

Excerpt from the Agenda Packet for the Northern Waterfront Economic Development  
Initiative Ad Hoc Committee Meeting on April 11, 2017

**Budget:**

Following is a proposed budget for the phase 2 work program (Northern Waterfront Initiative Phase 2 Budget).

<b>Description</b>	<b>Expense Item</b>	<b>Cost</b>	<b>Desired Outcome</b>
Description: Community engagement is fundamental to the success of the Northern Waterfront Initiative and integral to advancing and improving the Waterfront's economic prospects.	<b>OUTREACH:</b>  Consultant	\$ 85,000	Engage residents and other stakeholders along the waterfront, educate regional and national agencies and to identify issues about the future of the Northern Waterfront.
Description: Assists in the development of the Draft Action Plan, provide clarity, and strengthen policy direction and analysis. Industrial properties database could be used for planning studies, strategic public investment, marketing and promotion, and fiscal analysis; California State Lands Commission analysis would help provide greater local control, as well as, a sustainable revenue source.	<b>DATA DEVELOPMENT &amp; ANALYTICS:</b>  Industrial parcel identification/analysis Goods movement State Lands analysis Assets/competitive advantages profile Performance indicators development	\$ 125,000 \$ 75,000 \$ 25,000 \$ 85,000 \$ 25,000	Establish baselines; improve knowledge base and improve relevant information for decision-making; determine viability of potential funding sources and secure grant funding. Determining indicators that include economic, environmental, and social progress (Genuine Progress Indicators).
Description: the Draft Strategic Action Plan will include a cluster-based economic development strategy, target industry clusters, goals and objectives, implementation program, responsible parties, estimated cost, potential funding sources, priorities, and timeframe.	<b>DRAFT STRATEGIC ACTION PLAN:</b>  Consultant	\$ 80,000	Draft Plan provides a blueprint for advancing the Northern Waterfront Initiative; an outline for engaging more involved collaboration; provides basis for adoption of public policies, programs, and investments. The Draft Plan will be available for public
	<b>Total</b>	<b>\$ 500,000</b>	