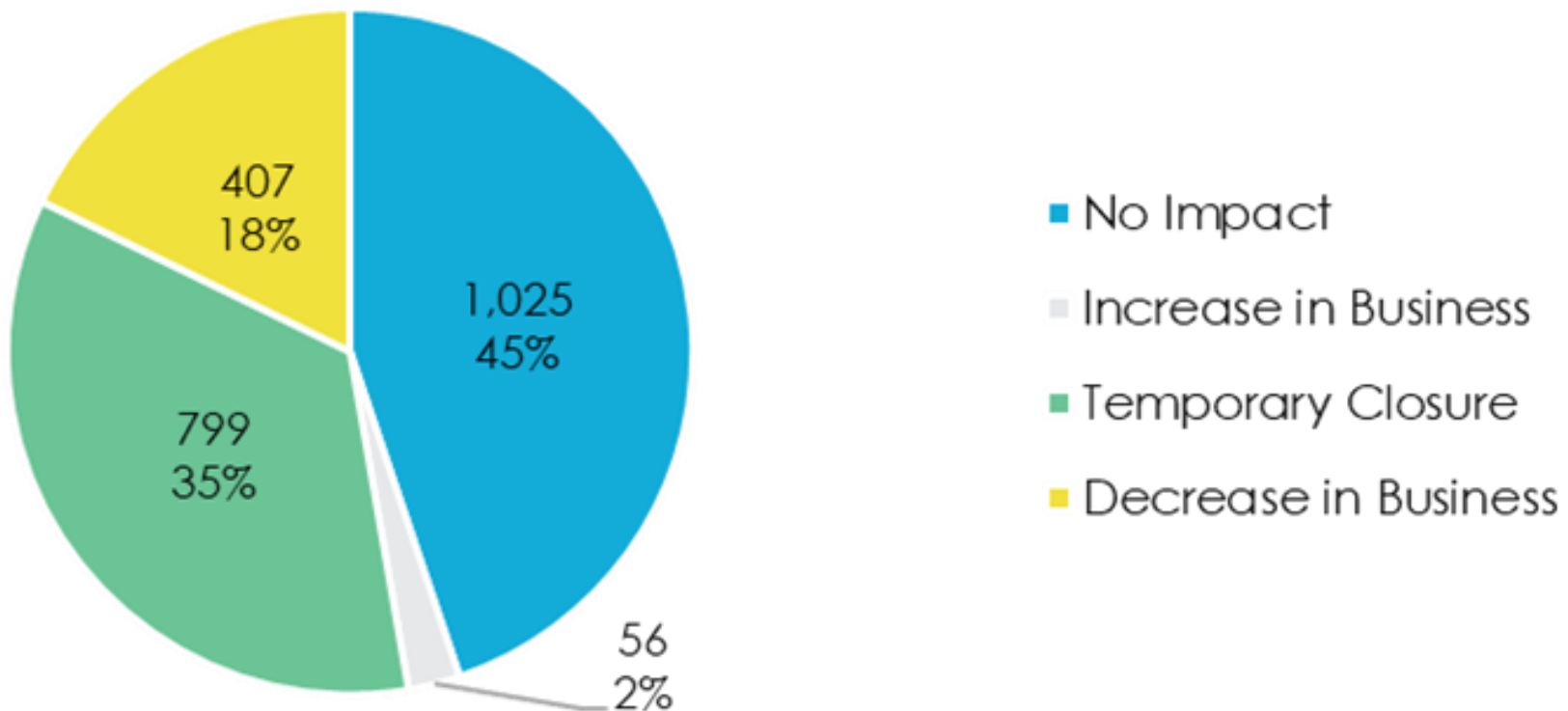
65% of surveyed residents want more retail



- **City residents leave to shop**
- **Support for small and independently-owned businesses**
- **Seek entertainment and attractions**

Business Survey Outreach – COVID Impact

How Did the Shelter-in-Place Effect Your Business?



