



**MANTECA CHAMBER OF COMMERCE
DOWNTOWN COMMITTEE
ACTION PLAN – NOVEMBER 2014**

The Manteca Chamber of Commerce organized to advance the economic well-being and uniqueness of the Manteca area so that its citizens and all of the business community shall prosper. To this end, the Board of Directors has established a strategic priority to serve as a leading voice in the revitalization of Manteca's downtown.

To support this strategy, the Chamber has created a "Downtown Committee". The Downtown Committee is a subcommittee of the Chamber and as such is beholden to the mission and bylaws of the organization. The specific charter of the Downtown Committee is to identify, implement or support the implementation of tactics that lead to the revitalization of Downtown Manteca.

While the Downtown Committee will take a pluralistic approach to problem-solving, it has established guiding principles to steer its efforts. These include:

- Revitalization requires a comprehensive approach – not a 'single' project
- Seek ongoing, incremental improvements – "keep things happening"
- Self-driven by downtown stakeholders; not dependent on external parties
- Strive towards a sustainable public/private partnership
- Leverage value of existing downtown businesses/assets
- Embrace change
- Remain action-oriented
- Maintain a disciplined approach

Formed in July 2014, the inaugural members of the Downtown Committee include:

- Joann Beattie
- Marvin Brocchini
- Ben Cantu
- Crystal Downs
- Brenda Franklin
- Kerry Harris
- Marty Harris
- Chuck Higgs
- Sean Nussbaumer
- Nicholas Tejada



Membership within the Downtown Committee will be managed by the Downtown Committee. Pursuant to the Chamber bylaws, modifications to the membership will require approval from majority of the Downtown Committee members.

To ensure that the actions of the Chamber are aligned with the interests of key stakeholders, three initial steps have been taken:

- 1) Private meeting with merchants
- 2) Online survey of key downtown stakeholders including merchants, property owners, elected officials, developers and civic leaders
- 3) "Downtown Revitalization Summit" which brought together the aforementioned stakeholders to review the findings of the online survey and to discuss the challenges in more depth

Based on the feedback received from these initial steps, the following tactics are being pursued by the Downtown Committee:

- 1) Unified Voice – Establish a unified and effective voice that can advocate on behalf of downtown merchants and property owners
- 2) Merchant Relationships – Coordinate events that enable downtown merchants and property owners to meet and learn more about their respective businesses
- 3) Ordinances – Enact ordinances that are conducive to a prosperous, friendly and welcoming downtown environment. Examples include the prohibition of public urination/defecation, homeless encampments, etc.
- 4) Zoning – Enact zoning restrictions for the previously defined "Central Business District" that foster the development of a thriving, welcoming mixture of merchants. Examples of restrictions may include smoke shops, adult stores, etc.
- 5) Vacant Stores – In collaboration with developers and real estate professionals, identify potential tenants for vacant stores
- 6) Infrastructure Development – Working with the City and other subject matter experts, identify and pursue funding mechanisms for the enhancement of downtown's infrastructure (facades, streets, lighting, parking, etc.)
- 7) Marketing
 - a. Create an attractive map of downtown Manteca and its stores that can be distributed in print or electronically
 - b. Within the Manteca Chamber of Commerce website, create a page that focuses exclusively on downtown Manteca
 - c. In concern with the Chamber Signage Committee, improve the wayfinding leading towards downtown and within downtown
 - d. Establish kiosks downtown that guide pedestrians
- 8) Permitting – In collaboration with the City, improve the permitting process for new businesses
- 9) Quarterly Meetings – To ensure that the Chamber and Downtown Committee remain focused on the right tactics, establish quarterly meetings with merchants and property owners



10) Accountability – On a monthly basis in the Manteca Bulletin, provide an update the progress being made on these actions items by the Chamber on behalf of downtown revitalization