



Pittsburg
CALIFORNIA

AGENDA

COMMUNITY AND ECONOMIC DEVELOPMENT SUBCOMMITTEE

April 9, 2026
5:30 PM

City Hall, First Floor Conference Room, 4B
65 Civic Avenue, Pittsburg, CA 94565

Subcommittee

Angelica Lopez, Vice Mayor (alt.)
Jelani Killings, Councilmember

Non-Voting Advisory Members on Land Use

Ivelina Popova, Commissioner
Elissa Robinson, Commissioner

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- 1. Public Comment for Non-Agenda Items.** Members of the audience who wish to address the Subcommittee on issues that are not scheduled for the agenda should complete a Speaker's Card. Please submit the completed card to City Staff before the meeting begins. Individuals will be given three minutes to address the Subcommittee unless additional time is allowed as provided for spokespersons. *No action required.*
 - 2. Approval of Minutes of the March 12, 2026, meeting.** *Subcommittee action requested.*
 - 3. Business Attraction Incentive Program Workshop.** Staff will facilitate a discussion of various incentive program goals, strategies, and funding mechanisms. *Subcommittee feedback requested.*
 - 4. Pittsburg Restaurant Week.** Staff will provide an overview of the upcoming, "Pittsburg Restaurant Week." *Informational item only.*
 - 5. Subcommittee and staff reports or remarks.** Subcommittee members or staff may provide brief updates, announcements, or informal comments at this time. *No action required.*
 - 6. Adjournment**

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DISRUPTIVE CONDUCT

The Subcommittee requests that you observe order and decorum by turning off or setting to vibrate all cellular telephones and electronic devices, and that you refrain from making personal, impertinent, or slanderous remarks. Boisterous and disruptive behavior while the Subcommittee is in session, and the display of signs in a manner which violates the rights of others or prevents others from watching or fully participating in the Subcommittee meeting, is a violation of the City of Pittsburg Municipal Code and any person who engages in such conduct can be ordered to leave the meeting by the Chair.



MINUTES

COMMUNITY AND ECONOMIC DEVELOPMENT SUBCOMMITTEE

Date: March 12, 2026

Location: City Hall, First Floor Conference Room, 4B, 65 Civic Avenue, Pittsburg, CA 94565

Subcommittee Members Present: Mayor Dionne Adams, Councilmember Jelani Killings

Advisory Members Present: Commissioner Ivelina Popova, Commissioner Elissa Robinson

Jordan Davis, Director of Community and Economic Development, called the meeting to order at approximately 5:40pm.

Public Comments: Pittsburg resident, Ivelina Popova, announced the creation of a new non-profit organization.

Discussion Items:

2. Fiscal Year 2026-2027 Goals.

Jordan Davis introduced the item. Sara Bellafronte, Assistant to the City Manager, provided a presentation. Subcommittee members provided feedback on the proposed goals. No vote or action was taken on this item.

6.b Development Code Update Project.

Jordan Davis introduced the item. John Funderburg, Assistant Director of Community and Economic Development, provided a synopsis of proposed changes to the maximum allowable amount of each pot for bingo games. Subcommittee members provided feedback.

A member of the public (unidentified) spoke in favor of the change.

No vote or action was taken on this item.

3. Bay Walk General Plan Amendment and Rezoning.

Jordan Davis introduced the item. John Funderburg, Assistant Director of Community and Economic Development, and Kelsey Gunter, Associate Planner, provided a presentation of the project. Subcommittee members provided feedback. No vote or action was taken on this item.

4. Mobile Food Vendors.

Jordan Davis introduced the item. Myla Rivers, Code Enforcement Supervisor, provided a presentation of work done to date to address the issue of unpermitted/unlicensed mobile food vendors. Subcommittee members provided feedback. No vote or action was taken on this item.

5. Façade Improvement Grant Modifications.

Jordan Davis introduced the item. Robert Hicks-Carrera, Economic Development Manager, provided an update on the Façade Improvement Program. Subcommittee members provided feedback. No vote or action was taken on this item.

6.a Q4 Economic Development Updates.

Jordan Davis introduced the item. Subcommittee members provided feedback. No vote or action was taken on this item.

