

**2015 Annual Report**  
**Economic Development Committee and City of Lompoc Council**  
**Joint Meeting**

**I. Committee Overview**

Executive Committee Members

Jenelle Osborne, Chair (term expires Feb 2016)	Maria Hall, Vice Chair
Jeremy Ball	Gilda Cordova
Tom Davidson	Carol Newsome

Additional Regular Committee Members

Michelle Hodapp	Debbie McComb (term expires Feb 2016)
Robert Manning (term expires Feb 2016)	Margaret Lau
Stephen Pepe (term expires Feb 2016)	Don Pommerville
Rick Rantz (term expires Feb 2016)	<i>2 open positions</i>

Associate Members

Cecilia Ramos	Luis Servin
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*4 vacant positions*

Ex Officio Associate Members

Justin Barrick, VLI	Ken Ostini, LVCC
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(Ex officio members are appointed by organizations they represent, and approved by Council.)

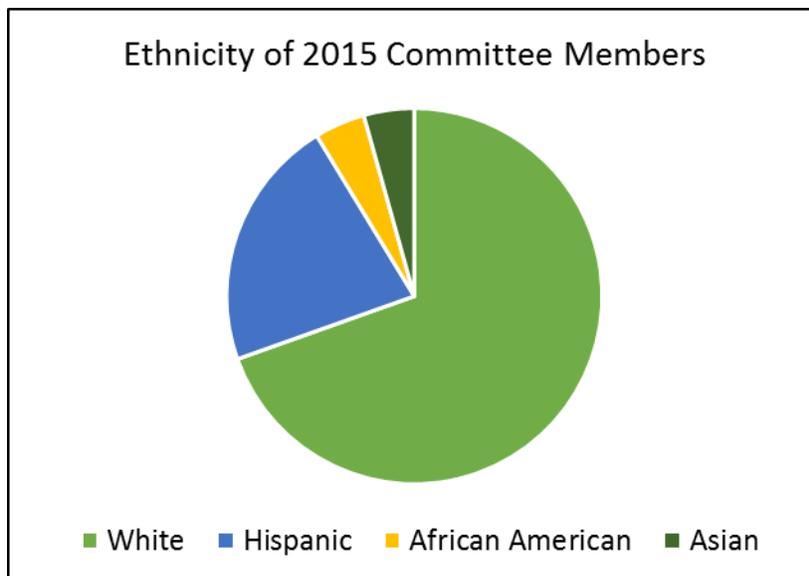
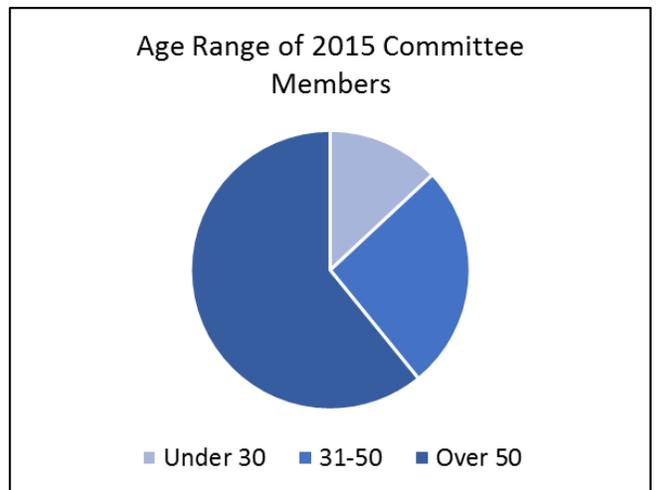
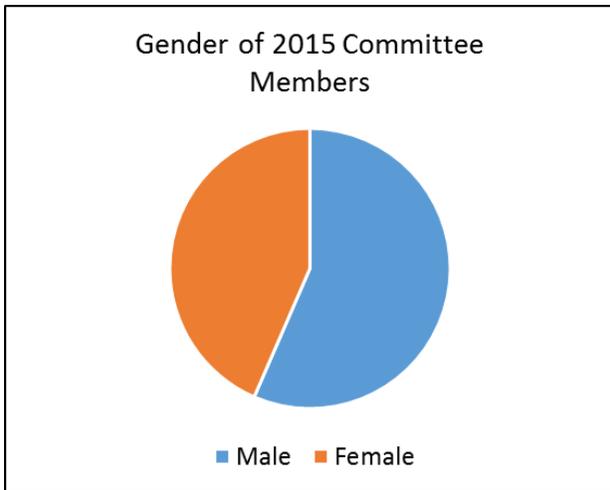
