



## Staff Report

**TO:** City Council  
**FROM:** Todd Parton, City Manager  
**DATE:** January 4, 2022  
**SUBJECT:** **Direct the Beaumont Economic Development Committee to Assist Downtown Business and Landowners to Promote Business Growth and Development in the Central Business District**

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### **Background and Analysis:**

The Elevate Beaumont 2040 General Plan adopted on December 1, 2020, included a specific plan (SP) for downtown Beaumont. This plan included new land use designations, new and revised zoning districts, improved development standards and new street sections.

The SP recognizes the historic central business district (CBD) area as the heart of the City providing a diverse economic, residential and cultural opportunities. Pursuant to the SP this vision will be achieved by creating a core area with locally oriented businesses and service establishments as well as recreational and cultural amenities. It is imperative that the built environment creates a sense of place built upon pedestrian oriented design concepts.

A critical element to the success of the SP's vision is active participation of the downtown business community and land owners. Many cities have successfully engaged their local stakeholders to establish downtown specific organizations that market their CBDs and encourage business growth and expansion. The City of Lodi is one such example and information on their program is included in Attachment A to this report.

As with Lodi and other communities who have created successful downtown programs, Beaumont would be best served by engaging its key stakeholders to enhance its efforts to revitalize the CBD. The City is already investing substantial dollars on core projects and economic development services to create the preferred environment and provide support to the downtown business community.

The Beaumont Economic Development Committee may provide a resource to initiate meetings of the key stakeholders. The objective of these meetings would be to facilitate the formation of a formal organization for the CBD such as a Downtown Business Association. This association would be separate and apart from the City and would be managed by the stakeholders.

It is proposed that the City Council provide direction to the Economic Development Committee to do the following:

1. Identify key stakeholders for the CBD area that is defined in the General Plan;
2. Reach out to said stakeholders and organize a kickoff meeting intended to orient the attendees on the City's downtown vision, to inform them of the capital improvements programed for the downtown area and the economic development resources offered by the City, and to identify common issues and concerns for the stakeholders; and
3. To help facilitate and support an on-going effort to be driven by the stakeholders.

**Fiscal Impact:**

City staff estimates the cost to prepare this report to be \$2,340.

**Recommended Action:**

Direct the Beaumont Economic Development Committee to assist downtown business and landowners to promote business growth and development in the central business district.

**Attachments:**

- A. City of Lodi Business Association
- B. Presentation