



# *Economic Development Plan*

The City of Gonzales' economic development efforts are intended to improve economic conditions within the City and competitiveness with other communities. Technical advisors and consultants assist City staff in reviewing and developing the City's economic program. Gonzales promotes economic growth through constant interaction with local business owners and an aggressive approach to attracting new businesses and job opportunities to the City.

## **Economic Strategy Plan**

Gonzales recently approved an economic strategy plan which highlights potential industry expansion areas and provides recommendations for achieving economic goals. Recommendations include promoting retail commercial near the Highway 101 corridor and maintaining competitiveness in downtown. The City is currently completing retail sales and opportunity analysis to further assess the retail needs of the community.

## **Economic Opportunities**

Gonzales maintains an inventory of available commercial retail and industrial properties available for sale or lease within the City, along with a list of major property owners and developers. The City aims to unite new businesses with local property owners to ensure an ideal location for each business and its unique needs. The Gonzales Agricultural Business Park on the western site of the City, has several industrial lots available in varying sizes. Commercial retail lots are also available on the east side of Highway 101 for highway commercial uses.

## **Public-Private Partnerships`**

The City maintains an active dialogue with local property and business owners. This relationship allows staff to collaborate with the business community to provide solutions to problems and to develop economic objectives. Property owners work with the City to ensure that proper infrastructure is available on private property and conditions are suitable for productive business and industrial activity.

## **Target Industries**

Because of the City's location at the center of the Salinas Valley, agriculture is the City's largest economic sector. Gonzales is currently home to major packing facilities, farm labor contractors, shippers, coolers, irrigation companies, specialized equipment research and manufacturing machine shops, and other agricultural support services. Gonzales will continue to attract these types of businesses to provide jobs and economic development for the community. The City's recently completed Agricultural Business Park has properties with the necessary infrastructure available for agricultural companies and similar businesses.

## **Gonzales Redevelopment Agency**

The Gonzales Redevelopment Agency is actively involved in commercial and industrial development. The agency also provides grants and loans for business improvements and funding for affordable housing in the community. The Agency utilizes state and federal grants to provide additional funding for numerous City projects. It recently completed major elements of the downtown revitalization project making the historic district vibrant and suitable for economic growth. It also completed major infrastructure improvements for the Gonzales Agricultural Business Park.

For more information on economic development, contact the Director of Planning and Economic Development, Bill Farrel at (831) 675-5000, at [bfarrel@ci.gonzales.ca.us](mailto:bfarrel@ci.gonzales.ca.us).