2,300 business license renewal survey responses

Federal PPP & City Response

**1,700 PPP loans <
\$150,000**

\$86 million in assistance

**393 PPP loans
> \$150,000**

\$208 million in assistance

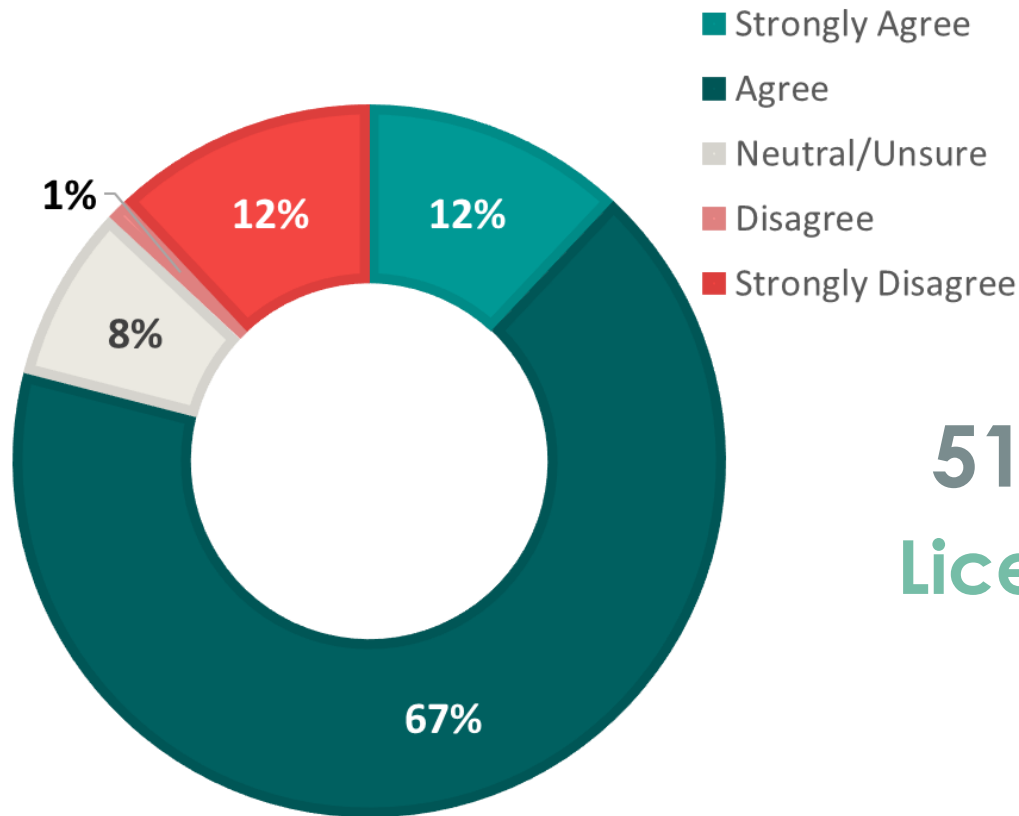


**16,000+
Sunnyvale Jobs
Preserved**

**\$1.3M Sunnyvale
Cares Program**

195 grants

Sunnyvale Business Climate



**513 New Businesses
Licenses Issued in 2020**

Sunnyvale Welcomes:



