

Lincoln CA

Economic Development Action Plan

2023-2028

Economic Development Vision

Lincoln is a city of opportunity that is recognized for its authentic community character, excellent quality of life, and supportive environment for business investment and growth.

Mission Statement

The City of Lincoln achieves its Vision by:

- Providing a high level of public service.
- Responsiveness to community expectations
- Maintaining a safe and clean environment that benefits residents and businesses alike.
- Supporting the growth and expansion of existing businesses, recruiting new businesses that provide family-supporting jobs, and attracting new community-serving retail.
- Promoting Lincoln for its small-town community character, natural beauty, enchanting history, and world-class wineries and breweries.

Planning Framework

Guided by the economic development goals established in the City of Lincoln General Plan and the City Council's 2016 Strategic Plan, the Economic Development Action Plan incorporates ongoing community input and builds on prior economic development plans and initiatives. The 2023-2028 Action Plan is informed by the economic development initiatives of the Placer County Economic Development Board, the 2021-2024 Strategic Plan of the Greater Sacramento Economic Council (GSEC), and the Greater Sacramento Region's Economic Development Strategy (CEDS) 2020-2025. The Action Plan is consistent with key strategies and initiatives of CEDS including promoting business startups and entrepreneurship, supporting key industry sectors with strong growth potential such as tourism and advanced manufacturing, and providing opportunities to partner with regional workforce development efforts.

The Action Plan sets forth three key strategic initiatives designed to address economic development priorities of Lincoln:

- Business Support and Job Creation
- Revitalizing Downtown Lincoln
- Marketing and Outreach

The Action Plan is intended to be a living, evolving plan that is integrated into the operations of city government. In addition, the Action Plan acknowledges the

significance of regional partnerships and the importance of collaborating with our neighboring jurisdictions to achieve shared economic development goals.

Priority 1 – Business Support and Job Creation

- Increase in new business licenses.
- Completion of key infrastructure projects.
- Increase in employment.
- Increase in municipal tax revenues.

1) Simplify permitting and licensing procedures.

- a) Enhance permit tracking software (Accela) to identify and report on permit processing turnaround times to ensure a peer-competitive permitting process. These enhancements will also track inquiries and the resolution of businesses issues.
- b) Identify regulations and permit processes that add potentially unnecessary steps/hearings to permits to streamline permitting procedures.
- c) Formalize response times by inquiry types in the Community Development Department Procedures Manual to provide predictable turnaround times to the business community.

2) Implement key public infrastructure improvements.

- a) Identify and prioritize infrastructure projects that attract private sector investment.
- b) Seek County, State and federal support and funding for vital infrastructure projects.
- c) Track progress and address impediments that prevent projects from moving forward.

3) Inventory opportunity sites and community assets.

- a) Promote the use of the city' GIS Portal to assist companies and developers with identifying real estate opportunities in Lincoln.
- b) Consult with the Placer County Economic Development Department and GSEC to identify tradeable industry sectors that are a good fit for the Lincoln area.
- c) Outreach to cutting-edge industry sectors that offer family-supporting jobs such as Advanced Manufacturing, AgTech and Life Sciences.

4) Leverage relationships with regional job training resources and higher education.

- a) Encourage businesses to access job training resources from regional workforce training organizations such as the Golden Sierra Job Training Agency.
- b) Ensure workforce training needs are addressed in the development of educational programs for local and regional institutions.
- c) Seek Placer County support to offer tailored job training programs to attract new companies to Lincoln.

5) Acknowledge Lincoln businesses and their contributions to the community.

- a) Invite local businesses owners to discuss ways in which City staff and the Economic Development Committee can address issues at the local level that impact business operations and continued success.

b) Spotlight local businesses at Economic Development Committee meetings.

6) Engage business organizations and key regional partners.

- a) Maintain active engagement with Lincoln Area Chamber of Commerce and Downtown Lincoln Association.
- b) Partner with Small Business Development Corporations and other economic development organizations that provide technical and financial assistance and access to regional workforce training programs.
- c) Coordinate and collaborate with Placer County and neighboring municipalities on economic development initiatives of mutual benefit.

7) Strengthen and leverage partnership with Greater Sacramento Economic Council.

- a) Maintain active participation in Economic Development Directors Task Force (EDDT).
- b) Ensure the City's recruitment efforts and public messaging are consistent with the Greater Sacramento Strategic Plan 2021-2024.
- c) Seek assistance with marketing key properties for commercial and industrial development.
- d) Participate in sales calls and trade missions that focus on the City's economic development goals.

8) Business Support

- a) Research options for the development of a small business incubator to support the success of local startup enterprises.
- b) Consider options for focusing the incubator on a key industry sector with the greatest potential for growth and success.
- c) Identify low-cost opportunities for locating the incubator.
- d) Identify options for City support of the incubator.
- e) Research County, State, and federal funding opportunities.
- f) Identify successful operators of small business incubators that could be considered for operating Lincoln's incubator.

9) Advocate for the development of City-owned property located adjacent to the Municipal Airport.

- a) Conduct a market analysis of the tradeable industry sectors that are seeking real estate opportunities in the region.
- b) Develop an Offering Memorandum to market the site with site-specific information including allowable uses, maximum permitted density, available utilities, potential development constraints, prior studies and reports, potential funding assistance, disposition options (fee vs ground lease) and City development expectations.
- c) Initiate marketing efforts including participation with regional partners such as GSEC.

