

A large, arched sign for Historic Murphy Avenue. The sign is made of three connected, curved sections. The left section is red with the word 'HISTORIC' in white. The middle section is also red with the word 'MURPHY' in white. The right section is red with the word 'AVENUE' in white. The sign is mounted on a metal pole and is surrounded by trees with autumn foliage. The background of the entire image is a street scene in Sunnyvale, California, showing parked cars, a pedestrian, and storefronts with outdoor seating.

HISTORIC

MURPHY

AVENUE

Sunnyvale Economic Development Strategic Plan

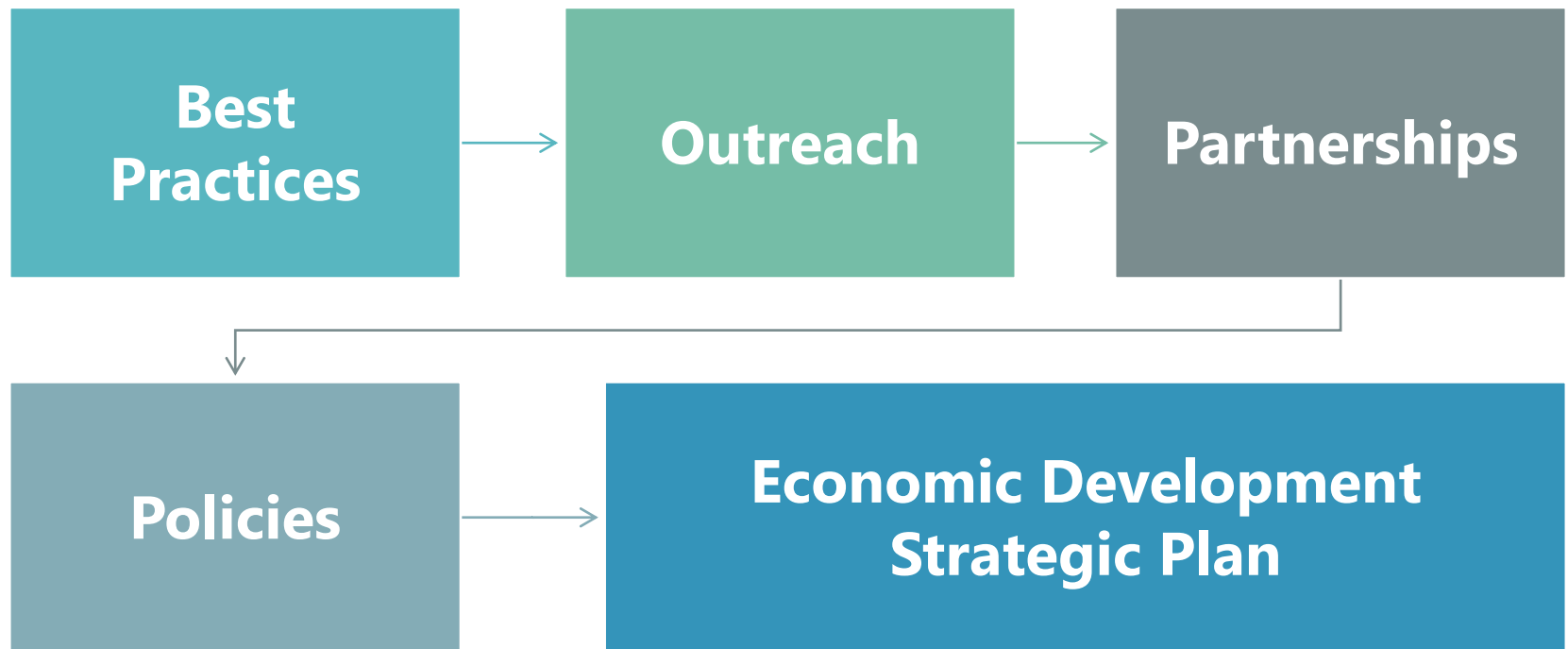
City Council Study Session

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

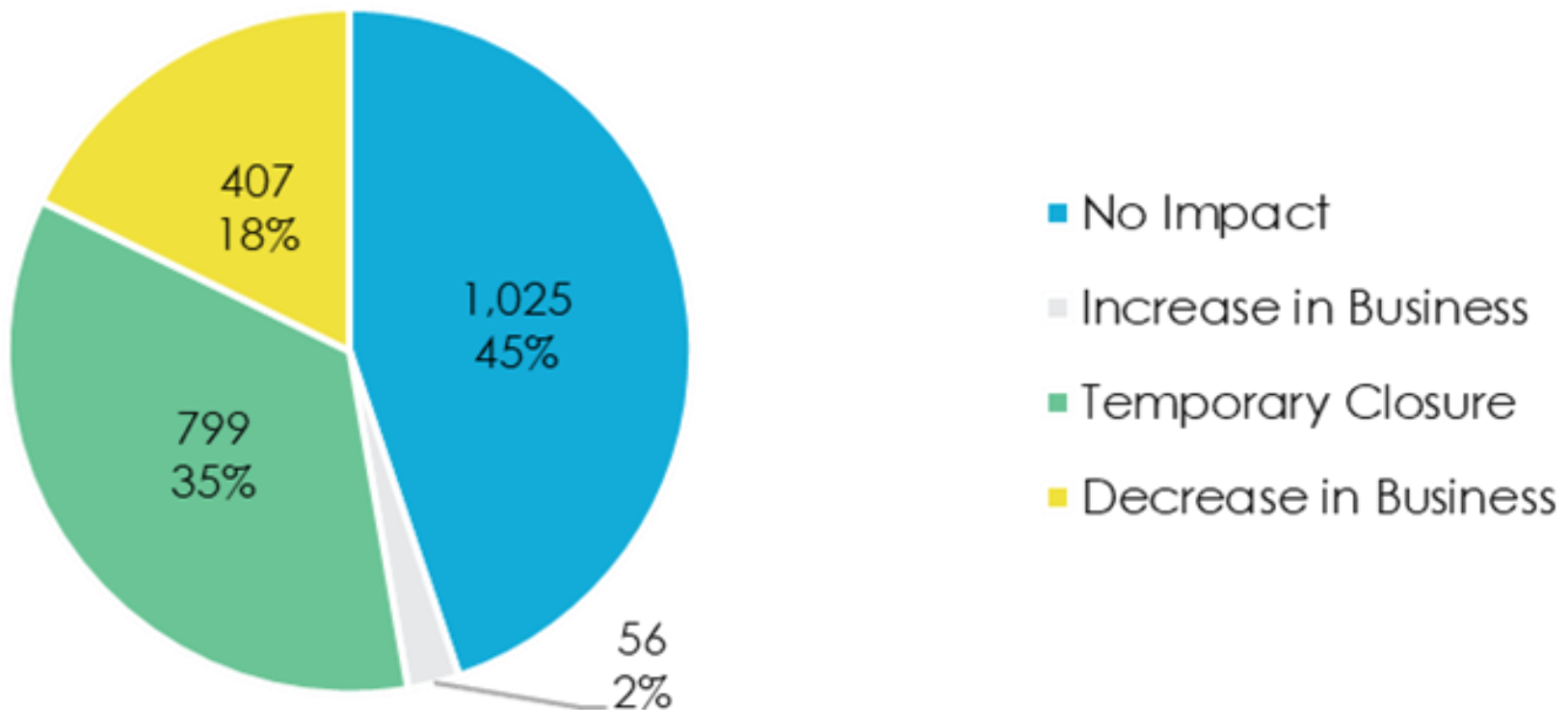
65% of surveyed residents want more retail