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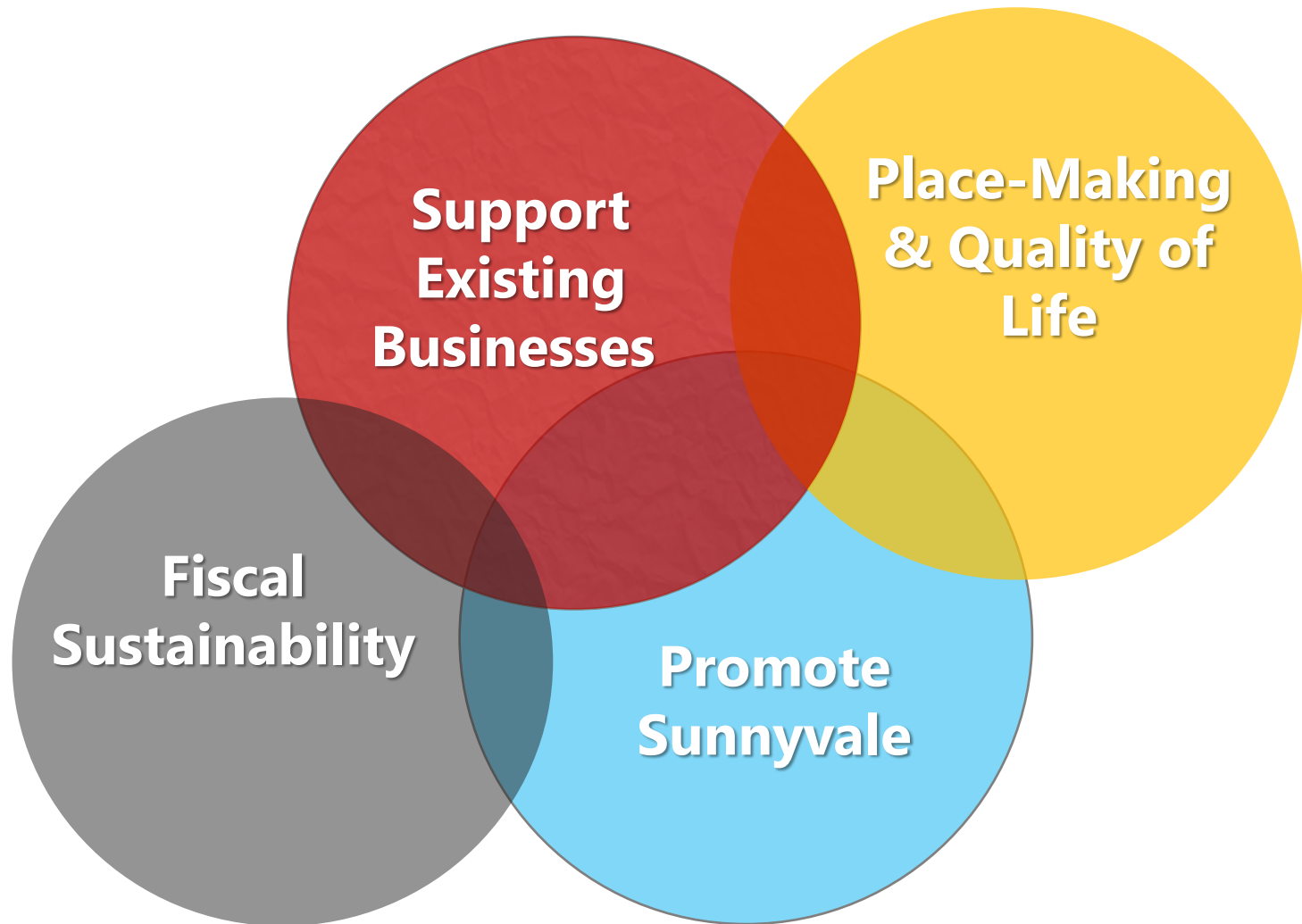
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Draft EDSP Strategies and Actions



Economic Development Goals



Support Small & Medium-Sized Businesses

Short-Term Strategic Actions:

- Covid-19 recovery assistance
- Availability of small-scale office space options
- Assist tenants and property owners navigate permitting process



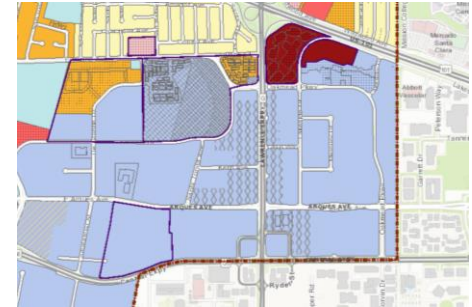
Support Small & Medium-Sized Businesses

Long-Term Strategic Actions:

- Review existing home-based business rules
- Explore food incubator or shared kitchens
- Preserve Industrial zoning on Woods & Oakmead areas
- Preserve commercial zoning along West Evelyn



Oakmead District



The Woods District



W Evelyn Service Commercial



Enhance the Vibrancy of Retail

Sunnyvale Has an Affluent Population:

