# Economic Development Implementation Plan - FY 2024-25

**Updated October 14, 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. Held branding focus groups in Aug/Sept. | Finalizing draft framework plan and brand vision documents. Next step to get input from property owners on these documents. | 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. Developing plan for the next phase in the evolution of this event. | 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, 6/24/24, and 10/14/24 to review Economic Development Strategy and Implementation Plan. | Need to schedule meetings for 2025. | 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. | Over 900 people have signed up for the program and business feedback has been overwhelmingly positive. | 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 Toursim Council (OTC) to promote tourism in Orange. Exploring the formation of a 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. | Kosmont completed a market analysis, surveyed incentive programs in other cities and created a hotel incentive toolkit. | Completed Council briefings on the hotel incentive toolkit. | 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 will not order vehicles until a permanent source of funding is identified. ATN board to consider the program at its November board meeting. City/Chamber are exploring other funding options. | Launch microtransit service and evalute 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 has been complted. OCTA Project V funding will not be open for another 7 years or so. | Complete feasibility study and identify possible funding sources. |
| **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. Next merchant meeting scheduled for 10/23. | Draft report is complete and Council was briefed. After merchant input is incorporated, the item will be presented for Council consideration. | 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. | Developed memo to detail streamlining program. | CDD is working on ordinance updates to streamline the development review process. | 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