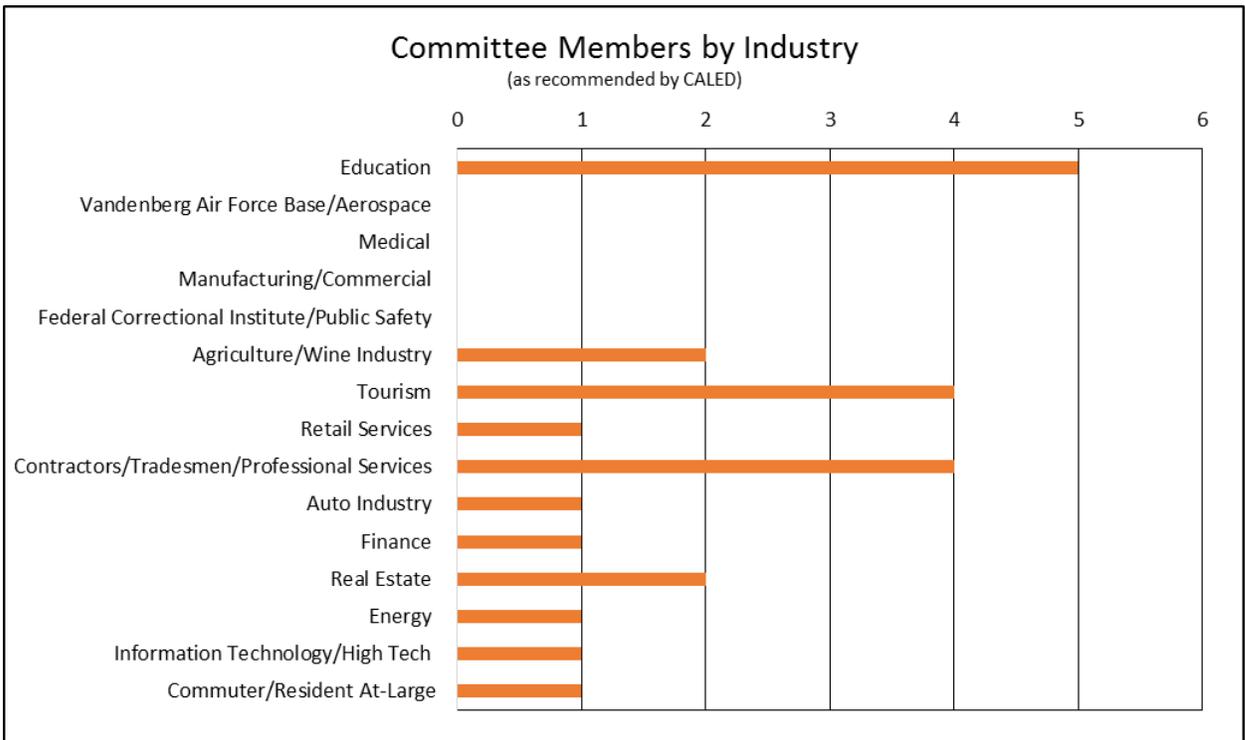
The City of Lompoc Handbook for Commission, Committee, and Board Members states that all commissions, committees, and boards are charged with the following responsibilities:

- Advise the City Council and the City Administrator on matters within their area of responsibility and interest, as prescribed by State law, the City Council and its ordinance.
- Help focus attention on specific issues and problems within their scope of responsibilities and recommend actions and alternatives for Council consideration.
- Act as channels of communication and information between City government, the general public, and special interest groups.
- Reconcile contradictory viewpoints and provide direction toward achievement of citywide goals and objectives.
- Encourage broad citizen participation in the definition and formulation of City goals and actions for their achievement.
- Balance community wants and municipal responsibility and resources.