2019 Median Household Income

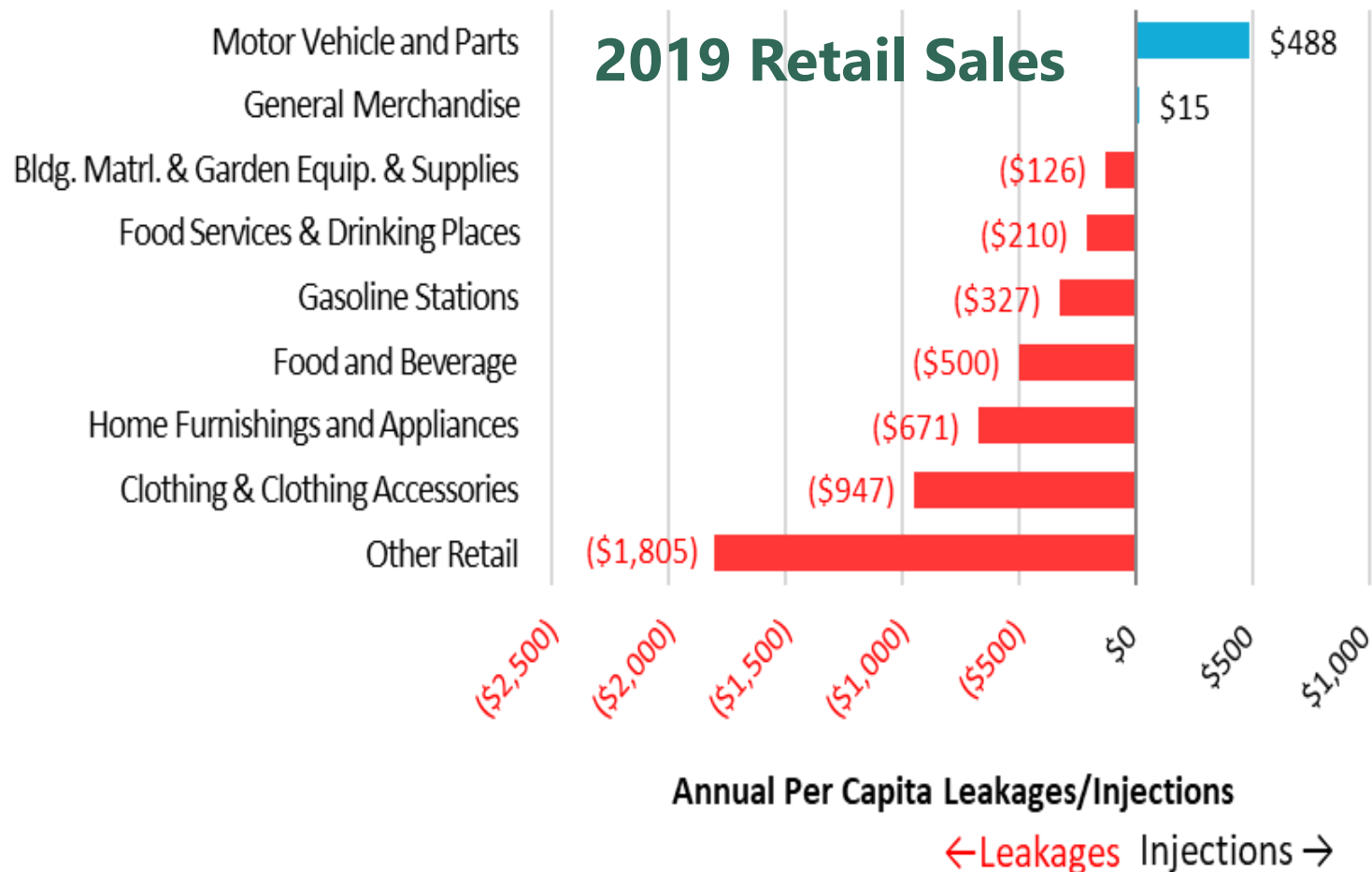


Top 3 Esri Consumer Segments



Enhance the Vibrancy of Retail

But Spending is Leaking Outside Sunnyvale:



Enhance the Vibrancy of Retail

Short-Term Strategic Actions:

- Identify/promote retail opportunities
- Monitor/track retail space

Long-Term Strategic Actions:

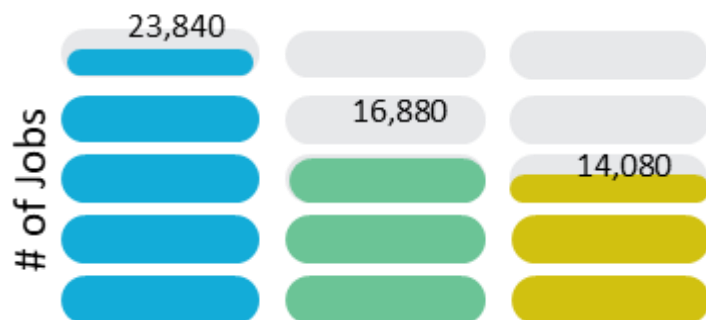
- Create/maintain retail vacancy materials
- Promote business patronage via social media
- Create “Heart of Silicon Valley” art piece