- **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

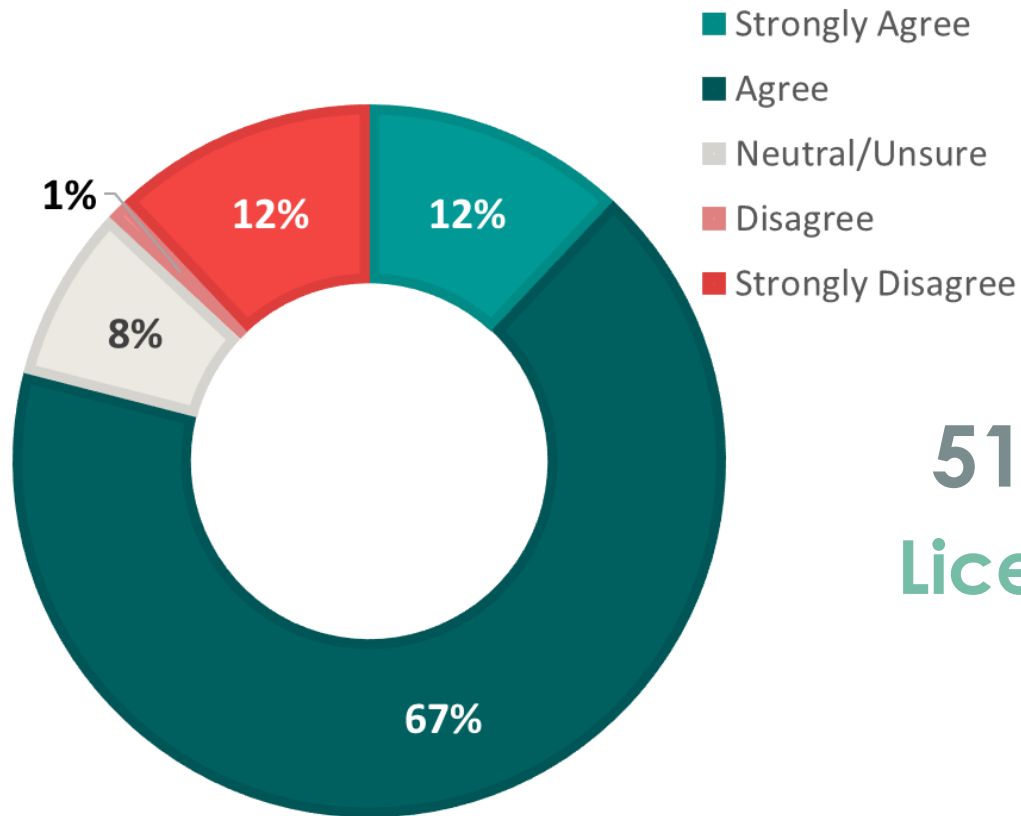


**16,000+
Sunnyvale Jobs
Preserved**

**\$1.3M Sunnyvale
Cares Program**

195 grants

Sunnyvale Business Climate



**513 New Businesses
Licenses Issued in 2020**

Sunnyvale Welcomes:





