## COMMUNITY INVESTMENT ACTION PLAN (2020 TO 2025)

### TAKE CARE OF EXISTING BUSINESSES FIRST

<table>
<thead>
<tr>
<th>Actions</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>Year</th>
<th>Lead Org/Staff</th>
<th>County Staff Support</th>
<th>Partners</th>
<th>Resource Required</th>
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**Action 1.1 Provide small business skills development and funding**

**Outcome: Provide needed services to existing small business**

- A. Provide funding to MESO to engage services<br>
  - X

- B. MESO meets with Park Avenue businesses and others along McLoughlin once a week<br>
  - X  X  X

- C. Designate a specific county economic development staff person to focus on Park Avenue area for a portion of his or her time.<br>
  - X  X  X

**Action 1.2 Enhance Safety**

**Outcome: Improve physical environment of small business to retain/attract more customers**

- A. Educate Park Avenue business on sex offender housing nearby and foster collaboration.<br>
  - X  X  X

- B. Determine if improvements to trees and lighting can be made in right-of-way<br>
  - X  X

**Action 1.3 Foster Customer Base**

**Outcome: Foster regional growth of industry clusters**

- A. Host annual event in retail center parking lot.<br>
  - X  X  X

**Action 1.4 Engage with Courtney Plaza Owner**

**Outcome: Enhance certainty for business owners**

- A. Encourage owner to improve signage on site for no loitering and parking “for sale” vehicles.<br>
  - X  X  X
B. Encourage new owner to communicate with tenants regarding approach to new management and anticipated leases.

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