Adjournment: The meeting was adjourned at approximately 8:00pm.



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Item No. 3

Business Incentives Program Workshop

April 9, 2026

What Should We Know?



1. What are the goals of the program?
2. What type of business(es) are we trying to attract?
3. Are there target areas?
4. How is this applied?
5. What is the incentive?
6. How do existing processes/amenities play into program?
7. How is this is marketed?
8. How is this is effectuated?

Program Goals



If you had to choose only one:

- a) 200 new jobs paying $>$ CCC median wage;
\$0 new revenue
- b) \$1,000,000 annual revenue to City;
40 new minimum wage jobs
- c) \$250,000 annual revenue to City; 50 new jobs
(25 $>$ CCC median wage; 25 minimum wage)

Program Goals



What are we trying to address with a potential program?

- Jobs?
- Revenue?
- Ecosystems?
- Filling empty commercial spaces?
- Quality of life and services?
- All of the above?

Type of Businesses



- **Mom & Pop**
 - Non-chain, Old Town, entrepreneurs (QOL)
- **Small**
 - <500 employees in company (Likely revenue, maybe jobs)
- **Large**
 - >500 employees in company (Likely jobs, maybe revenue)
- **Big Fish**
 - And what type? (Likely most jobs and/or revenue)
- **Target sectors**
 - Auto dealers, hotels, healthcare, EDSP target industries

Target Areas



- Century Plaza (commercial revitalization)
- Loveridge Corridor (commercial and aesthetic revitalization)
- Garcia Corridor (jobs)
- Northern Waterfront (jobs)
- San Marco (increased commercial opportunities)
- Other?

Modified SWOT Analysis



Strengths & Opportunities

- We can entitle quickly
- We get stuff done
- PPC
- Ready sites
- Workforce
- EIFD
- We're good at grants
- Recent GP and Zoning updates
- Desire and sense of urgency
- Water availability
- Recycled water
- EPA funding
- BOLD

Weaknesses & Threats

- Regulatory environment
- Infrastructure
- Site clean up requirements
- Money's tight
- Money may trigger prevailing wage
- Environmental Justice
- Skilling up workforce
- Crime, loitering, etc.

Applicability



1. Structured:

- Easily marketable = Clear to reader, staff, brokers
- Hard to adjust if a desired business doesn't easily fit into a category

2. Negotiated:

- Tougher to market = Do I qualify, and am I willing to take the time to find out?
- Allows adjustments to fit the business

What is the Incentive...



...and how do existing processes play into program?

- Speed
- Permits
- Fees
- Certainty
- Funding
- Power

Common Incentive Types



Type	Description
Tax Abatement	Temporary reduction or elimination of property taxes on new improvements.
Grants/Loans	Direct payments often tied to performance benchmarks like job creation.
TIF (Tax Increment Financing)	Using future gains in taxes to subsidize current development costs.
Permit/Fee Waivers	Eliminating costs for building permits, zoning, or utility connections.

How is this Marketed?



- Press releases
- Online
 - LinkedIn, ThinkPittsburg.com, YouTube, TeamCA
- Conferences
 - ICSC, CALED, TeamCA
- 1-on-1 meetings
 - CM vs. Director vs. Staff
- Directed outreach
 - Periodicals, LinkedIn, Billboards

How is this Effectuated?



- Can CM sign off?
- Is Council approval required?
- Is the incentive performance-based?
- Can the incentive be agreed to pre- or post-development?
- Can you stack incentives?

Case Study: Fresno



Core Approach: Deal-making for industrial users in targeted industries.

Key Tools

- Performance-Based Incentives tied to:
 - Job creation (often with wage thresholds)
 - Capital investment
- Permit Fee Deferrals / Reductions
- Infrastructure Participation (City helps fund roads, utilities, site improvements)
- Foreign Trade Zone (FTZ)
 - Reduces costs for import/export businesses

Notable Strategy

- Focus on being “easy to do business with”
- Staff acts as a hands-on facilitator

Why It Works

- Targets industries aligned with regional strengths
- Keeps incentives tied to verified outcomes

What Pittsburg can take:

- A formal performance-based grant program
- Tie incentives to: Jobs and Investment
- Combine with infrastructure + power advantages

Case Study: Sacramento



Core Approach: Financing mechanisms over direct incentives.

