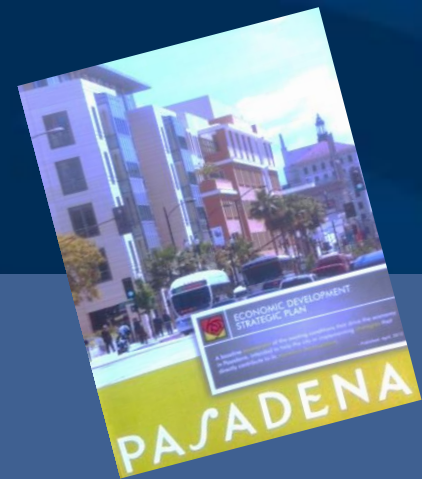


**Edtech Committee
Discussion
of the
Economic Development Strategic Plan**

November 17, 2020



Economic Development Strategic Plan - 2012



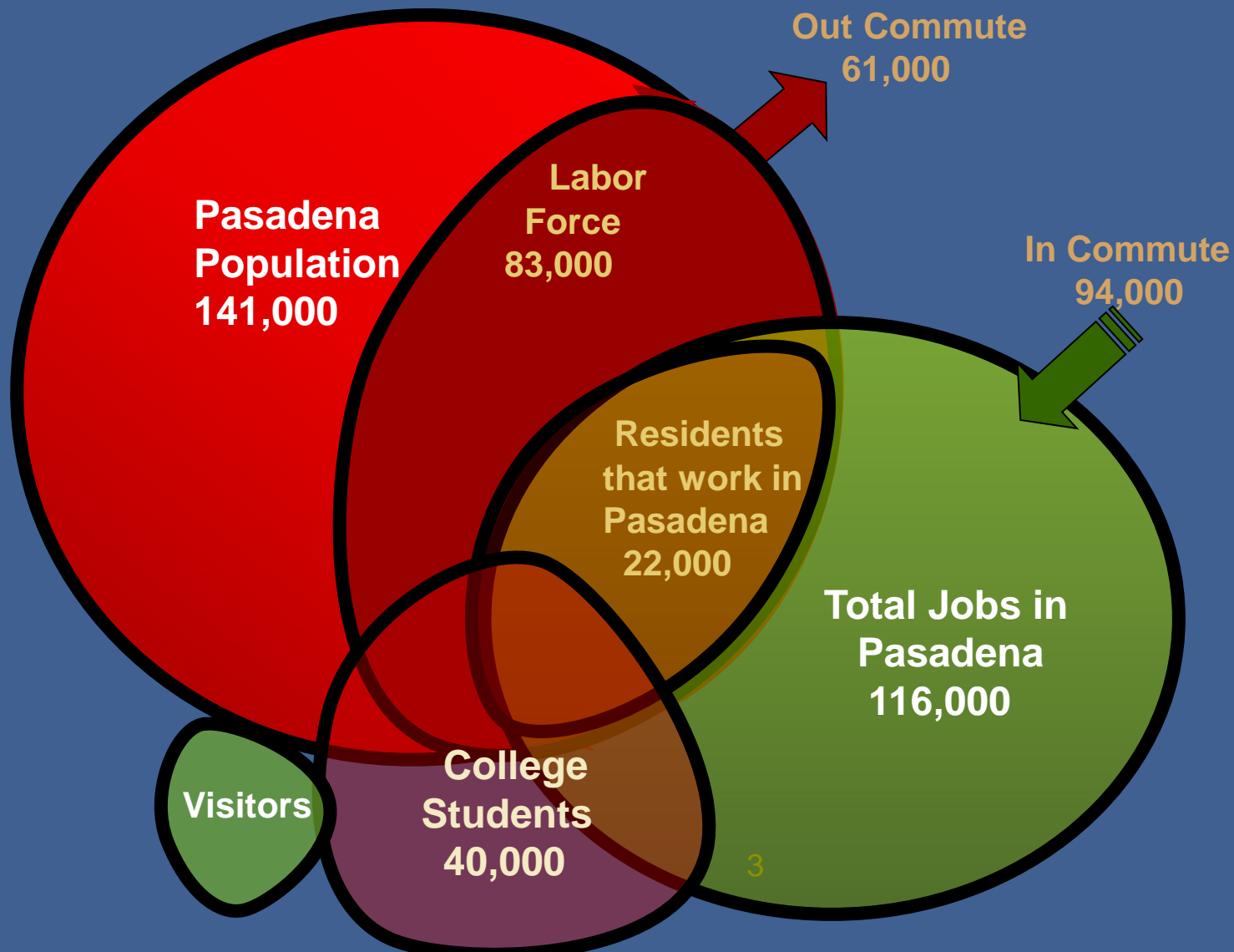
Four (EDSP and EDTF) GOALS -

