



**OFFICE OF THE CITY MANAGER/EXECUTIVE DIRECTOR
65 Civic Avenue
Pittsburg, CA 94565**

TO: Mayor and Council Members

FROM: Garrett Evans, City Manager

SUBJECT: Adoption of a City Council Resolution to Authorize the City Manager to Negotiate and Execute an Agreement with Retail Strategies LLC for Commercial Business Recruitment Services and Allocating Funding

MEETING DATE: October 16, 2023

EXECUTIVE SUMMARY

In order to further its retail, restaurant, and other commercial business recruitment efforts, the City is proposing to enter into a professional services contract with Retail Strategies LLC in an amount not-to-exceed \$150,000.

FISCAL IMPACT

Staff is requesting the City Council allocate \$150,000 of Business Improvement District (BID) funds to cover the cost of the contract.

RECOMMENDATION

City Council adopt a resolution allocating BID funds and authorizing the City Manager to negotiate and execute an agreement with Retail Strategies LLC for commercial business recruitment services.

BACKGROUND

On January 18, 2022, the City Council adopted the City's current Economic Development Strategic Plan (EDSP). The EDSP includes goals that endeavor to 1) enhance quality of life for all residents and build the City of Pittsburg's reputation as a regional destination; and 2) identify strategies for bringing additional commercial and job opportunities to underutilized areas of the City.

Within these goals are multiple implementation strategies that call for enhancing the vitality and aesthetic value of existing shopping centers; exploring policy options to encourage that vacant spaces be occupied such as code enforcement and contact with the owners; encouraging the development, maintenance, and connectivity of high-quality public spaces in Pittsburg; promoting linkages between shopping, entertainment, dining and nightlife

facilities; establishing a list of all vacant land and vacant building spaces with size, zoning, ownership, broker representation, contact information; and evaluating potential issues contributing to long-term underutilization of these sites/buildings.

SUBCOMMITTEE FINDINGS

This item was not presented to a subcommittee.

STAFF ANALYSIS

As detailed above, increasing retail and restaurant opportunities within Pittsburg is paramount in enhancing quality of life, providing additional job opportunities, and attracting higher-end employers. While the City does not lack spaces for commercial businesses to locate, staff believes enhanced marketing of these areas by a firm that has developed relationships with brokers, market analysts, real estate departments of major companies, and the companies themselves will assist in bringing in new and high-demand storefront to the City.

Retail Strategies has proposed a three-step, three-year process that would begin with an analysis of Pittsburg's retail and real estate market, as well as input from the community. Next, Retail Strategies would seek to connect the City and local commercial property owners with brokers, developers, restaurants, and retailers to further identify market opportunities. The end goal would be the attraction of major retailers or restaurants, to existing commercial areas, as well as developers to commercial areas prime for development through a prepared retail recruitment plan.

Retail Strategies was chosen for their expertise and success in the marketplace. Retail Strategies would also represent the City at trade shows like the International Council of Shopping Centers (ICSC), and would contact a minimum of 30 overall retailers, restaurants, brokers and/or developers each year. Staff would also note that Retail Strategies does not represent any other municipalities in Contra Costa County.

ATTACHMENTS

1. Proposed Resolution
2. Retail Recruitment Proposal

Report prepared by: Jordan Davis, Director of Community and Economic Development