

BUSINESS FIRST

CITY OF CAMPBELL ECONOMIC DEVELOPMENT NEWSLETTER



MAY 2024



Letter from the Economic Development Manager

April was a big month for Economic Development in the City of Campbell. City Council approved a new comprehensive economic development plan as well as a new ordinance to help facilitate permit streamlining. This ordinance change is a direct result of the feedback the City received in conducting outreach for the new plan.

With the Economic Development Plan now approved, City staff will work on implementing the recommendations and initiatives outlined in the document, including increasing outreach to businesses, property owners, developers and brokers through multiple channels such as this newsletter.

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Visit us online:

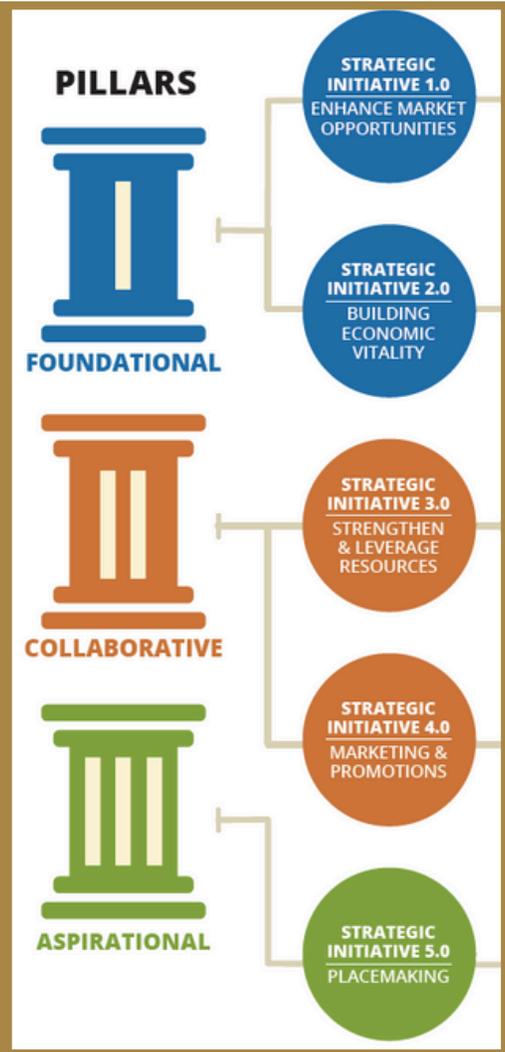


Stay In the KNOW:

City Council Approves Campbell's Economic Development Plan

On April 2nd City Council unanimously approved the City of Campbell's new Economic Development Plan. This plan is based on building a strong economic foundation, identifying opportunities to collaborate across City departments, and with external partners, and strengthening Campbell's small-town identity.

The Plan is broken up into three parts. The first is a comprehensive assessment of "where are we now?", looking at existing conditions and gathering baseline data. This includes both business and resident survey results. Part two of the strategy covers "Where do we want to be?" outlining the City's assets, challenges, and opportunities. The third and final section of the plan addresses "how will we get there?" providing a three-year implementation plan. You can read the entire plan online by visiting: <https://campbellca.gov/1305/Economic-Development>



The City of Campbell is Rolling out a New Permit Streamlining Process

On April 16, 2024, City Council unanimously adopted an ordinance aimed at streamlining permit processes. This move marks progress in the City's commitment to promoting economic growth and development within our community, as envisioned by the City's recently adopted Economic Development Plan. This decision follows feedback from stakeholders who highlighted challenges with the current permit procedures, resulting in unnecessary costs and delays for businesses. Taking this feedback into account, the City is working to simplify the process for entrepreneurs to thrive and succeed in our City. By reducing bureaucracy, the City aims to create a more supportive environment for business growth and innovation.