Priority 2—Revitalizing Downtown Lincoln

Downtown has been Lincoln's historic center of commerce and community for over 150 years. Lincoln's history and civic pride are rooted in downtown with its special qualities

and amenities that are unique in Placer County. As the community grows and expands, it is ever more important to strengthen downtown Lincoln as the cultural and tourist center of the community.

Metrics/Tracking:

- Number of events staged and level of attendance.
- Growth in sales tax revenue.
- Growth in business formation.

1) Lincoln Performing Arts Center.

- a) Establish a straightforward, transparent, and inclusive process for making the Lincoln Civic Auditorium available to all performing arts organizations; maximize the use of the Auditorium for performances that generate the greatest economic impact for local establishments.
- b) Ensure the Performing Arts Center offers a variety of events that appeal to the local community while also drawing patrons from the surrounding region for maximum economic benefit.
- c) Secure funding to make performances affordable to students and lower income households.
- d) Pursue funding to renovate and upgrade the Civic Auditorium to support quality events.

2) Downtown Lincoln Gateway and Wayfinding.

- a) Construct an artist-inspired Gateway celebrating Lincoln's historic and cultural heritage; the Gateway should represent Lincoln's past, present and vision, and be an iconic structure that draws visitors and tourists to the downtown area. Seek public input on the preferred location for the Gateway.
- b) Sponsor a design competition involving local artists with public art experience on the design concept for the Gateway.
- c) Involve local businesses in the project; seek Gladding McBean's collaboration in the project by incorporating elements fabricated by the company in the Gateway.
- d) Install unique street name placards that distinguish the downtown historic district; install signage to direct visitors to public parking resources.
- e) Assist businesses with installing pedestrian-friendly street elements that help to define the district such as seating, planter boxes, banners, awnings and hanging flowers; ensure commitments for ongoing maintenance.
- f) Explore alternative funding mechanisms (e.g., Enhanced Infrastructure Financing Districts) and grant opportunities for capital improvements.

3) Lincoln Marketplace.

- a) Open a permanent marketplace focused on local artisans and artists, and products from the renowned wineries and breweries in the area; draw from the success of the Lincoln Artisans Marketplace.
- b) Establish a year-round farmers' market that would operate in collaboration with and

the support of the proposed Lincoln Marketplace.

- c) Ensure that the Lincoln Marketplace reflects the unique character of the local community and take cues from other successful marketplaces such as Paso Market Walk in Paso Robles.

4) Lodging and Hospitality.

- a) Identify opportunities and seek developer interest in the conversion of historic structures to boutique hotels.
- b) Utilize the City's Hotel Incentive program to attract private sector interest and investment.
- c) Identify sites in the downtown area for ground-up construction of a boutique hotel with distinct character and amenities to serve the tourist market.
- d) Identify opportunity sites for the development of up to two traditional, national brand hotels; prioritize locations that provide direct access from Highway 65 with convenient access to downtown.

5) Public Parking.

- a) Working with local businesses and the Downtown Lincoln Association, quantify the issues regarding public parking supply and availability for visitors, special events and employees.
- b) Research on how other downtown historic districts have addressed public parking issues.
- c) Identify potential solutions including active management of existing parking resources, signage, and the acquisition of additional sites for parking.
- d) Prepare a final report to City Council on the Committees findings and recommendations.

Priority 4 – Communications and Outreach

Communicating a clear and compelling marketing message for Lincoln consistent across marketing platforms and social media is essential to achieving the initiatives set forth by the Action Plan.

Metrics:

- Website analytics include traffic volume, new and returning customers.
- Social media follower count, reach and engagement rate.
- Content marketing including content shared and downloads.

1) Identify and develop a brand that showcases Lincoln's unique character and offerings.

- a) Leverage both the historical character and the modern amenities.
- b) Building on assets that are unique to Lincoln.
- c) Utilize social media to communicate Lincoln's brand and accomplishments.

2) Build awareness of the City of Lincoln as a preferred business location.

- a) Leverage business success-stories and case studies

b) Identify and promote businesses uniquely Lincoln.

3) Maintain consistent and active presence in regional economic organizations.

- a) Actively participate in the Greater Sacramento Economic Development Directors Task Force.
- b) Regularly connect and collaborate with adjacent jurisdictions to advance shared community and economic development interests.

4) Leverage opportunities related to growing Sports Tourism and Agritourism activities in and around Lincoln.

- a) Strengthen coordination with tourism promotion offices such as Placer Valley Tourism and Placer County Visitor's Bureau.
- b) Work with the Placer County Visitor's Bureau to ensure that the Visit Placer County website represents Lincoln fully.
- c) Facilitate and support initiatives to draw sports and agritourism visitors to Lincoln shops and restaurants.
- d) Plan for improvements to existing recreation facilities that enhance the function and utility for sports tourism and events.

5) City Wide Marketing Efforts.

- a) Encourage event organizers to coordinate marketing efforts to attract local patrons, residents from surrounding communities, and tourists visiting the region.
- b) Provide technical and logistical support to local organizations sponsoring events throughout Lincoln including the Downtown Lincoln Association, Lincoln Area Chamber of Commerce, Art League of Lincoln, the Lincoln Area Archive Museum, and other nonprofit organizations.