Specifically the Economic Development Committee (EDC) has been directed to establish an Economic Development Plan, review it each calendar year reporting of progress on the goals, and recommend amendments to it, if needed. The Committee functions shall include:

1. Conduct a detailed review of the CALED report.
2. Develop a Plan for the City of Lompoc that considers each economic market segment and establishes target industries and priorities.
3. Clearly identify the roles of the Chamber of Commerce and the City of Lompoc in the economic development efforts, and the cross cooperation in these efforts.
4. Hold public meetings to solicit input and encourage community involvement in the economic development planning process and its implementation.
5. Provide a forum for ongoing dialogue on economic issues between City government and private sector.
6. After City Council approval of the Plan, the Committee shall review the business incentives and policies and procedures of City Departments that impact economic development to identify any improvements or potential new programs that would enhance the City's economic development efforts. At the conclusion of that review, the Committee may recommend potential programs and/or revisions of policies and procedures to the City Council.
7. The Committee members will be selected from, but not limited to, the following economic market segments in the Lompoc Valley.
  1. Education
  2. Vandenberg Air Force Base/Aerospace
  3. Medical
  4. Manufacturing/Commercial
  5. Federal Correctional Institute/Public Safety
  6. Agriculture/Wine Industry
  7. Tourism
  8. Retail Services
  9. Contractors/Tradesmen/Professional Services
  10. Auto Industry
  11. Finance
  12. Real Estate
  13. Energy
  14. Information Technology/High Tech
  15. Commuter/Resident At-Large

The current Committee represents many of these industries. The EDC has also identified additional businesses and economic communities that should participate in the economic discussion. Here are graphs representing the gender, age, ethnic and business makeup of the Committee during 2015.



## II. Economic Development Plan (aka Strategic Plan)

The EDC developed an initial plan in February of 2012 which was adopted by Council that March. The following were the goals for 2012 – 2014:

- A. Revitalizing Lompoc through improved marketing and communication
  - 1. Create and maintain communication between City, Committee, and Community
  - 2. Market the revitalized Lompoc
- B. Initiating a supportive business environment
  - 1. Promote collaboration with industry and education
  - 2. Foster business retention expansion and recruitment
- C. Vibrant Downtown
  - 1. Develop a vibrant pedestrian friendly Center
  - 2. Become a tourist destination

The initial full Strategic Plan is available on the City website under Economic Development under Documents and results of these goals can be reviewed in the nine periodic reports presented to the city Council regularly on the city website.

<http://www.cityoflompoc.com/EconDev/Docs.htm>

In October of 2014, the committee held its workshop to review the strategic plan and the first three years, assess the goals and recommend updates. The result is the 2015 Strategic Plan which was approved by council in February of 2016. As part of this update the committee refined the Economic Development Vision Statement:

“Develop a strong, positive image which attracts  
and retains businesses, residents, and visitors that achieves  
economic vitality in the Lompoc Valley.”

This includes incorporating all the goals from the initial five year plan of 2012: providing a highly skilled and qualified workforce, a City that has business-friendly regulations and customer service, opportunities for high-level and wide-ranging employment, a tourist destination with world-class accommodations, hospitality, cultural events, recreation, and organized sports and a vibrant downtown with retail, entertainment, and small businesses. After discussing these topics in depth, the committee identified five priorities to focus on towards achieving this vision. A subcommittee for each topic was formed and has met throughout the year to research, plan and move forward towards achieving these goals.