1. Support investment that creates **jobs**
2. Enhance **shopping and dining** districts
3. Cultivate **innovation** ecosystem
4. Encourage activities that attract **visitors**

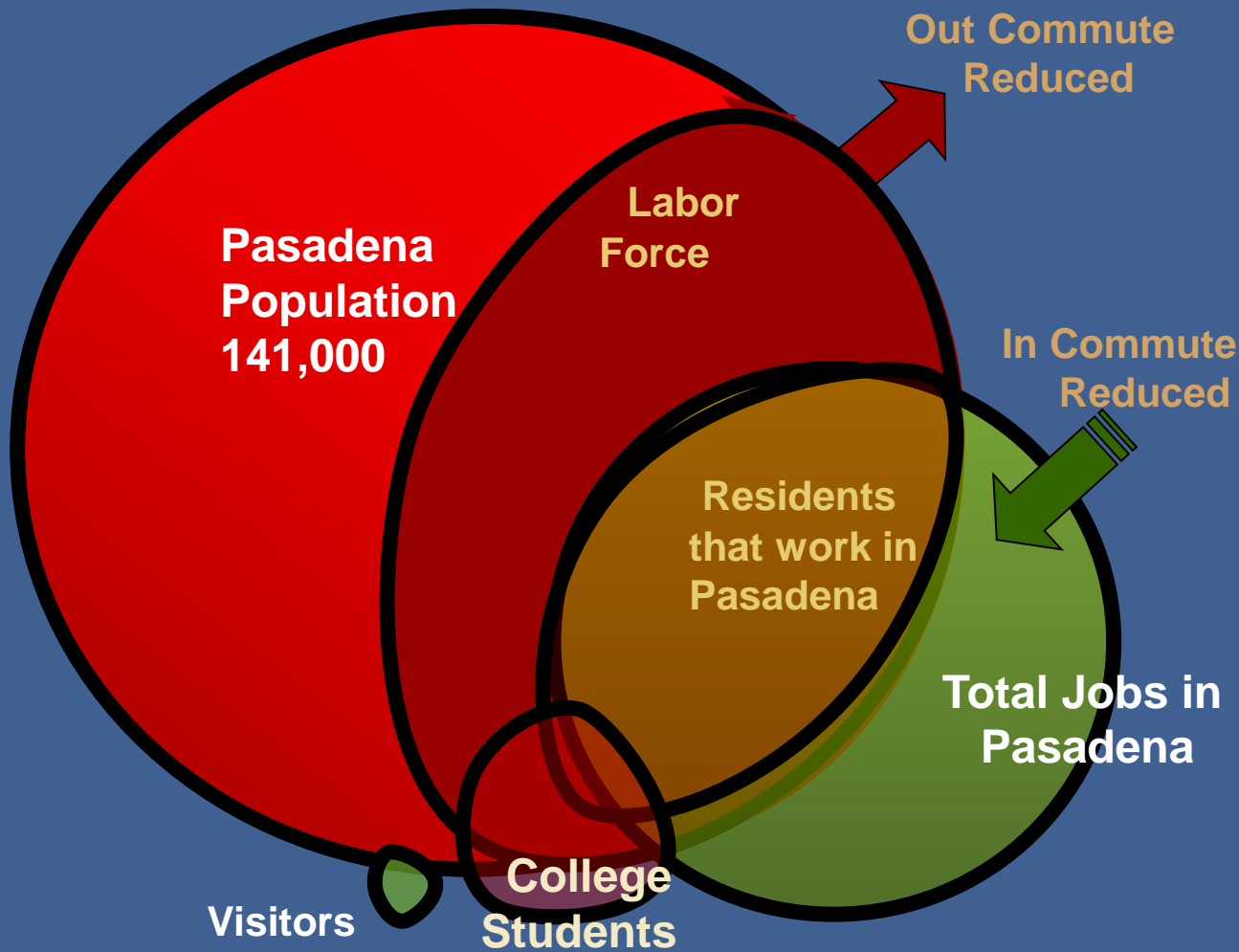
Developed by staff and reviewed/prioritized by Task Force

