



# Economic Recovery Strategic Plan

## PROJECT PURPOSE

### Building a **resilient & sustainable** Malibu.

The City of Malibu is navigating a pivotal moment as it rebuilds from recent disasters. To support this transition, the City has engaged Sunstone Cities to develop a comprehensive Economic Recovery Strategic Plan. The Plan will provide clear, data-driven opportunities that help the City determine the best investments and policy directions as it charts a path toward long-term resiliency and community wellbeing.

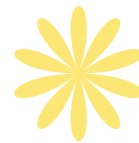
This project is designed to identify the most impactful economic strategies that honor Malibu's character, support local businesses, improve quality of life, and enhance resilience.

## PROJECT GOALS



### Strengthen

Identify the resources and market opportunities necessary to support business continuity, local spending, and sustainable revenue for City operations.



### Support

Deliver a set of strategic options that help City leadership prioritize initiatives that support residents and businesses through ongoing rebuilding.



## PROJECT COMPONENTS

### Stakeholder Engagement

Sunstone Cities is conducting extensive outreach to ensure Malibu's voices shape the Plan:

- Interviews with City Councilmembers, City leadership, business owners, and institutional partners.
- Business surveys to gather real-time data on economic needs and challenges.

### Economic Trends

Sunstone Cities will prepare a detailed analysis of:

- Malibu's business composition and industry clusters
- Employment, workforce, and demographic trends
- Commercial vacancy and development constraints
- Opportunities for responsible local economic growth

### Final Deliverables

The goal is to help the City identify the strongest opportunities worth considering as Malibu decides what direction to pursue during its recovery and future planning. Sunstone Cities will prepare:

- Community Focus Group Report
- Business Recovery & Resilience Survey Analysis
- Economic Trends & Market Analysis
- Economic Recovery Strategic Plan with a strategic opportunity framework and implementation roadmap outlining actions, priorities, and potential partners

## Our Approach

Sunstone Cities pairs economic analysis with community-centered engagement to deliver clear, actionable, and locally grounded strategies that honor Malibu's identity, prioritize resilience and sustainability for long-term economic strength.



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