## **2015 Goals**

1. Fiber Feasibility Study
  - Research cost: business and community investment
  - Engage partners and community in benefit discussions
  - Present successful models for best practices
2. RFQ
  - Assess and maintain forward momentum
  - Evaluate and measure success of process
3. Investment Vehicle and Funding Opportunities
  - Best avenue for “Investment Vehicle”
  - Identify funding opportunities
4. Added Capacity
  - Who is missing from the discussion?
  - Lompoc Unified School District, Vandenberg Contractors, Santa Ynez Band of Chumash Indians, and Lompoc Valley HealthCare District
  - Deliver a “Partners in Lompoc Economic Vitality Forum”
5. Promote and Publicize Lompoc
  - Facilitate and celebrate changes in Old Town and Lompoc Valley through the Economic Development Committee column in the Lompoc Record, Economic Vitality Awards, diverse event sponsorship, etc.
  - Promote and publicize local education initiatives leading to a highly skilled and qualified workforce
  - Update materials used to encourage business relocation, expansion to Lompoc, and foster existing business growth

The updated full strategic plan is located on the City website under Economic Development under Documents [http://www1.cityoflompoc.com/EconDev/2015/StrategicPlan\\_150908.pdf](http://www1.cityoflompoc.com/EconDev/2015/StrategicPlan_150908.pdf)

### ***Progress on the 2015 Strategic Plan Goals***

Fiber Feasibility Study Subcommittee has met with Lompoc Valley Hospital, Lompoc Unified School District and other potential businesses and community members regarding usage needs, current broadband access, and potential needs. Numerous members participate in the Tri-County Broadband Initiative with several serving on the steering, mapping and strategic planning subcommittees. Lompoc has been identified as the priority project and focus for the Santa Barbara County Task Force. As the task force organizes the stakeholders, partners and grants for this project, EDC members will continue to liaise with the county and local partners.

The EDC satisfied this goal by completing the Council's assignment to work with staff on creating a Request for Qualifications (RFQ) regarding the city's acreage next to Allan Hancock Lompoc campus. There was a single applicant who did not meet the qualifications. Council elected to explore the potential applicant and maintained the requirements of the RFQ as part of the Exclusive Negotiation Agreement (ENA.) The ENA was cancelled by City Council in the Fall of 2015 due to the applicant's lack of funding as outlined in a timely manner. The EDC recommends reviewing the RFQ document and process to drive more responses from qualified applicants.

The Investment Vehicle and Funding Opportunities goals continue to be addressed by the subcommittee. Research for potential local investment funding partners such as the Santa Barbara Foundation or establishing a Community Foundation in partnership with a local bank have been explored. Members are also reviewing possible projects with Development Finance Planning Services specifically designed for the Lompoc community with Council of Development Finance Agencies (CDFA.) And the 2030 General Plan Economic Development Element includes Measure 10 which states the City's Business Tax shall be updated, modernized, and expanded to which 50% of the increased revenue from the revised Business Tax shall be used for economic development purposes.

The EDC identified additional businesses that should be members of the committee as part of Added Capacity goal. While the Lompoc Unified School District membership, had been satisfied by the appointment of Assistant Superintendent Sid Haro, we recently received his resignation due to his relocation to the Bay Area. Numerous applicants representing Vandenberg Air Force Base have been received as well as applicants from the Lompoc Valley Health Care District, and ongoing recruitment from Chumash community to fill the currently available two Regular seats and four Associate seats. As a result of five expiring four year terms the committee is also seeking representation from banking and finance, restaurant, automotive, retail, and agriculture industries. The committee delivered the first Lompoc Valley Economic Vitality Forum, Wednesday, October 28, 2015, at the DeWees Center with an attendance of over 80 business community members representing various Lompoc Valley industries. Topics of discussion included the 2015 priorities. Attendance included Council members, city staff, EDC members, and community members from industries identified in the CALED report as well as by the committee. Many participants requested to continue the discussions, join subcommittees or have more forums to stay informed as to how they can help Lompoc accomplish the economic development goals.