Reviewed at Intervals – 1,2 5 years after – Workshops held 2018-2019

Daytime Pasadena - 2017



Daytime Pasadena – 2020 - Covid Impacts?

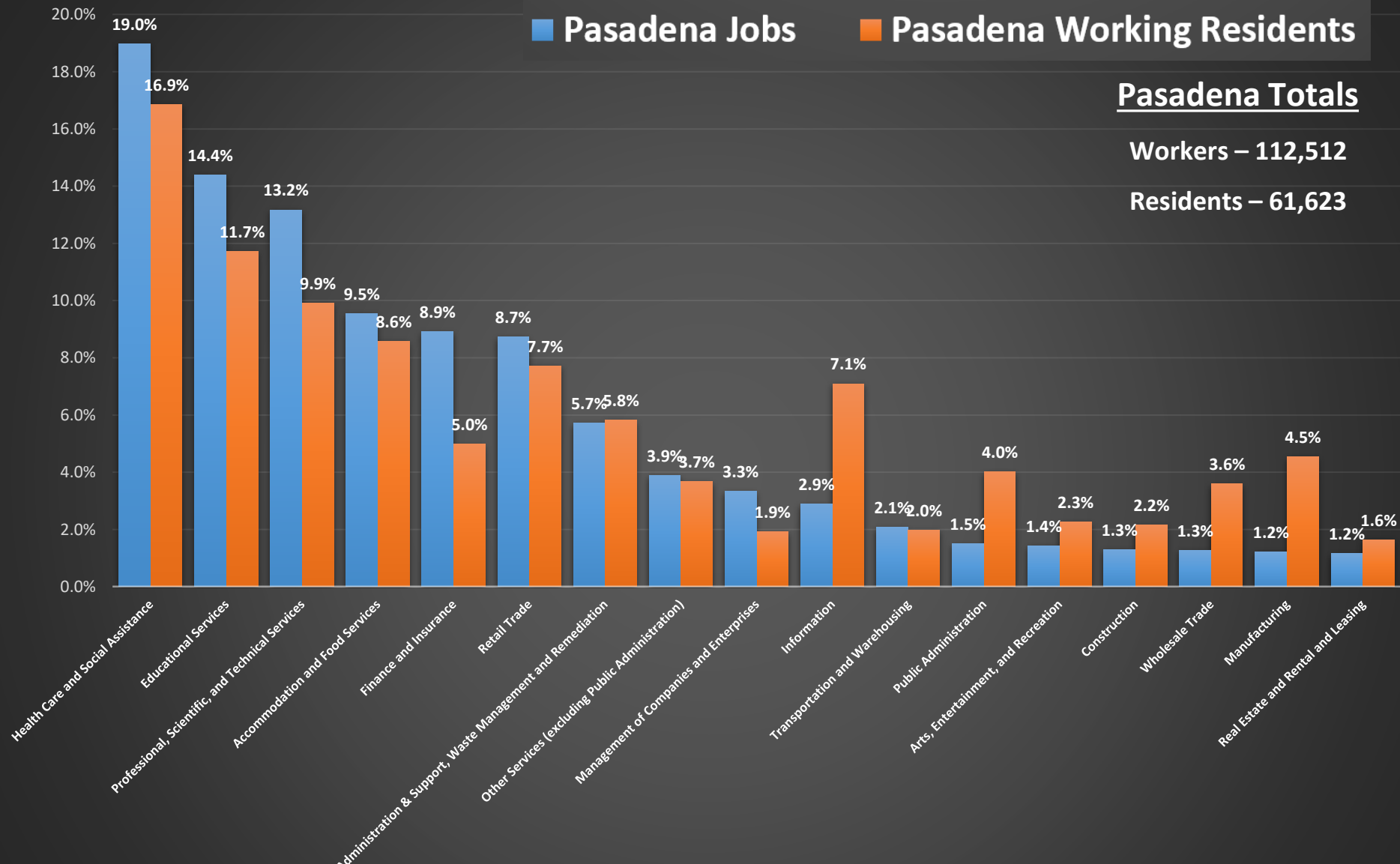


Challenges



- Covid Impacts
- Increased commercial vacancy
- Continued high land costs and aggressive lease rates
- Lack of new larger companies in Pasadena Market
- Storefront declines and structural shifts in retail
- Market forces slow to upgrade strip commercial
- Increased unemployment (11%)

Pasadena Employment by Industry: Pasadena Jobs vs Pasadena Working Residents



