



## BUSINESS ATTRACTION PROGRAM

The City strives to enhance its business climate by attracting new, expanding and relocating commercial and industrial growth opportunities to help contribute to Campbell's economic health in helping maintain a balanced community. A balanced community is one that provides goods and services, and employment and housing opportunities which help attract and retain commercial, service and industrial businesses and their employees.

The Economic Development Division leads the effort to attract businesses and is liaison between the City and businesses from initial contact to final approval and beyond. Successfully attracting businesses begins with building collegial partnerships in meeting businesses' needs and balancing them with City development and permitting standards and requirements.

## PURPOSE

Objective One of the adopted Economic Development Plan calls for fostering business expansion. Staff will market Campbell as a place to do business and that new and expanding businesses can bring value to the community by enhancing the business climate, contributing to economic growth and maintaining a balanced community.

## GOAL

Successfully attract new and expanding businesses to operate in Campbell.

## THE PROCESS

### 1. Identify locations in the City that have existing building vacancies

- Contact property owners and their real estate brokers to determine which businesses they are attempting to attract
- List the property on the City website's Available Properties List
- Contact other commercial real estate brokers whose clients are seeking locations in Campbell

### 2. When vacancies have been identified, proactively search for new business uses

- Match businesses' uses to the use displaced in vacant tenant spaces
- Compare uses with General Plan designations, zoning standards and area plan standards
- Target uses in surrounding communities to determine interest in operating an additional location
- Target businesses that complement existing businesses



- Perform site selection assistance and connect businesses with brokers and property owners of prospective locations

### **3. Follow ICSC, GoBiz, and SVEDA business opportunity announcements**

- Reach out to brokers who are actively searching sites for businesses
- Site announcements shall be thoroughly reviewed to determine a fit with Campbell

### **4. Provide Concierge Assistance**

- Provide site specific data on prospective target area
  - Access provided by existing public transportation, street and highway infrastructure
  - Traffic counts on adjacent streets and arterial thoroughfares and highways
  - Customer demographics
  - Population and population demographics within targeted area (e.g. household income, spendable income)
  - Major employers and institutions
  - Traffic generators (i.e. amenities, features other retailers that bring people to the target area)
  - Available incentives-financial or otherwise
  - Other community-specific information that might attract business
- Inform businesses about regulatory requirements
  - ADA
  - CEQA
  - Parking
  - PG&E
  - San Jose Water Company
  - West Valley Sanitation District
- Facilitate permitting, entitlement and licensing processes, requirements and timelines
- Explain other services the City can provide to help businesses grow
  - Expedite review of permit applications
  - Connection to additional resources
    - California Enterprise Development Authority (CEDA)
    - Small Business Development Center
    - SCORE

### **5. Promote Business Recognition Program**

- Inform prospective businesses of the City's appreciation of business in general and how they can bring value to the community and contribute to its economic growth
- Recognize business for achievements, economic success and contributions to the community



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## **6. Promote Quality of Life**

- Publicize the benefits of doing business and living in Campbell
  - Housing, energy and utility costs
  - Crime rates
  - Salary and wages
  - Transportation, telecommunication and utility infrastructure
  - Educational opportunities
  - Open space, parks and library
  - City, county and third-party agency services
  - Unique downtown
  - Recreational and cultural amenities and attributes
  - Walkability

## **7. Promote Business**

- Issue press release and announcements via City website and social media channels and local media outlets that business is open
- Connect business with chamber of commerce for additional marketing and promotion

## **8. Staffing Assistance**

- Meet to understand business' needs
- Advertise business is hiring employees via City website and social media channels
- Connect business with recruitment and staffing resources
  - NOVA Employment Center
  - Work2Future
- Follow up weekly regarding business' recruitment efforts

## **9. Communication**

- Inform the City Council of new business opportunities that are legitimately interested in locating in Campbell
- Share information with the Chamber of Commerce