

City of Los Alamitos

CITY COUNCIL AGENDA REPORT

MEETING DATE: March 24, 2025

ITEM NUMBER: 12A

To: Mayor Shelley Hasselbrink & Members of the City Council

**Presented By: Irving Montenegro Jr., Manager
Ron Noda, Development Services Director**

Subject: Resolution No. 2025-10 - Economic Development Strategic Plan (EDSP)

SUMMARY

The City of Los Alamitos Economic Development Strategic Plan is a five-year (2025-2030) plan with four core goals. Included in the plan are strategic priorities, several sub-priorities, and actions that support these goals, and they were developed through the collaboration of City Council members, city staff, and community stakeholders. A draft Economic Development Strategic Plan report is provided.

RECOMMENDATION

1. Receive the presentation of the Los Alamitos Economic Development Strategic Plan (EDSP); and,
2. Discuss the EDSP; and,
3. Provide comments and directions regarding any needed revisions to the EDSP; or,
4. If no revisions are required, adopt Resolution No. 2025-10, entitled, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LOS ALAMITOS, CALIFORNIA, ADOPTING THE CITY OF LOS ALAMITOS ECONOMIC DEVELOPMENT STRATEGIC PLAN DATED MARCH 24, 2025".

BACKGROUND

Economic Development is vital as it helps communities grow, improves quality of life, creates jobs, enhances economic vitality, and promotes sustainable economic growth. The Development Services Department, along with Economic Development Consultant Jacob Green and Associates, have prepared a comprehensive Five-Year (2025-2030) Economic Development Strategic Plan (EDSP) for immediate implementation. During the course of this past year, Jacob Green and Associates conducted various discussions with key stakeholders in the City of Los Alamitos, including interviews with City Council, to gain critical insight into the needs of the community and vision for future economic interests. Additionally, Jacob Green and Associates produced community surveys at community events like Spring Carnival, conducted SWOT analysis and workshops during Good Morning, Los Alamitos, and contributed to broad discussion and planning with Community Partners and City Staff.

DISCUSSION

The City of Los Alamitos Five-Year (2025-2030) Economic Development Strategic Plan (EDSP) consists of a thoughtful yet digestible roadmap with attainable milestones and markers. The EDSP recognizes the need for a proactive and strategic approach to citywide economic development initiatives and objectives necessary for successful implementation. The process of developing the plan involved analyzing current conditions, identifying opportunities and strengths, and setting goals for the future. At the core of the EDSP are four overarching goals supported by four strategic objectives and several specific sub-priorities and actions, all of which align well with current City standards and initiatives such as the Town Center Mixed Use Plan, General Plan, and Active Transportation Plan.

Economic Development Goals

1. Development styles and mixed uses that keep finances stable, supporting ongoing and improved public investment in the community's quality of life.
2. Local economy that stimulates jobs and promotes housing for Los Alamitos residents.
3. Creation of distinctive shopping and entertainment corridors and districts that attract consumer spending by residents, workers, and regional visitors.
4. An economic development mindset which is integrated throughout the City.

Strategic Objectives

1. Build on past successes and established strengths within the Los Alamitos Community.
2. Optimize Los Alamitos as a business-friendly environment.
3. Enhancement of the City's revenue base and exploration of innovative approaches to leverage private development investment in the community.
4. Constantly building towards the future for sustainable growth, resilience, and prosperity.

Sub-Priorities and Actions

1. Town Center Mixed-Use Strategic Plan (Pine Street District).
2. Existing improvements to the Civic Center Campus.
3. Business engagement and networking (Business Stakeholder Alliance)
4. Commitment to ongoing economic development programs, initiatives, and events.
5. Exploration of opportunity sites.

This plan is intended for collaborative use by City officials, staff, existing community stakeholders and potential economic development partners. It highlights the natural attractions of some of the City's pristine community landmarks, such as the Los Alamitos Unified School District, celebrating its reputation for an outstanding education system; its vast offering of multi-age Recreation and Community Services programs, events, and activities; the safety of the community provided by the Los Alamitos Police Department and its partners including Orange County Fire Authority (OCFA), and commitment to the community's healthcare needs through full-service acute care via UCI Health (Los Alamitos), which also serves as the City's largest employer.

FISCAL IMPACT

None. Funding requests for upcoming programs and initiatives will require the Council's feedback and approval through the City Council process.

- Attachment:
1. Resolution 2025-10 - Economic Development Strategic Plan (EDSP)
 2. Exhibit A-Los Alamitos Economic Development Strategic Plan