



City Council Strategic Priorities 2015-2017



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 on business recruitment efforts on identified target industries.
2. Foster relationships with the existing business community to support the overall upgrade and expansion of employment opportunities.
3. Establish a predictable development process.

GOAL 2

Attract retail, hotel, entertainment and recreational uses that offer residents of all ages quality dining, shopping, and entertainment experiences.

OBJECTIVES

1. Focus retail recruitment efforts on quality retailers, hotels, and restaurants that meet the desires of the community.
2. Increase the entertainment, recreational opportunities and events that draw people into Tracy.
3. Collaborate with and support the Tracy City Center Association in an effort to increase the drawing power of the Downtown.

GOAL 3

Support higher education and vocational training in the City of Tracy.

OBJECTIVES

1. Continue supporting Notre Dame de Namur's academic programming in Tracy.
2. Continue partnership and offer support to the Tracy Consortium for Higher Education.
3. Identify and support agencies with vocational training programs such as San Joaquin Delta College, Tracy Unified School District, San Joaquin County Office of Education and Manex.

GOAL 4

Position Tracy as the preferred location for start-up companies and entrepreneurial investment.

OBJECTIVES

1. Attract start-up companies and entrepreneurs from the Greater Bay Area to San Joaquin Valley regions.