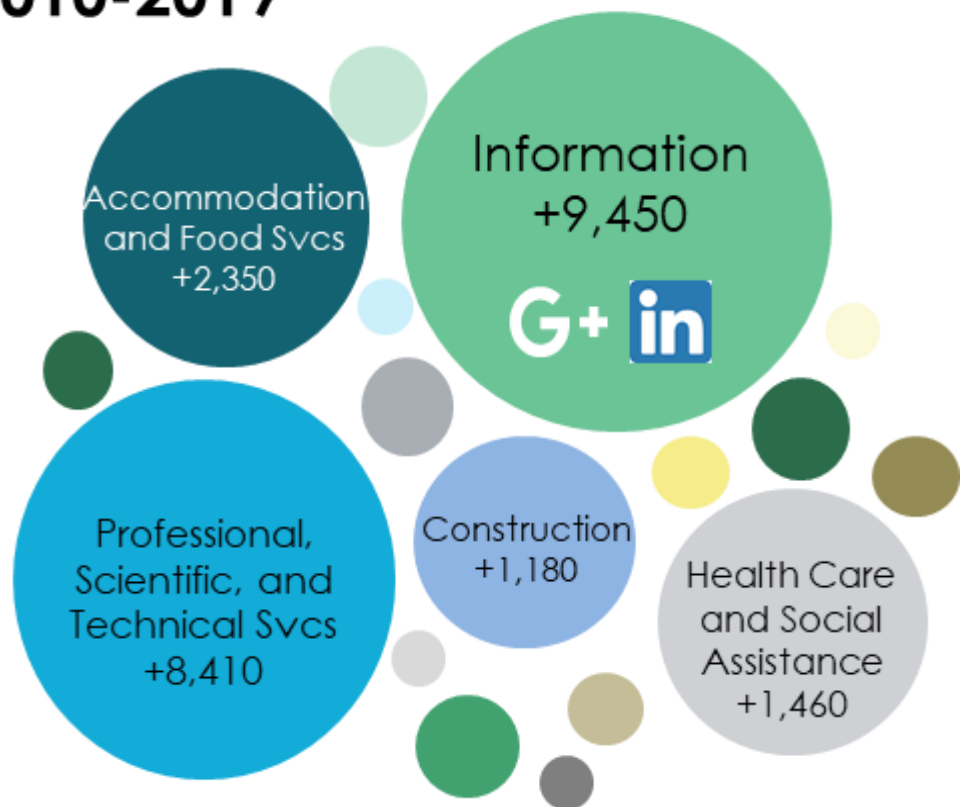
Expand Program Capacity & Support Development Review Process

Top 3 Industry Sectors in 2019

- Professional, Scientific & Technical Services
- Information
- Manufacturing



Industry Job Growth, 2010-2019



Expand Program Capacity & Support Development Review Process

Short-Term Strategic Actions:

- Create annual work plan
- Quarterly meetings with businesses to collaboration opportunities
- Maintain “one bite at the apple” philosophy
- Conduct annual business needs assessment survey

Long-Term Strategic Actions:

- Add an FTE staff to Economic Development Program
- Enhance City’s economic development website and online social media presence
- Expand business outreach and engagement



Pursue Technology & Transportation Partnerships



Short-Term Strategic Actions:

- Create "test bed" program for innovative and emerging technologies
- Grow annual Technology Business Expo

Long-Term Strategic Actions:

- Explore establishing a Transportation Management Association (TMA)
- Continue advocating Caltrain for Baby Bullet service at Sunnyvale stations
- Support use of innovative first- and last-mile transportation solutions



Expand Workforce & Affordable Housing Options

Short-Term Strategic Actions:

- Encourage range of housing options

Long-Term Strategic Actions:

- Incentivize higher affordable housing requirements



New ED Staff Position

Responsibilities:

- ✓ **Enhance** and manage website to promote patronage of businesses
- ✓ **Formulate** and manage social media to support ED
- ✓ **Develop** and maintain retail vacancy materials
- ✓ **Create** "test bed" program for innovative and emerging technologies
- ✓ **Review** existing home-based business rules
- ✓ **Explore** food incubator or shared kitchens
- ✓ **Work** with businesses to explore forming a Transportation Management Association (TMA)



EDSP Strategies:

- 1. Support Small & Medium-Sized Businesses**
- 2. Enhance the Vibrancy of Retail**
- 3. Expand Program Capacity & Support Development Review Process**
- 4. Explore Technology & Transportation Partnerships**
- 5. Workforce & Affordable Housing Options**