



# **Economic Development Periodic Report January – August 2015**

**Presented by  
Economic Development Staff and Committee  
September 15, 2015**



# The Committee

## Executive Committee

Jenelle Osborne, Chair	Maria Hall, Vice Chair
Jeremy Ball	Gilda Cordova
Tom Davidson	Carol Newsome

## Committee

Michelle Hodapp	Margaret Lau
Robert Manning	Debbie McComb
Steve Pepe	Don Pommerville
Rick Rantz	2 Open Positions

## Associate Members

Justin Barrack, VLI	Ken Ostini, LVCC
Sid Haro	Cecilia Ramos
Luis Servin	3 Vacant Positions



# Committee

- **Membership**
  - Council increased membership to 23
    - 15 regular
    - 8 associate (includes representatives from Chamber, Explore Lompoc)
    - 5 regular member terms expire in January 2016, none will seek reappointment
- **Current open positions**
  - Two regular committee positions
  - Three associate positions
  - Application window currently open and recommendations by EDC to be presented at October Council Meeting
- **Striving for greater ethnic and industry diversity the committee identified several areas to focus our recruitment**
  - Lompoc Unified School District (LUSD) **met**
  - Vandenberg Air Force Base (applicants for open position)
  - Lompoc Hospital District (applicants for open position)
  - Chumash Casino and/or Chumash Tribal Member



# Committee

- **Volunteer Hours**

Above and beyond the Regular and Executive Meetings in meetings, research, emails, phone calls, etc.

- 389 hours total, by more than 18 members of the committee, since February's report
- Topics
  - Zoning
  - General Plan
  - Creative Crosswalks
  - Bike Race
  - Downtown
  - 2016 Ag Forum
  - PSTC/PEC/Adult Education at Allan Hancock
  - Adult Education grants
- Additional meetings
  - Subcommittee meetings
  - City Council meetings
  - Planning Commission meetings
  - EVA Awards
  - Chamber events
  - EconAlliance meetings
  - Tri-county Broadband events



# EDC Directive and Vision Statement

## EDC's Directive

According to the City's committee handbook it is to:

- provide a forum for ongoing dialogue on economic issues between City government and private sector.
- review business incentives, 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.
- recommend potential programs and/or revisions of policies and procedures to the City Council.

## 2015 EDC Vision Statement

Develop a strong positive image which attracts and retains business and residents and visitors that achieves economic vitality in Lompoc Valley.



# 2015 Strategic Plan

## 2015 Top Five Priorities

### 1. Fiber Feasibility Study Goals

- Research cost: business and community investment
- Engage partners and community in benefit discussions
- Present successful models for best practices

#### *Current progress:*

- A. Meeting with potential businesses and community members regarding usage needs, current broadband access and potential needs such as VAFB contractors and Lompoc Healthcare District
- B. Participating in Tri-County Broadband Initiative with several EDC members as chair of subcommittees with Lompoc having been identified as a priority project and focus for the Santa Barbara County Task Force
- C. Survey of Broadband Usage and Needs  
<https://www.surveymonkey.com/r/QR2YWP9>



# 2015 Strategic Plan

## 2015 Top Five Priorities

### 2. RFQ Satisfied

- Assess and maintain forward momentum
- Assess success of process

#### *Current Progress*

- A. ENA signed by City Council
- B. Currently due deliverables received and being reviewed by staff
- C. Continue to assess and support ENA process



# 2015 Strategic Plan

## 2015 Top Five Priorities

### 3. Investment Vehicle and Funding Opportunities

- Best avenue for “Investment Vehicle”
- Identify funding opportunities

#### *Current Progress*

- A. Researching potential local investment funds such as Santa Barbara Foundation Community managed options
- B. Reviewing possible project with Council of Development Finance Agencies (CDFA) for Development Finance Planning Services specifically designed for our community
- C. 2030 General Plan Economic Development Element Measure 10: The City’s Business Tax shall be updated, modernized, and expanded, and 50% of the increased revenue from the revised Business Tax shall be used for economic development purpose.



