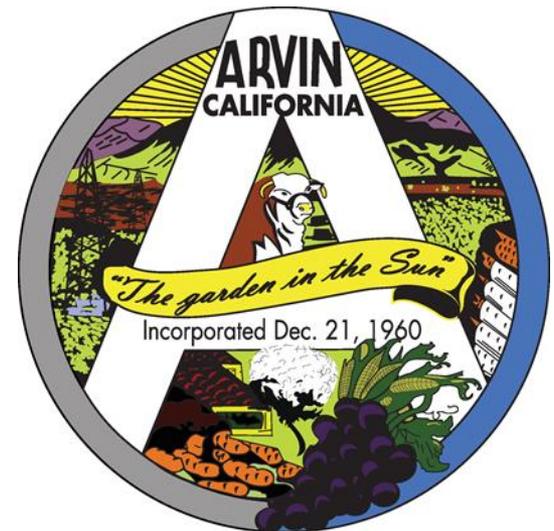


Arvin Economic Development Strategy

February 16, 2016

Arvin City Council

Ismael Diaz Herrera, Associate Director
Office of Community & Economic Development



Arvin EDS Advisory Committee



Arvin EDS Advisory Committee

- Jose Alaniz
- Maria Alvarez
- Raji Brar
- Linda Eviston
- Maria Gallardo
- Maria Garcia
- Steve Lopez
- Michelle McLean, EdD
- Salvador Partida (Vice Chair)
- Bill Phelps
- Toni Pichardo
- Rey Ramos
- Miguel Rivera
- Carlos Sardo
- Olivia Trujillo (Chair)
- Dolores Williams
- Denise Zavala
- James Young (Alternate)

Arvin EDS Advisory Committee

- 10-month process
- 12 evening sessions
- 2-hour sessions (6-8 pm)
- Educational Presentations
- SWOT Analysis
- Goals and Implementation Steps
- Review and Edits
- City Council Consideration

Arvin EDS Advisory Committee Presentations

- City of Arvin: Administration, Finance, Planning, Engineering & Police
- OCED at Fresno State
- Kern County Fire Department
- Visit Bakersfield
- Kern Economic Development Corporation
- CSU Bakersfield Small Business Development Center
- County of Kern
- Bakersfield College
- Westec
- USDA Rural Development
- Real Estate Brokers: Brock Realty Advisors, Colliers International & Olivieri Commercial Group
- Arvin High School & Arvin Union School District

Arvin EDS SWOT Analysis

- Pages 27-29
- **Strengths:** Business Climate, Education, Heritage/Culture, Geography, Population, Quality of Life & Stakeholder Engagement
- **Weaknesses:** Business Climate, Education, Economic Development, Infrastructure & Quality of Life
- **Opportunities:** Economic, Education/Labor Force, City Hall & Quality of Life
- **Threats:** Economic, Environmental & Community

Arvin EDS: Community & Economic Development

- Pages 30-35
- GOALS
 1. Improve quality of life for Arvin residents and businesses
 2. Increase opportunities for residents to live, work, and play in Arvin
 3. Improve the public perception of Arvin

Arvin EDS: Community & Economic Development

- IMPLEMENTATION STEPS

1. Designated community & economic development staff
2. Expand clinic hours to obtain 24/7 health care services
3. Bakersfield College campus in Arvin
4. Fast-track processing with reduced fees
5. Update Housing Element with diversified housing stock
6. Positive references of Arvin within and outside community
7. Bilingual community newsletter
8. Customer service training for public sector staff
9. Independent assessment of Arvin Police Department response time

Arvin EDS: Industrial Development

- Pages 36-40
- GOALS
 1. Increase the number of living-wage jobs available to Arvin residents
 2. Make Arvin attractive to industrial businesses
 3. Increase educational and workforce training opportunities for Arvin residents
 4. Improve ability of City of Arvin to provide quality public infrastructure

Arvin EDS: Industrial Development

- IMPLEMENTATION STEPS
 1. Retention and expansion strategy for existing businesses
 2. Available properties list
 3. Incentives list
 4. Startup Zone
 5. Additional workforce training opportunities for Arvin residents
 6. Collaborate with Kern EDC to attract industrial businesses

Arvin EDS: Commercial Development

- Pages 41-45
- GOALS
 1. Expand the diversity of existing businesses by attracting new retail commercial businesses to Arvin
 2. Expand the tax base in Arvin by increasing retail sales and reducing leakage to neighboring communities
 3. Increase the desirability of Arvin for existing and future commercial development
 4. Improve ability of City of Arvin to provide quality public infrastructure

Arvin EDS: Commercial Development

- IMPLEMENTATION STEPS

1. Strategy for attracting businesses
2. Available properties list
3. Marketing packet
4. International Council of Shopping Center Idea Exchange with Kern EDC in Monterey, CA
5. Individual marketing packets for Jewett Square, "C" Street, and Sycamore Street
6. Partnerships with business organizations in Arvin (i.e. Chamber)
7. Arvin Downtown Business Association
8. Mixed-use development in specific commercial areas
9. Design guidelines
10. Sphere of Influence expansion
11. Entrepreneur & Small Business Training
12. Kitchen incubator

Arvin EDS: Tourism

- Pages 46-47
- GOALS
 1. Establish Arvin as a desirable location for tourism
 2. Create opportunities for attracting tourists to Arvin

Arvin EDS: Commercial Development

- IMPLEMENTATION STEPS
 1. Farmers' Market
 2. Community hub/plaza
 3. Occupancy study for hotel feasibility
 4. Review and revise Transit Occupancy Tax ordinance
 5. Market analysis for hosting regional recreational activities
 6. Marketing campaign for promoting Arvin's history, culture, and ecological assets
 7. Concepts for educational museum

Arvin EDS Next Steps

- Give it life, don't just let it collect dust on a shelf
- Monitor progress and keep folks accountable
- Implement short-term steps while beginning to address long-term steps
- Connect to other initiatives/efforts in Arvin, constantly reference to verify alignment
- Seek sources of funding to implement recommended steps
- Continue implementation as an inclusive process
- Maintain connectivity to OCED at Fresno State



Community and Economic Development

THANK YOU!

**It's been a pleasure and honor serving your
community through this project.**