

Economic Development Advisory Committee Tasks:

1. Re-establishment of an Economic Development Advisory Committee. The recommended make up of the Committee would be as follows:
 - 2 City Council Members
 - 2 Planning Commission
 - 2 Chamber Representatives (Carrie and Chris C)
 - 1 Freeway Business Representative
 - 2 Ag Business Community (Chris Turkovich and Mariani Rep)
 - 1 Hospitality (Frank- Buckhorn Group)
 - 1 Real Estate

The key roles of the EDAC would be as follows:

- SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) for sectors of the City
 - Establish a Red Team for business attraction.
 - Evaluate and cultivate affiliations with outside organizations
 - 1. Yolo Visitors Bureau
 - 2. Solano Economic Development Corporation
 - 3. UC Davis
 - Business Attraction
 - Commercial
 - Industrial
 - Evaluate the City's General Plan land uses and zoning to determine needs in planning for Jobs and Industry. Consider the potential request for annexation and land uses to benefit economic development.
 - Explore drivers to achieve a greater ratio of jobs/housing balance.

Economic Development Center- City/Chamber Collaboration:

- Winters Economic Development Center/Collaboration with Winters Chamber of Commerce:
- a. Market Winters for business attraction with a one-stop shop for information related to available real estate, City zoning and approval guidelines, demographics and key analytics for attracting desirable businesses.
 - b. Works collaboratively with key businesses to constantly monitor and update data relative to business happening within the community. This would include monitoring confidential "Experian" business data reports, performing analytics to mine information related to peak business periods and customers. The office should constantly be on top of business activity with regular reports and analysis to key businesses.
 - c. Serve as the "mall manager", getting Downtown businesses on the same page related to events and key business periods.
 - d. The office will work with developers to bring development to Winters. Light Industrial to Industrial properties will develop and be attracted. We will make the AG innovation hub and broadband a reality!

- e. Creating and keeping current a “Winters App” for visitors to access information about the community.
- f. Work with hotels, event centers and UC Davis to keep the business community aware of upcoming peak occupancy and meetings which will bring visitors to Winters.
- g. Coordinate marketing for and with Discoverwinters.com and Visit128.com

Economic Relationships:

Work to structure key relationships and develop partnerships to advance Winters economic goals. This will include exploration of relationships with the following:

- Solano Economic Development Corporation
- Solano Small Business Development Corp
- Yolo Visitors Bureau
- Visit 128
- College of Agriculture- UC Davis
- Yolo County Ag Department
- SACOG