# 2015 Strategic Plan

## 2015 Top Five Priorities

### 4. Added Capacity

- Who is missing from the discussion? Lompoc Unified School District, Vandenberg Contractors, Santa Ynez Chumash, and Lompoc Valley HealthCare District
- Deliver a “Partners in Lompoc Economic Vitality Forum”

### *Current Progress*

- A. Satisfied the LUSD membership, numerous applicants meeting the VAFB and LVHCD, still recruiting for Chumash representation
- B. With 2 regular positions open and 3 associate positions other areas of need are restaurant, automotive, retail, and agriculture
- C. Date set!  
Lompoc Valley Economic Vitality Forum  
Oct 28, 2015, 8 – 10 am at DeWees Community Center



# 2015 Strategic Plan

## 2015 Top Five Priorities

### 5. Promote and Publicize Lompoc

- Facilitate and celebrate changes in Old Town through EDC column, EVAs, sponsoring events, etc.
- Promote and publicize local education initiatives leading to highly skilled and qualified workforce
- Update promotion package and foster existing business

### *Current Progress*

- A. Creative Crosswalks installation at H Street and Cypress Ave
- B. EVA awarded to date: Central Coast Specialty Foods, Longoria Winery, Surf Connection, T&T Sweet Repeats, and the Lompoc Vision and Annual 2015 EVA to Longoria Winery
- C. Sponsorship of LUSD Literacy event, 2015 CO-OP Festival
- D. "Improvements to local community" articles regarding safety, new industrial park, awards, and special events added to city promotion packet



# 2015 Strategic Plan

## Ongoing Goals

- Research and implement systems that provides City and Committee with information needed to make necessary decisions/recommendations (e.g. data for evaluating incentives, sectors to target, etc.)

**MILESTONE:** Economic Development Element of 2030 General Plan completed and adopted by City Council

**MILESTONE:** City Council accepted recommendation for AD Hoc Committee with Santa Ynez Chumash Tribe

- Continue to assist pending projects as advocates and activists. City will promote Committee as resource interested in supporting pending projects. If applicant wishes committee will contact them and assist the project where possible.

**BEGINNING:** Participating in Planning Commission update of the Zoning Ordinance

**REVISITING:** Parks and Recreation Divisions and Commission Wish List for projects needing support or resources.

- Maintain projects/goals list from the first two and half years and monitor opportunity to move forward on any when possible.



# Continued Challenge to the Lompoc Valley Community

- Examine how you can contribute to Lompoc in one way (Join the trash mob, volunteer for a committee, dine out once a week, shop local, hire someone from Lompoc)
- Choose a personalized I like/love Lompoc statement and share with anyone and everyone. Then challenge your friends, family and colleagues to do the same
- Embrace the positives of Lompoc and commit to solving our issues and stand up for your community

