

Northern Waterfront Budget: 2020-21 Proposal

Anticipated New Projects (new initiatives implementing Northern Waterfront Strategic Action Plan)

Business retention (employee ownership pipeline, workforce initiatives, manufacturers survey, etc aligned with Strategic Action Plan)	\$60,000
Business attraction (incubator support, industry-specific outreach, permitting guides/streamlining efforts, incentives research)	\$60,000
Marketing campaign implementation	\$75,000
Resident workforce characteristics study	\$75,000
<i>Subtotal NEW projects</i>	<i>\$270,000</i>

Continuing Projects (identified in Feb. 2019 Board Order)

County-owned property site investigation for jobs use in Hercules	\$50,000
Crockett/State Lands waterfront access	\$10,000
Marketing/Branding collaboration with East CC cities; promotional videos etc.	\$70,000
<i>Subtotal CONTINUING projects</i>	<i>\$130,000</i>

Total - New and Continuing Northern Waterfront Projects Proposed for 2020-21	\$	400,000
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Remaining Northern Waterfront funds from 2017-18 (see separate sheet)		\$325,500
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2020-21 Proposed Budget Request - Augmented Northern Waterfront	\$	74,500
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