The ordinance streamlines permit processes for various land uses, including fitness studios, tutoring centers, thrift stores, cat and dog grooming facilities, full service restaurants with alcohol service, vehicle repair shops, medical offices, and more. For more information on permits visit: campbellca.gov/1050/Permits-Center



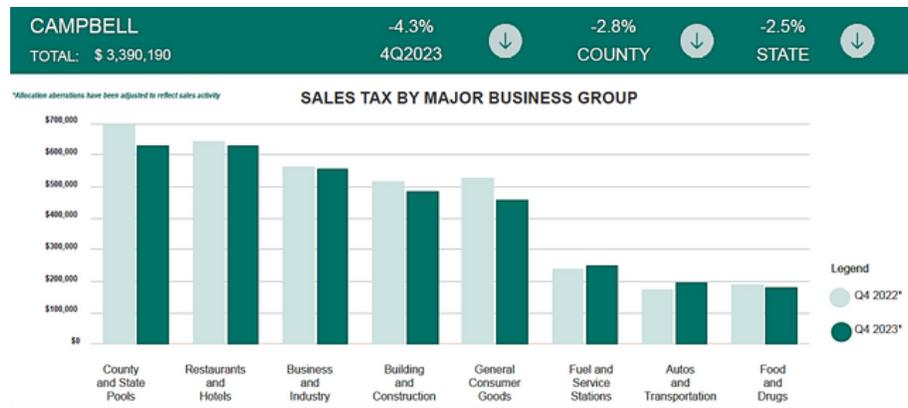
Spotlight: Downtown

Downtown Campbell is a vibrant commercial corridor that is approximately five-blocks long and two to three blocks wide. Downtown features a mix of retailers, restaurants, personal services, government facilities and residential development. Most storefronts are one to two-stories, with streetscaping. In 2022 the City of Campbell launched a Parklet Program to provide grants to downtown businesses for the construction of semi-permanent parklets. Four semi-permanent dining parklets were constructed in 2023/2024.

Downtown Campbell hosts a weekly farmers market as well as year round festivals and events. For more information about Downtown Campbell check out the Downtown Campbell Business Association, a non-profit dedicated to promoting Downtown Campbell, by visiting downtowncampbell.com.

2023 Q4 City Sales Tax Update

The City of Campbell's October - December sales tax numbers have just been released by HLD. Sales are down 4.3% compared to the same period from 2022. This is a larger reduction than the State drop in sale tax revenue which was only 2.5% but less than the Bay Area region which experienced a 4.8% drop.



The following businesses, listed in alphabetical not rank order, were the largest sales tax generators in the City of Campbell during the last quarter of 2023: America's Tire, Andros Rostilj, Argonaut Window & Door, Cafe Primavera, Chargepoint, Chevron, Dasher Technologies, Economy Lumber Gardenland Power Equipment, Home Depot, Imperative Care, Joe Escobar Diamonds, Kohl's, Luna Mexican Kitchen, Marshalls, Murray Window & Door, Ross, Rotten Robbie, Safeway Fuel, Shell, Sierra Pacific turf Supply, Sports Basement, Trace3, Valero, Whole Foods Market.

Build Your Skills:

What Small Businesses Need to Know When Making Repairs or Improvements

This free webinar covers important information that small businesses need to know when making repairs or improvements, including tips related to working with contractors, insurance, local permitting and licensing, potential tax implications, and the basics of disabled access compliance laws that achieve greater access, inclusion, and equal opportunity for people with disabilities.

The video provides examples of situations in order to illustrate how the information provided may apply in the real world.



The webinar is available in English, Spanish and Mandarin. Click the link below to watch for free.

[Watch Here](#)

Helpful Resources & Links



Local Small Business
Technical Assistance



California State Resources
and Licensing



Local Resources and Networking



Workforce Development



U.S. Small Business
Administration

Federal Small Business Resources



Downtown Business Association

work2future™
opportunity • jobs • success

Workforce Development

Contact Us:

The City of Campbell's economic development team is dedicated to helping existing businesses grow and thrive, attracting new businesses to join the Campbell community, and creating a vibrant economy for all to call their home.

Economic Development staff can assist businesses through City processes as well as help promote business opportunities. Please contact us by emailing EconomicDevelopment@campbellca.gov.