# Employment Information

## Monthly unemployment rates for Santa Barbara County and Santa Barbara County Cities

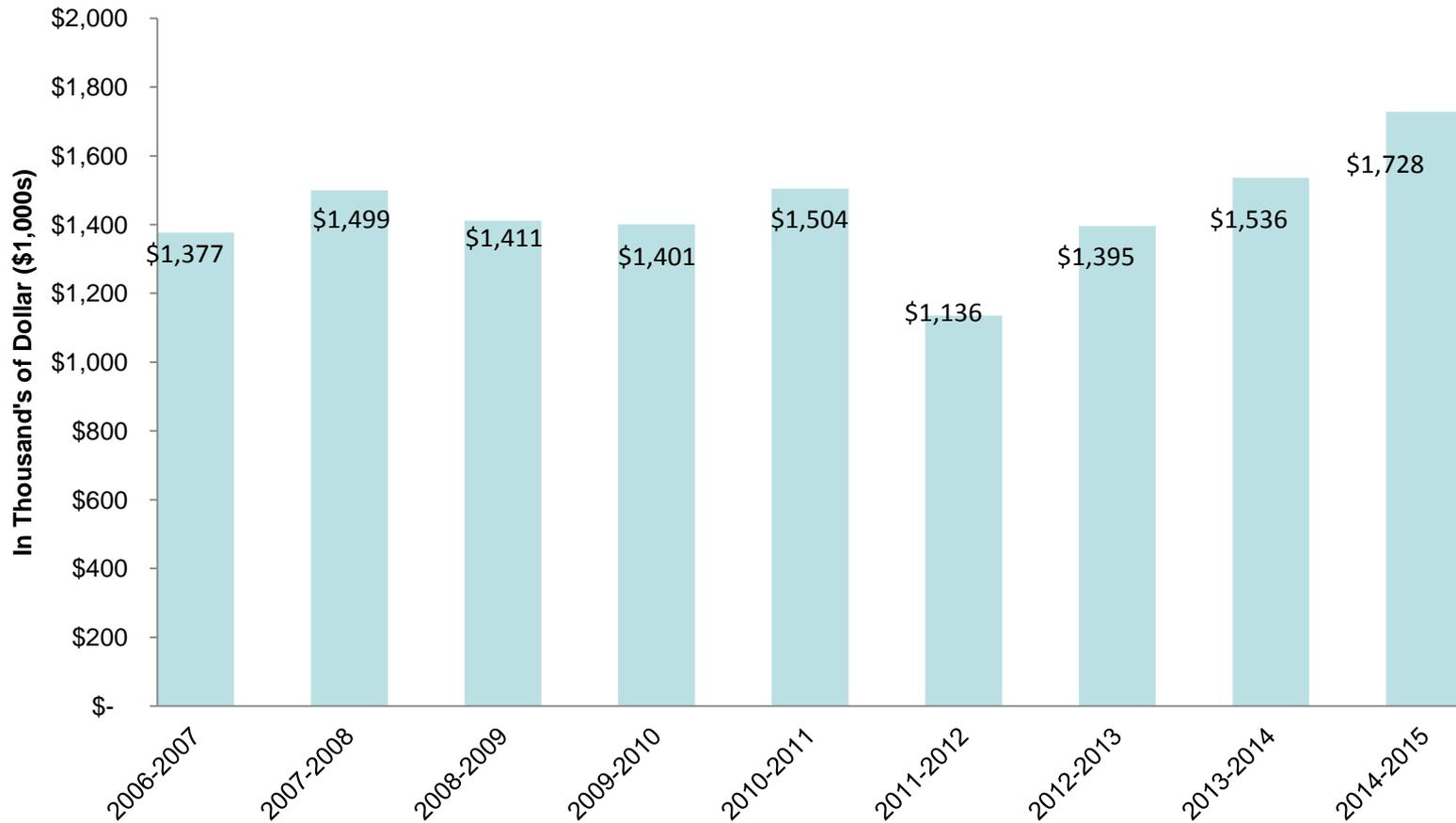
	July's Labor Force	2014						2015						
		Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Santa Barbara County	224,000	6.2%	5.9%	5.5%	5.6%	5.9%	6.0%	6.5%	5.9%	6.0%	4.6%	4.6%	4.6%	5.0%
City of Santa Barbara	53,100	4.9%	4.7%	4.4%	4.5%	4.7%	4.8%	5.2%	4.7%	4.8%	3.7%	3.6%	3.7%	4.0%
City of Santa Maria	49,100	7.5%	7.2%	6.7%	6.8%	7.3%	7.3%	7.9%	7.2%	7.3%	5.6%	5.5%	5.6%	6.1%
City of Lompoc	18,600	8.1%	7.8%	7.2%	7.3%	7.7%	7.9%	8.5%	7.8%	7.9%	6.1%	6.0%	6.0%	6.6%
City of Goleta	17,900	3.7%	3.5%	3.3%	3.3%	3.5%	3.6%	3.9%	3.5%	3.6%	2.7%	2.7%	2.7%	3.0%
City of Carpinteria	7,900	5.4%	5.2%	4.9%	4.9%	5.2%	5.3%	5.7%	5.2%	5.3%	4.0%	4.0%	4.0%	4.4%
City of Solvang	2,800	7.6%	7.3%	6.8%	6.9%	7.3%	7.4%	8.0%	7.3%	7.4%	5.7%	5.6%	5.7%	6.2%
City of Guadalupe	3,400	5.8%	5.6%	5.2%	5.3%	5.6%	5.7%	6.1%	5.6%	5.7%	4.3%	4.3%	4.3%	4.8%
City of Buellton	3,100	3.9%	3.8%	3.5%	3.6%	3.8%	3.9%	4.2%	3.8%	3.9%	2.9%	2.9%	2.9%	3.2%

Labor Force and Unemployment Rate for Cities, County of Santa Barbara and Census Designated Places (CDP) obtained from the State of California's Employment Development Department's Labor Market Information Division's website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)). Please see the site for additional information regarding the method of calculating estimated rates, labor force and CDP designations.