With regards to the Promote and Publicize Lompoc goal, members joined other organizations to provide support to these types of opportunities. The EDC has had representation on the Creative Crosswalks Committee, the EconAlliance of Northern Santa Barbara County, the Explore Lompoc 805 Criterium, the LUSD Collective Impact Committee,

Leadership Lompoc Valley, Santa Rita Hills Wine Growers Alliance, and Explore Lompoc. The committee along with the City supported sponsorship of LUSD Literacy event, 2015 CO-OP Festival, and Criterium. In 2015 the Economic Vitality Award (EVA) has been presented to Central Coast Specialty Foods, Longoria Winery, Surf Connection, T&T Sweet Repeats, Lompoc Vision, Pommerville's Automotive & Gas, Wild West Pizza, The Donars Family for the Lilley Building, Tom's Burgers, American Host Restaurant, Certain Sparks, and Floriano's. Longoria Winery received the 2015 Annual Economic Vitality Award in June at the Chamber of Commerce Annual Awards Banquet. And the committee published over 24 articles in the Lompoc Record in the business section on topics regarding public safety, new industrial park, EVA awards, fiber feasibility, shopping local and special events. These are in the supplement.

### **III. Additional Accomplishments and Ongoing Goals**

The Committee identified the need to research and implement systems that provide the City and the Committee with information necessary to make decisions and/or recommendations. For example, data for evaluating incentives, sectors to target, and grants. As part of this ongoing goal the EDC had two milestones.

- Working with staff to complete the Economic Development Element of 2030 General Plan and garner support and UNANIMOUS adoption by City Council and
- City Council accepting the EDC recommendation for an Ad Hoc Committee with Santa Ynez Chumash Tribe

Another ongoing goal for the EDC is to assist pending projects as advocates and activists. The City should promote the Committee as a resource for new and pending projects. If an applicant requests, the Committee will contact them and assist with the project where possible. Some of these topics and projects include

- Participating in Planning Commission update of the Zoning Ordinance,
- Working with both the Parks and Recreation Division and Commission to identify the Wish List of projects needing support or resources,
- Evolving subcommittee on new tourist attractions for the Lompoc Valley such as a Balloon Festival and Wavegarden
- Supporting historical events such as the Dog Show, Flower Festival and Shop Lompoc Shop Small events whenever possible,
- Maintain a projects and goals list from the first four years and monitor opportunities to move forward on any when possible.

And the final ongoing goal for the EDC is to recruit and regularly receive appointments to the Committee that reflect the diversity not only in businesses represented but also gender, ethnicity and ages. Members identified, recruited and realized the need for additional diversity in the first year and made it a goal to better represent the diversity in our business community.

Realizing and accomplishing this in just three years, is one of the most satisfying accomplishments for the Committee and has made it a stronger and better sounding board for staff and Council. In 2013 the Committee also identified the need to make quorum to be effective. At that time the Associate position was introduced and not only did the Committee regularly make quorum, but many of these Associate members requested to become Regular members when the appointments became available, seamlessly stepping in and continuing the Committee's work. Last year there was some discussion regarding some Council members wanting EDC appointments to coincide with terms and members of the Council. Accomplishing the long range goals of economic development needs individuals committed to four year terms and the at-large appointments based on industry representation have been key to the success of the EDC. While the Committee would like to see no changes to the terms and appointment process, the Committee has attached a recommendation for consideration by Council.

#### **IV. Conclusion**

The EDC is proud of the accomplishments attained this past year. Over 500 hours, above and beyond the regular and executive EDC meetings, were contributed to the above goals and accomplishments by the 18-20 volunteer members in 2015. In its first four years, the Committee has seen businesses come and go but learned a great deal about the local economy in the process. The Committee has developed a strong working relationship with city staff and continues to recommend and support ongoing customer service improvements being made by the staff. With the current six openings and upcoming five terms expiring, there will be a new surge in energy and ideas from the Committee. Lompoc is a unique city poised at the moment of opportunity. Wise growth, expanding current industries, and supporting new endeavors are what every community seeks and the Committee looks forwards to providing the guidance and support to do so. The Committee looks to the Council for support on the strategic plan as we volunteer to achieve these goals and provide Council with the feedback on economic development issues and solutions for Lompoc.