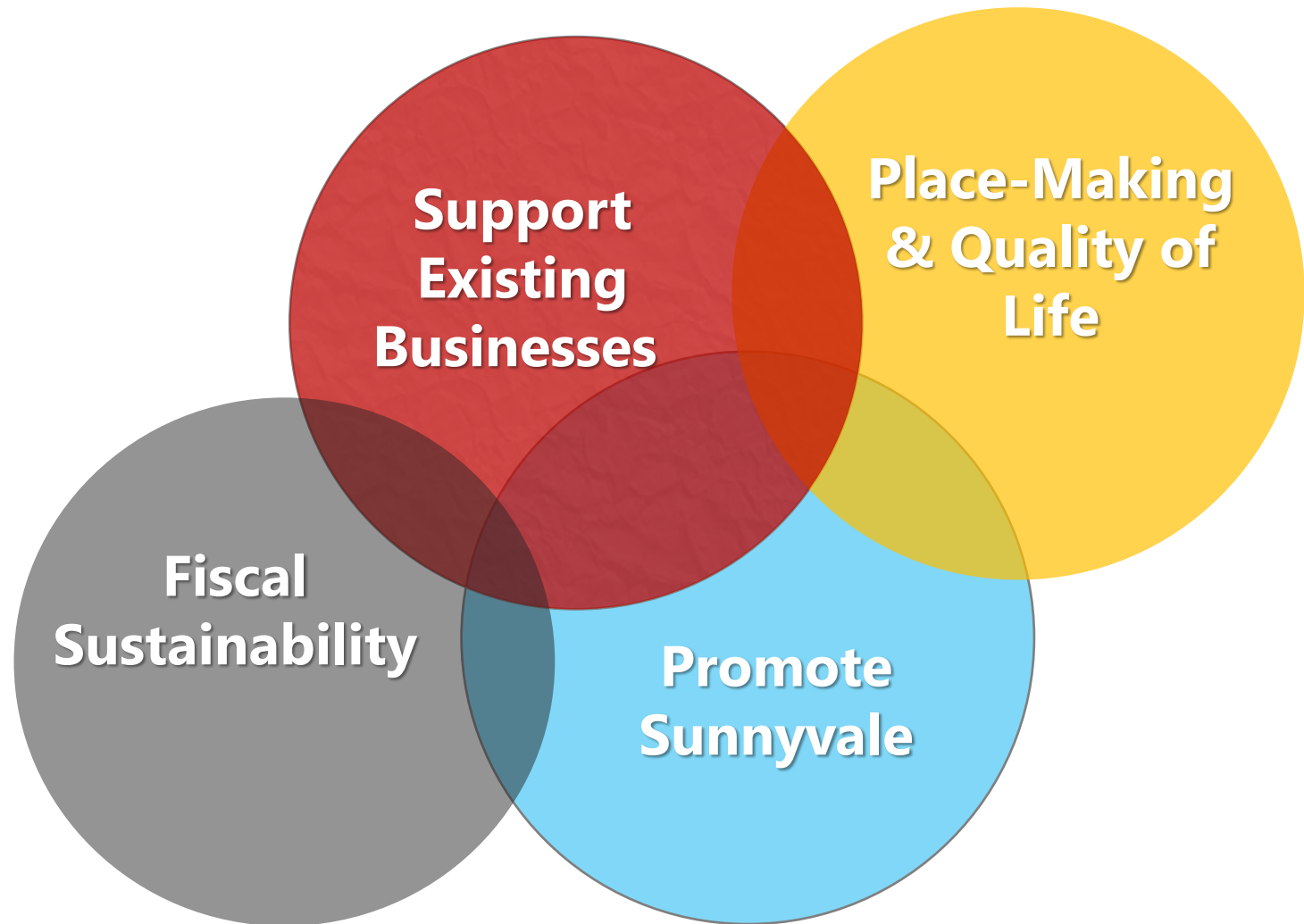
HISTORIC

MURPHY

AVENUE

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



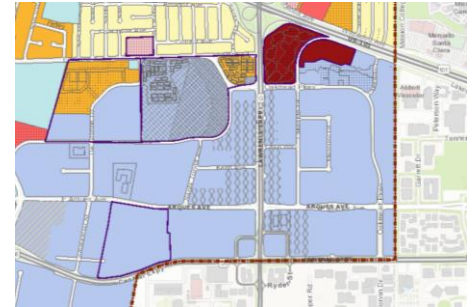
Support Small & Medium-Sized Businesses

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

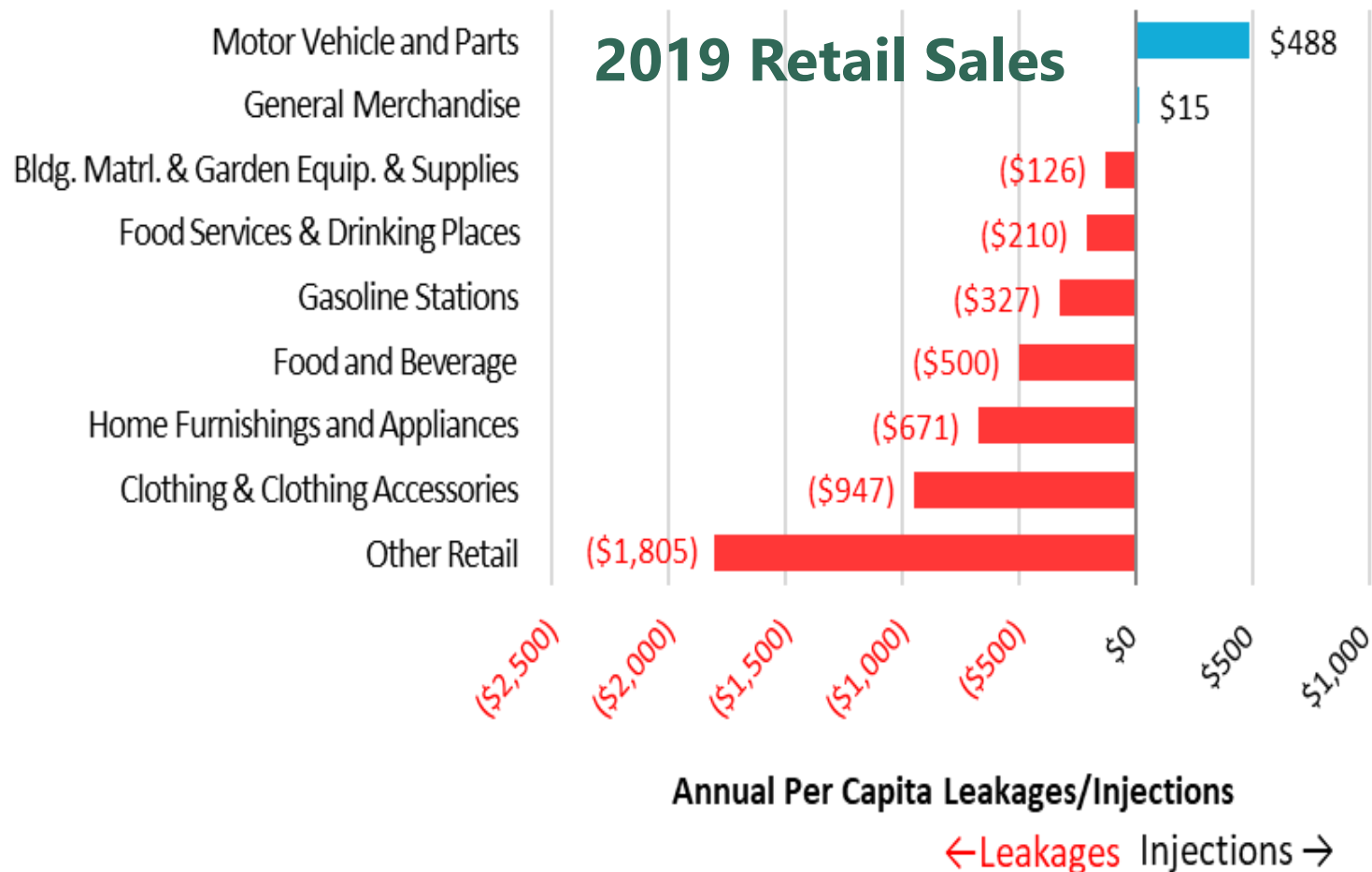


Top 3 Esri Consumer Segments



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:

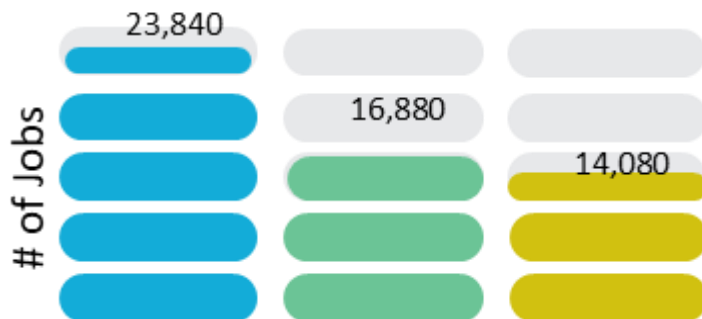
- Create/maintain retail vacancy materials
- Promote business patronage via social media
- Create “Heart of Silicon Valley” art piece



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**