



Insight

FALL 2009

A NEWSLETTER FOR THE CONCORD BUSINESS COMMUNITY

Changes to the newsletter

Economic Insight is the City of Concord's newsletter for its business community.

In an effort to reduce cost and be more environmentally sensitive, the City is converting to a "paperless" newsletter on its website—which will have more up-to-date information for businesses.

To view the newsletter electronically, please visit the website at: <http://www.cityofconcord.org/business/econinsight/index.asp>

To sign up to receive automatic e-mail notifications of newsletter updates, please go to: www.cityofconcord.org/eSignup/.

City News

Economic Vitality Strategy

On July 27, 2009, Concord's City Council approved the updated Economic Vitality Strategy—which sets the vision, goals, and priorities for all economic development efforts in the City. The revised Economic Vitality Strategy focuses staff efforts on four major areas:

- **Strategic Marketing Planning**
- **Attraction of Key Industries**
- **District Strategies**
- **Business Attraction & Retention Efforts**

To view the Economic Vitality Strategy, please go to: <http://www.cityofconcord.org/citygov/dept/econdev/index.htm>

Local Preference Policy:

The City recently revised its Local Vendor Preference Policy in order to increase opportunities for local Concord companies to do business with the City. The local firm advantage was increased from 1% to 5% and applies to supplies, services and equipment.

For more information, go to www.cityofconcord.org/business/purchasing/policies.asp

Exciting Developments in Concord

There are new projects occurring in the City that demonstrate the attractiveness and strength of Concord as a business destination. The projects listed below represent more than \$200 million in new investment by the business community. For more information about these projects, please contact Economic Development staff or view the Current Project Report at: www.cityofconcord.org/citygov/dept/planning/cpr-public.pdf



Lowe's Shopping Center under construction

Projects Completed

Project Name	Description
Harris & Associates Corporate Headquarters	Relocation/expansion of a Concord business to Metroplex Office Center
Concord Chevrolet	New auto dealership
Chuck E. Cheese	New family restaurant/entertainment center
Fins on the Square	New seafood restaurant in Todos Santos Plaza
99 Ranch	New Asian supermarket in Park & Shop Center

Projects Under Construction:

John Muir Medical Center – Hospital Tower and Medical Office Building	177,000 square foot hospital expansion
Lowe's Shopping Center	New 117,000 sq. ft. home improvement store
Seafood City Marketplace	63,000 sq. ft. shopping center to include Asian supermarket and various restaurants
Lexus of Concord	Expansion of existing dealership
BJ's Brewhouse	New restaurant/brewery in Sunvalley Shopping Center

City Budget News

The City passed its 2009-10 Fiscal Year budget in June 2009. As a result of the severe economic recession, the City's property tax and sales tax revenues have dropped significantly, resulting in a budget deficit of \$13.9 million. As a part of a three-year plan to bring the City's budget back into balance, the new budget implements a variety of cost-saving measures, including reductions in services, early retirements

for employees, mandatory furloughs and other pay reductions, and layoffs. However, key City services, including public safety and maintenance of public property, will continue to receive high priority. As the city undertakes the challenges for next year's budget, the city welcomes your input in the process. For more information please go to www.cityofconcord.org/citygov/finance/budget.



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East Bay Works Employment Services

In Contra Costa County, 85% of the business community is made up of small businesses. Due to the current economic conditions, businesses are being forced to layoff employees to survive. To assist business owners and employees with layoffs, the County's Rapid Response Team provides free outplacement resources and services for displaced workers so that they can get back to work with minimal downtime.

The Rapid Response Team urges businesses to contact them regarding employee layoffs as soon as possible. The team will work with businesses to schedule an on-site presentation for employees about job searching,

job training, academic and career assessment, career planning and other services available at EASTBAY Works One Stop Career Centers. Information about obtaining unemployment insurance and other organizations and agencies that can help workers smoothly transition back into the workforce is also provided. Contact your Rapid Response representative, Susie O'Bryant at (925) 671-4542 or Sobryant@ehsd.cccounty.us for details. Additional information about EASTBAY Works and its partners can be found at www.eastbayworks.com.

Supporting Concord's Hotel & Conference Business

Every year, thousands of organizations—from service clubs, to trade associations, to religious groups, etc.—hold local or regional conferences in our community. These events allow out-of-town guests to visit Concord for the first time and provide sales opportunities for local shops, restaurants, and other businesses. In particular, these conferences provide an important source of revenue for Concord's hotels, which generate \$1.7 million per year in tax revenue for the city.

Therefore, any business owner or employee who is a member of a volunteer or professional organization should encourage the next conference to be held in Concord. By encouraging an organization to hold its conference in Concord, it's an easy way to support Concord's local restaurants, hotels, and retail businesses.

For more information on how to bring an organization's event to Concord, please contact one of Concord's many fine hotels, or contact Marilyn Fowler, Greater Concord Chamber of Commerce, at (925) 685-1181.

Need an Answer?

www.cityofconcord.org
www.concordfirst.com

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 William D. Shinn Councilmember
 Mary Rae Lehman..... City Clerk
 Thomas Wentling..... City Treasurer
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