

Economic Development Implementation Plan - FY 2024-25

Updated July 9, 2024

	Lead	Partners	Description	Past Progress	Status	FY 25 Goal
Infrastructure Financing	CMO	PW	Enhanced Infrastructure Financing District to fund infrastructure improvements that support economic development	Council approved feasibility study on 11/28/23. Study presented at Council on 3/12/24.	Working on possible participation from other agencies in the proposed district.	Finalize proposed district for Council consideration.
West Katella District	CMO	CDD, PW, Chamber, EDR	Create a vision, place branding, and place making for a resort district on West Katella that is complimentary to OC Vibe and OC Riverwalk.	Council approved agreement with CityThinkers on 1/23/24, Kosmont on 3/12/24, and CivicBrand on 4/23/24. Held interviews with key property owners in April. Held stakeholder workshop on 6/20/24.	Evaluating input from stakeholder workshop.	Finalize Vision Plan and place branding and place making plans for the district. Identify development feasibility and City policies to encourage desired development.
Economic Development Forum	CMO	Chamber	Convene a stakeholder group to review the Economic Development Strategy and perform a SWOT analysis on the economic development program.	Forum held on 1/17/24.	Incorporated input into Economic Development Strategy and presented report to City Council.	Hold Forum in January 2025.
Economic Development Roundtable	CMO	Chamber	Assemble a group to meet quarterly, review the Economic Development Strategy, and guide its implementation.	Group met on 3/4/24 and 6/24/24 to review Economic Development Strategy and Implementation Plan.	Next meeting on 10/14/24.	Hold quarterly meetings to review and provide input and support for FY 25 Implementation Plan.
Shop Local Program	CMO	Chamber, EDR	Develop a program to encourage residents to support local businesses.	Experience Orange logo finalized, and agreement with Bludot approved by Council on 3/12/24 for an app-based incentive program to support small, non-chain businesses.	Program was soft launched on 6/14/24 and fully launched on 6/25/24.	Create marketing plan for the program. Evaluate the effectiveness of Open Rewards and provide Council with recommendations on the program going forward.
Tourism Promotion	CMO	Chamber, EDR	Create a plan to market Orange as a visitor destination, work with Chamber to revive Visitors Bureau, and explore the formation of a Tourism Improvement District (TIP).	Created Orange Tourism Council (OTC) to promote tourism in Orange. Reviewing proposals to form Tourism Improvement District (TID).	Orange Tourism Council (OTC) is exploring the formation of a Tourism Promotion District (TID) and better regional integration in promoting tourism.	Work with Orange Tourism Council to create a visitor destination marketing plan and present a proposed Tourism Improvement District for Council consideration.
Hotel Development	CMO		Create incentives to develop high-end hotels in Orange.	New objective.	New objective.	Research incentives to develop high-end hotels in Orange and present policy options for City Council consideration.
Promote filming in Orange	CMO	Film LA	Update film ordinance and create program to promote filming in Orange.	Met with Film LA and got feedback on updating our ordinance to match industry standards and how to best promote filming.	Working on a redline of filming ordinance to update it to industry standards.	Prepare an updated Film Ordinance based on feedback from Film LA for Council consideration. Create a program to promote filming in Orange.
Microtransit Service for Old Towne	Chamber	CMO, PW	Launch a microtransit service through ATN for Old Towne and surrounding areas.	Funding for vehicles is in place and Council approved \$100,000 in operational funding on 3/12/24.	ATN has ordered vehicles and service can begin in early 2025.	Launch microtransit service and evaluate its effectiveness while identifying possible sources of funding for a permanent service.
Circulator Service	PW	CMO, Chamber	Study a circulator (shuttle) service for westside Orange to connect hotels, The Outlets, hospitals, and Old Towne.	Feasibility study is underway.	Feasibility study is underway.	Complete feasibility study this summer. If viable, develop a plan to implement the service.
Old Towne Parking Management	PW	CMO, DMA	Develop and implement parking management programs to support economic development in Old Towne.	Held merchant meetings on 1/11/24 and 3/13/24.	Finalizing initial recommendations in preparation to brief City Council.	Present recommendations to Council on implementation of a parking management program with parking enforcement, improved wayfinding, and possible paid parking component.
Development Review Streamlining	CDD	CMO, EDR	Provide the City Council with policy options to streamline the development review process and create an expedited process for high priority projects.	New objective.	New objective.	Identify ways to streamline the development review process and create an expedited process for high priority projects and present policy options for Council consideration.

CMO = City Manager's Office
 PW = Public Works
 CDD = Community Development Department