



Kriss Worthington

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CONSENT CALENDAR

September 19, 2006

To: Honorable Mayor and Members of the City Council
From: Councilmember Kriss Worthington
Subject: Economic Development Quarterly Reports And Work Sessions

RECOMMENDATION:

That the Berkeley City Council refer to the City Manager to 1) develop Economic Development Quarterly Reports for the Council that detail important economic details for the City, including job creation, unemployment statistics, sales tax revenue by business district, and retail vacancy rates; and 2) for one year, schedule quarterly work sessions to discuss these reports.

BACKGROUND:

Economic development is a very important subject. In recent years, neither members of the City Council nor the public have been provided statistical information that is necessary to effectively assess our performance. Receiving regular status reports on sale tax revenue, job creation and vacancy rates will help the City Council understand how well we are doing, and help identify where the problem areas are and where we need to focus more attention.

The City already receives quarterly reports on sales tax revenue that go to the City staff. This information needs to go to the City Council and the public.

These quarterly reports should help the Council and related commissions in their policy analyses and decision-making processes to craft policies that promote successful neighborhood-serving, small businesses. Providing this information will also send a signal that the City Council is seriously concerned about jobs, unemployment, and the success of Berkeley businesses.

FINANCIAL IMPLICATIONS:

NONE

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