

## Tammy Cloud-McMinn

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**From:** Christine Davis <chris@carlsbad-village.com>  
**Sent:** Tuesday, February 6, 2024 1:48 PM  
**To:** City Clerk  
**Cc:** Scott Chadwick  
**Subject:** Agenda Item 11 - Strategic Plan Update  
**Attachments:** Agenda Item 11 - Strategic Plan Update.pdf

Submittal for tonight's council meeting regarding Agenda Item #11.

Thank you,

All Receive - Agenda Item # 11  
For the Information of the:  
CITY COUNCIL  
Date 2/6/24 CA ☒ CC ☒  
CM ☒ ACM ☒ DCM (3) ☒

CHRISTINE DAVIS | Executive Director

Carlsbad Village Association

p: 760.644.2121

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The Carlsbad Village Association (CVA) is a non-profit organization whose core purpose is to lead the continual improvement of Carlsbad Village by promoting and enhancing its business, cultural, and community vitality, making it a premier destination.

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## Carlsbad Village Association

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February 6, 2024

Re: Agenda Item 11 – Strategic Plan Update

Dear Honorable Mayor Blackburn and City Council Members,

On behalf of my entire board of directors, and staff, the Carlsbad Village Association (CVA) would like to express that we are in full and complete support of the Economic Development Strategic Plan that you will be considering tonight. CVA is looking forward to another robust year for our business community with this strategic plan guiding our growth and vitality.

In 2020 the city council created a department focused on economic development within the City of Carlsbad. The council identified Economic Vitality as one of its Strategic Plan goals. And last year, this council approved an Economic Development Strategic Plan that, in its first year, had tremendous impact on Carlsbad's business community.

While we are still in uncertain economic times, the October 2023 forecast showed a much better financial picture than the June 2022 forecast showed. This is in large part due to our business community and the council's decisions to support us.

We feel, as do the businesses we work with downtown, and our partners, such as the Chamber of Commerce, New Village Arts, and others, that now is not the time to make budget cuts to the funding or positions that support economic development and vitality that was proposed in January.

Now more than ever, we need to build on this momentum and keep investing in the economy and our businesses. Together, let's build on our success for the next fiscal year.

CVA respectfully requests that this council provide the direction needed tonight to help us avoid future uncertainty. Economic Vitality can only happen if we continue working together, with the strength of this Economic Development Department, to implement the second year of the Strategic Plan and continue our path to success.

Sincerely,

Christine Davis  
Executive Director