Key Tools

- EIFDs: Capture future tax increment to fund infrastructure
- CFDs: Finance infrastructure via special taxes
- Permit streamlining: Priority processing for key projects
- Fee deferrals: Reduce upfront development costs

Notable Strategy

- Speed to market
- Access to capital

Why It Works

- Mitigates barrier of high upfront costs
- Large-scale development w/o major cash outlays

What Pittsburg can take:

- Pair financing with land and infrastructure development
- Most similar to current model

Case Study: Pasadena



Core Approach: Targeted, place-based incentives for commercial revitalization.

Key Tools

- Mills Act: Property tax reductions for rehabilitating historic buildings
- Façade Improvement Programs
- Retail Attraction: Focus on activating commercial districts
- Zoning Flexibility: Supports adaptive reuse

Notable Strategy

- Invest in placemaking + identity
- Incentivize private reinvestment

Why It Works

- Strengthens retail + tourism
- Revitalizes older districts w/o massive subsidies

What Pittsburg can take:

- Pair financing with reinvestment
- Build off of existing programs

Discussion



1. What are the goals of the program?
2. What type of business(es) are we trying to attract?
3. Are there target areas?
4. How is this applied?
5. What is the incentive?
6. How do existing processes/amenities play into program?
7. How is this is marketed?
8. How is this is effectuated?



PITTSBURG RESTAURANT WEEK

MAY 18 - MAY 24

Item No. 4

Pittsburg Restaurant Week

April 9, 2026

What is Restaurant Week?



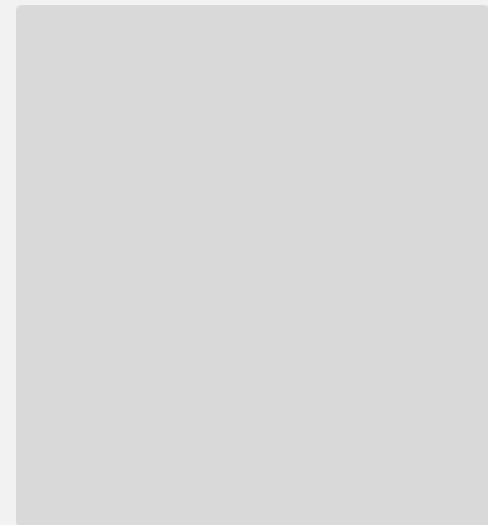
- From May 18-24, participating restaurants provide promotions intended to drive visitors
- Punch Card to incentivize visiting
 - Complete 9 visits & take 1 selfie in front of favorite restaurant
 - Submit your completed card to get:
 - \$5 gift card
 - Entry into raffle to win a \$100 gift card to restaurant of your choice.

Why Do a Restaurant Week?



- Tap into social media to help attract visitors
- Build foundations for future programs that can tie into youth sports tourism
- Low-hanging fruit: Cheap and easy
- Assist businesses with promotion

Partnership with Just Mostie



Restaurants (as of March 31)



- Pijja Paradise
- La Veranda
- The Downtown Cafe
- Blue Saigon
- Bakery and Bites
- Dále Vino
- Waterfront grill and cafe
- Fiya Spice Caribbean
- Lumpy's Diner Pittsburg
- Las Panchitas
- Alda's Kitchen and Bakery
- Lutong Bahay
- Viet Palace Restaurant
- Paulo Sausage Company



PITTSBURG RESTAURANT WEEK

MAY 18 - MAY 24

Join us as we celebrate Pittsburg's incredible food scene during Pittsburg Restaurant Week, running from May 18 - 24, 2026. Visit local restaurants to get exclusive discounts, enjoy unique offers, and have a chance to win some prizes!



Next Steps



- May 10th deadline for sign up
- Promotional content created and published
 - Social media posts
 - LED Readerboard advertisement
 - Routine website updating
- Purchase gift cards
- Coordinate with restaurants
- Just Mostie Kickoff party on May 17th @ John Buckley Square