

CURRENT BUSINESS RECRUITING CONCERNS IN CHICO

1. Access to needed talent - talent with experience to help companies move to the next level.
2. Lack of easy connectivity in and out of Chico — particularly commercial air service.
3. Lack of skilled labor — regional workforce is described as low/underskilled
4. Inability for workers to own homes in Chico — due to cost
5. Lack of ready to go zoned land
6. Lack of interest on the part of businesses to get into the development process

ECONOMIC DEVELOPMENT STRATEGY/VISION – CITY’S PRIMARY ROLE

The following list represents six areas the Chico Economic Development Strategy and Vision targets for the City's primary involvement in economic development.

1. Establishing an overall vision and strategy;
2. Fostering a positive climate for economic development;
3. Ensuring the readiness of physical conditions in support of economic development;
4. Targeting public investments to support local economic prosperity;
5. Creating partnerships within the region to help attract investment to Chico; and,
6. Ensuring a local quality of life that supports the local economy.

ECONOMIC DEVELOPMENT STRATEGY/VISION – CITY’S SUPPORTING ROLE

The following list represents four areas the Chico Economic Development Strategy and Vision targets for the City to have a supporting role in economic development.

1. Developing, attracting, and retaining the talent needed for the local economy to prosper
2. Nurturing base level employers that bring wealth to the community by exporting goods and services outside of the local area
3. Strengthening the retail, services, tourism, arts and entertainment, and hospitality sectors
4. "Placemaking" to expand the number of places in the community where people can spend time in various activities between home and work, to improve quality of life.