

Economic Development Department Contacts

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*City of
Livermore*

ECONOMIC DEVELOPMENT DEPARTMENT



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CITY OF LIVERMORE ECONOMIC DEVELOPMENT DEPARTMENT

LIVERMORE.....

Framed by award-winning wineries, rich farmland, and rolling hills that reflect the valley's history, the City of Livermore encompasses twenty-two square miles. Protection of the coastal range gives the Livermore Valley a balmy resort climate that enhances the pursuit of a more relaxed, less congested lifestyle.

Just forty-five miles east of San Francisco, Livermore is conveniently accessible to metropolitan employment and entertainment centers, yet is surrounded by outdoor recreational opportunities - waterways, mountains, hiking & biking trails, and the Pacific Ocean. Local special events include golf tournaments, air shows, rodeos, winery events, concerts, and more.

The well-planned development of business parks, quality housing, an outstanding public school system and community college are attracting new residents and businesses to Livermore.

Livermore is home to the prestigious Lawrence Livermore National Laboratory and Sandia National Laboratory, two of the world's foremost scientific research facilities. Over 9,000 employees work at these two Labs. Major retailers and corporations have brought economic diversity into the community along with new job opportunities.

Livermore is also home to one of California's oldest wine regions. Twenty-five quality-producing wineries are located in the Livermore Valley. Our historic downtown is being redeveloped with the goal of preserving its charm while promoting affordable housing, small business, tourism, and cultural arts.

Livermore has become a thriving city with a current population of 77,000. The City has managed to retain its country living ambiance in harmony with meeting the needs of a progressive community.

MISSION STATEMENT.... EDD focuses its efforts on promoting Livermore as the ideal location to live, work, start a business, and raise a family. Our four top priorities are:

- Downtown Revitalization
- Business Retention and Expansion
- Business Attraction
- Community Partnerships

The Economic Development Department also staffs the Livermore Redevelopment Agency - we function as one department.

DOWNTOWN DEVELOPMENT

The Redevelopment Agency Project Area comprises 300 acres in Livermore's historic downtown. The Agency's goal is for downtown to become a destination for fine dining, shopping, entertainment, and cultural arts events. To help achieve this goal, the following major projects are underway or soon to be constructed or completed: (RDA = Redevelopment Agency assisted project)

RDA Projects Underway:

- 10-screen Movie Theater - to open 2006
- 500+ space three-level parking structure - to open July 2004
- Livermore Valley Center - 90,000 square feet of retail and office space - to open in 2006
- 250-units of senior housing - available summer 2004
- 90-unit PalaSage Townhouse Development - available in 2004
- 106-unit senior housing development - available in 2006
- 120-unit Townhouse Development - available in 2006

Downtown Projects in Planning Stages:

- 250-unit Condominium Development
- 500-seat & 1500-seat Performing Arts Theaters (RDA)

Major Downtown Developments Recently Completed:

- ValleyCare Hospital Medical Office Building - Stanley Blvd. (RDA)
- ValleyCare Hospital LifeStyle Center (Health Club & Spa) (RDA)
- Vine Center Retail & Movie Theater - First Street
- 20,000 square foot Retail & Office Building - S. Livermore Avenue (RDA)

ECONOMIC DEVELOPMENT

The Economic Development Department administers programs that enhance our business climate by assisting business owners and job seekers alike. Our **Business Retention and Expansion Program** is a top priority. Livermore recognizes the importance of retaining existing businesses and helping them to expand. Through communication mechanisms, we keep businesses informed of plans for the community, as well as stay informed of how we can help make them even more successful.

BUSINESS ATTRACTION AND RETENTION

Our **Business Attraction Program** focuses on businesses that will complement existing businesses, bring new job opportunities and services to the community, and increase local revenue streams that help support Livermore's high quality of life.

EDD offers downtown business owners and property owners a low interest **Storefront Improvement Loan Program**. This program was established to restore historic buildings and to stimulate building upgrades.

The City of Livermore, Pleasanton, Dublin and San Ramon joined together to offer local businesses and job seekers an employment recruiting service geared specifically to the Tri-Valley area. This web-based service is **TriValleyJobs.com**.

Permit Streamlining—The City recently completed its General Plan Update and a new Downtown Specific Plan. Both of these documents will help streamline the processing of development applications. Projects that fit the new plans will often be exempt from preparing extensive environmental impact documents. In many cases only design review approval will be required along with a building permit.

Marketing & Partnerships— The City is initiating a new marketing program to help brand the community as a tourist destination. This exciting program will include partnerships with the Livermore Valley Winegrowers Association, Livermore Downtown, Inc., Chamber of Commerce, Convention and Visitors Bureau, Las Positas College, Lawrence Livermore National Laboratory, Sandia National Laboratory, and local businesses. Details of the program will be developed in the near future.

A new venture for the Economic Development Department starting in July 2004 is a **Cultural Arts Program**. This program will oversee cultural arts activities in the community. An immediate undertaking will be a Cultural Arts Master Plan. Also, staff is working with the Livermore Valley Conference and Cultural Center to develop two downtown performing arts theaters— a 500-seat theater and a 1500-seat theater..

EDD staffs the **Redevelopment Project Area Committee**. This Committee is dedicated to enhancing the downtown area for businesses, residents, and tourists.