Expert Panels

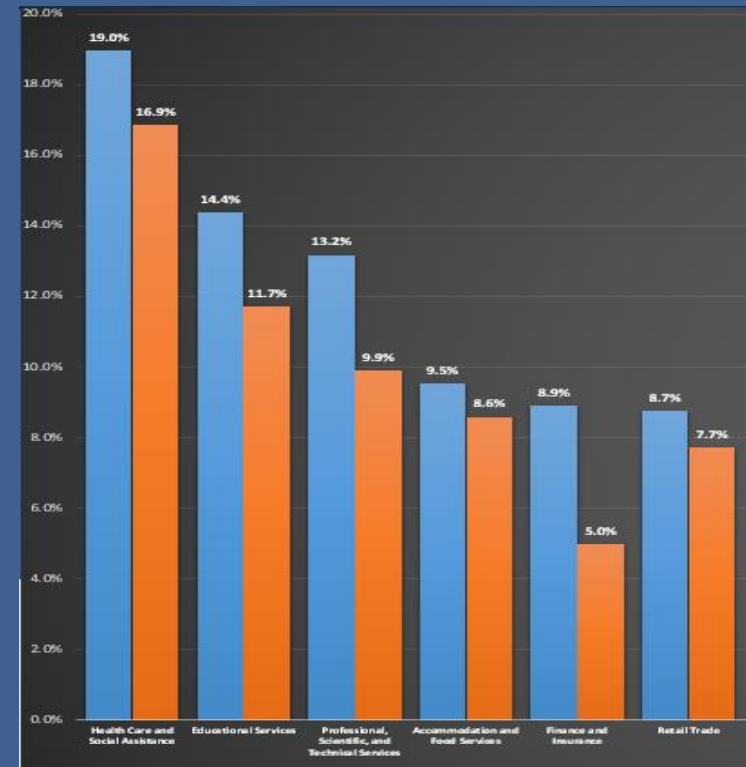


1. **Jobs** - PCC
 2. **Shopping and dining** – South Lake
 3. **Innovation** – CNTRL Collective
 4. **Visitors** - PCOC
- Reviewed updated data
 - Discussed trends and challenges
 - Review of previous objectives and new ideas

Largest Employment Sectors- Workshops / Panels



- Health Care
- Education
- Professional, Science/Tech
- Accommodations and Food
- Finance and Insurance
- Retail Trade



- Staff assemble available data, invite local experts and organize meeting/zoom

