

Consider: Mid and Long-Term approach to save businesses and jobs in response to the economic effects of the pandemic.

In order to not only survive this pandemic, but thrive on the other side, we must do more. We need to start now, at the peak of the pandemic, to look forward and emerge stronger.

It's not only about our businesses--it's about our residents and workers. WSJ: "The covid-19 recession is the most unequal in modern U.S. history. Job losses from the pandemic overwhelmingly impacted low-wage, minority workers"

1. Reallocate balance of \$1.9M to small business projects across the whole Town and create a **\$5M revitalization fund**
2. Explore **new funding sources** via public-Init private partnerships, state and federal programs
3. Stand up an **Economic Revitalization Board**
4. Accelerate the recommendations of the **Dixon parking report**
5. Develop a **world-class configuration** for N Santa Cruz
6. Most importantly, as a Town continue to work to be "**easy to do business with**"

A little more detail:

1. Immediately reallocate the balance of the \$1.9 million from the Town beautification budget to recovery for small businesses, find at least \$3M from other projects that do not need to move as quickly and combine with new funding sources (2. below) creating a \$5M revitalization fund not to be used for individual businesses but for business improvement projects not just in Downtown but ACROSS THE WHOLE TOWN.
2. Explore new funding sources via public-private partnerships, state and federal programs. These could be Town-wide programs as well as providing easy access to business-specific programs.

3. Stand up an Economic Revitalization Board (appointed on Ad Hoc basis by Town Council) with the best retail, financial, and entrepreneurial minds in Town (Chamber of Commerce plus non-member businesses, retired executives and others). This board could make recommendations of expenditures of >\$100k to the Council and <\$100k to Town Manager. Town staff will create rules for qualification of business improvements and will provide normal oversight. This will create transparency and encourage community input.
4. Accelerate the parking improvements of the Dixon report short of building a parking structure. Provide direction to motorists to available parking--start with better signs while moving to electronic wayfinding. As our restaurants are recovering due to the parklets, the removal of parking is putting additional pressure on retail that is already struggling.
5. Develop a world-class streetscape and configuration for N Santa Cruz --a downtown retail reconfiguration of North Santa Cruz Avenue to allow maximum outdoor seating--that is complementary and compatible with retail activity. Scope would include location and spacing of sidewalk, seating, awnings, streetscape and traffic flow. This would start with a study of the best examples in the US, especially those with history and character.
6. Most importantly, continue to work to make Los Gatos easy to do business with - it's not just about fees, more about speed: hand-offs between permitting, licensing, planning, etc., creating a culture of continuous improvement. We need to measure key metrics in order to improve.

Getting back to where we were isn't enough. The Town should not only survive this pandemic, but thrive, going forward.

Note: The economic recovery items approved on 1/19/2019 are primarily short-term and form the foundation of this mid and long-term initiative. These 6 elements could be selected and implemented independently to some degree.

Another related initiative, not proposed for 2021 (More on this later):

Innovation Economy

Every morning of the work week there is a brain drain from Los Gatos, in which our most talented residents get in their cars and board the big white busses and leave Town for a job up the Peninsula or in the City. Why not reverse this flow? Why not cultivate high-paying jobs for our own residents and create new opportunities for adjacent retail and restaurant businesses?

What is an Innovation Hub? A concentration of inventive talent working in collaborative spaces where novel technologies (tech, biotech, medtech) are created and developed. A hub typically includes:

- Facilities for entrepreneurs with the necessities for a startup
- Offices for venture capital, other investors and professional services firms
- Places for customers of innovation (often representatives of large companies) to work, stay, and be a part of the “innovation ecosystem”

Consider: Enhanced services for our 60+ residents through an engaged and activated community organization (re-vamped Commission), as well as providing additional opportunities for 60+ to serve the greater community

Characteristics of our 60+ community in Los Gatos:

- Make up 1/3 of our voters--yet we haven't very much asked them what they want and need
- Include a wide range of lifestyles from still working, to tapering down a little, to no longer working for a paycheck
- Many range from having virtually no free time, to lots of time; from being as fit as ever, to grappling with serious health issues; from looking for ways to volunteer, to coping with unmet needs.

Needs and concerns (from >120 survey responses and several listening sessions):

- Safety is a big concern--not only crime statistics but also wildfire concerns
- Many would like to stay in Town, but many believe that they will have to move away, especially as they get older
- Many prefer to drive because of the flexibility, autonomy, and speed, but will be faced with obstacles
- Rather than providing shuttles which do not offer flexibility, autonomy, and speed, but cost money--perhaps Uber/Lift vouchers and instruction on their use, and addressing the obstacles from medical providers, would be more effective?

60+ residents as a service force

Our 60+ residents are not only a community that needs better services, but even more importantly, they are a source of skills and services to our entire community. Our 60+ residents have some fantastic skills and ideas to share--some examples:

- Intern jobs for seniors

- Match 60+ with young families who don't have grandparents nearby or could use help
- One-stop online notification for volunteering
- Website, social networking, and publicity of opportunities
- Contributing to community newspaper or news source
- Talent, mentor, meet-up groups
- Start with Inventory of 60+ talents

Additional ways to serve our 60+ residents:

- Consider transitioning to an outsourced senior services model (similar to Saratoga)
- Develop cooperative agreements to access neighboring community resources
- Long-term: Develop a top-class activities center for 60+ residents