

**CITY OF EUREKA
ECONOMIC DEVELOPMENT STRATEGY**



Mission Statement

The City of Eureka is committed to improving the city's quality of life while encouraging diversity in the economic base, creating opportunity for businesses and developing a sustainable future for local residents through job retention, creation and attraction.

Goal 1: Retain Local Businesses and Create Opportunities for Expansion With the Goal of Creating Jobs for Local Residents and Increasing the Region's Median Income.

Objective 1: Administer gap financing through the Business Revolving Loan Program to encourage business start-ups and expansions within the City of Eureka.

Objective 2: Market and administer the Eureka Enterprise Zone to the business and financial communities.

Objective 3: Be actively involved in the California Enterprise Zones Association to influence legislative changes to enhance the Zone's benefit to business.

Objective 4: Proactively address business issues identified and actively market City programs through site visits.

Objective 5: Assist local businesses in the use of State and Federal programs such as business loan guarantees and Industrial Development Bonds.

Objective 6: Facilitate the process procedurally and financially by which businesses locate, do business and expand in the City.

Goal 2: Attract New Employers With the Goal of Creating Jobs for Local Residents, Diversifying the Economic Base and Increasing the Region’s Median Income.

Objective 1: Promptly respond to inquiries from businesses wanting relocation information.

Objective 2: Participate as a member of Upstate California to market the region.

Objective 3: Market the City to companies in targeted industries to create jobs that increase the region’s median income while remaining sensitive to the environment.

Objective 4: Continue to develop and market the Foreign-Trade Zone.

Goal 3: Support the Industry Clusters Identified in Prosperity! The North Coast Strategy.

Objective 1: Market the City to companies in the identified industry clusters.

Goal 4: Support Efforts to Provide Local Employers With a Skilled Workforce.

Objective 1: Maintain a staff well versed in opportunities available at local educational institutions to seek new opportunities for employees and employers.

Objective 2: Support the integration of new and emerging technologies into the job development delivery systems as appropriate.

Goal 5: Encourage the Maintenance, Improvement and Rehabilitation of Existing Housing Stock and an Increased Housing Supply, Especially Affordable Units.

Objective 1: Assist in providing adequate sites and promote the development of new housing to accommodate Eureka’s fair share housing allocation for very low, low and moderate-income residents.

Objective 2: Encourage the maintenance, improvement and rehabilitation of Eureka’s existing housing stock and residential neighborhoods.

Goal 6: Support and Encourage Arts, Cultural, Entertainment and Recreational Activities That Improve the Quality of Life and Create Jobs For Local Residents.

Objective 1: Encourage the use of existing venues for community events.

Goal 7: Develop Relationships with Federal and State Funding Agencies As Well As Legislative Representatives to Assist the City in Accessing Financial and Technical Assistance.