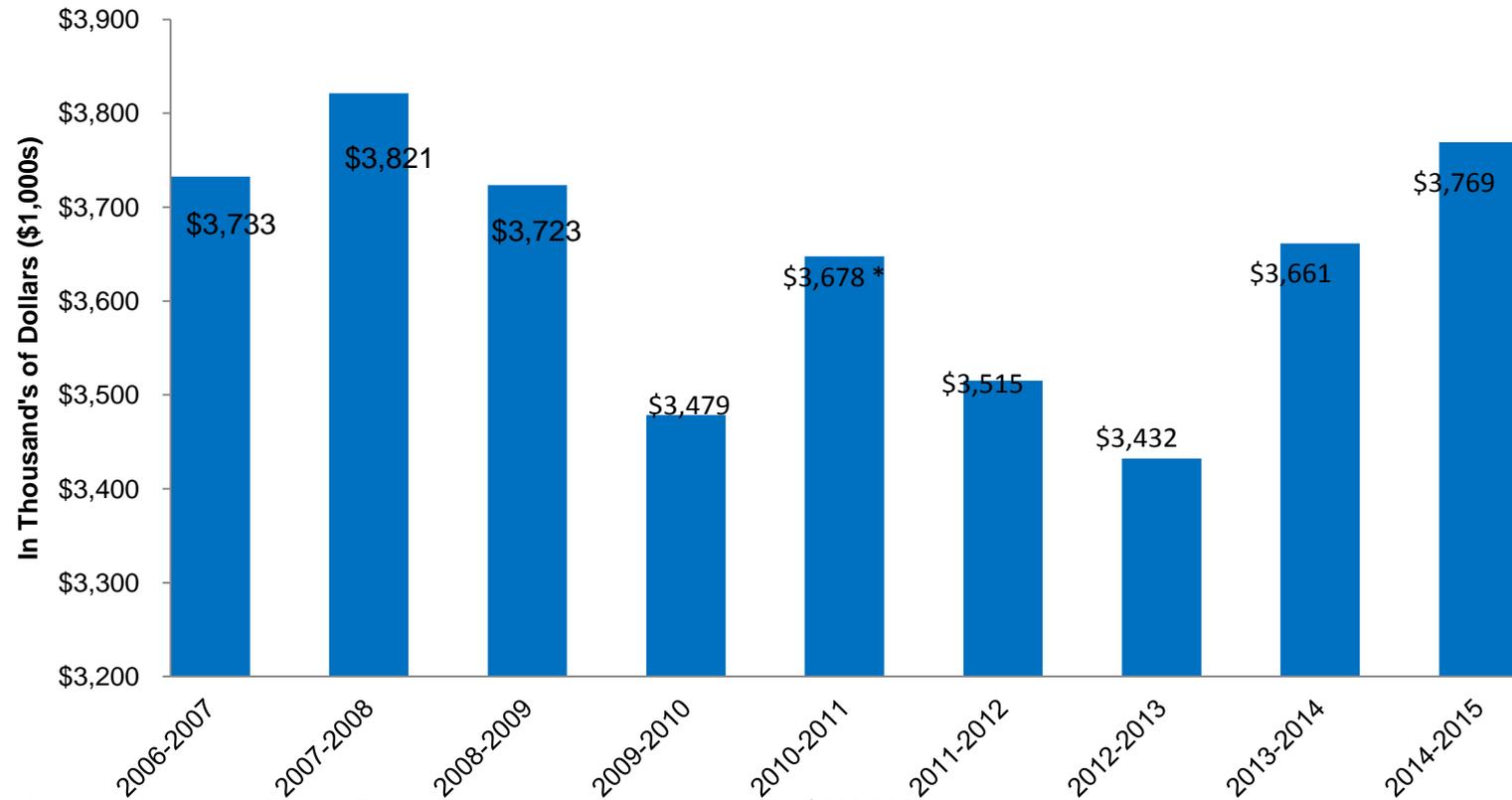
# Sales Tax Activity



# Transient Occupancy Tax (Bed Tax)



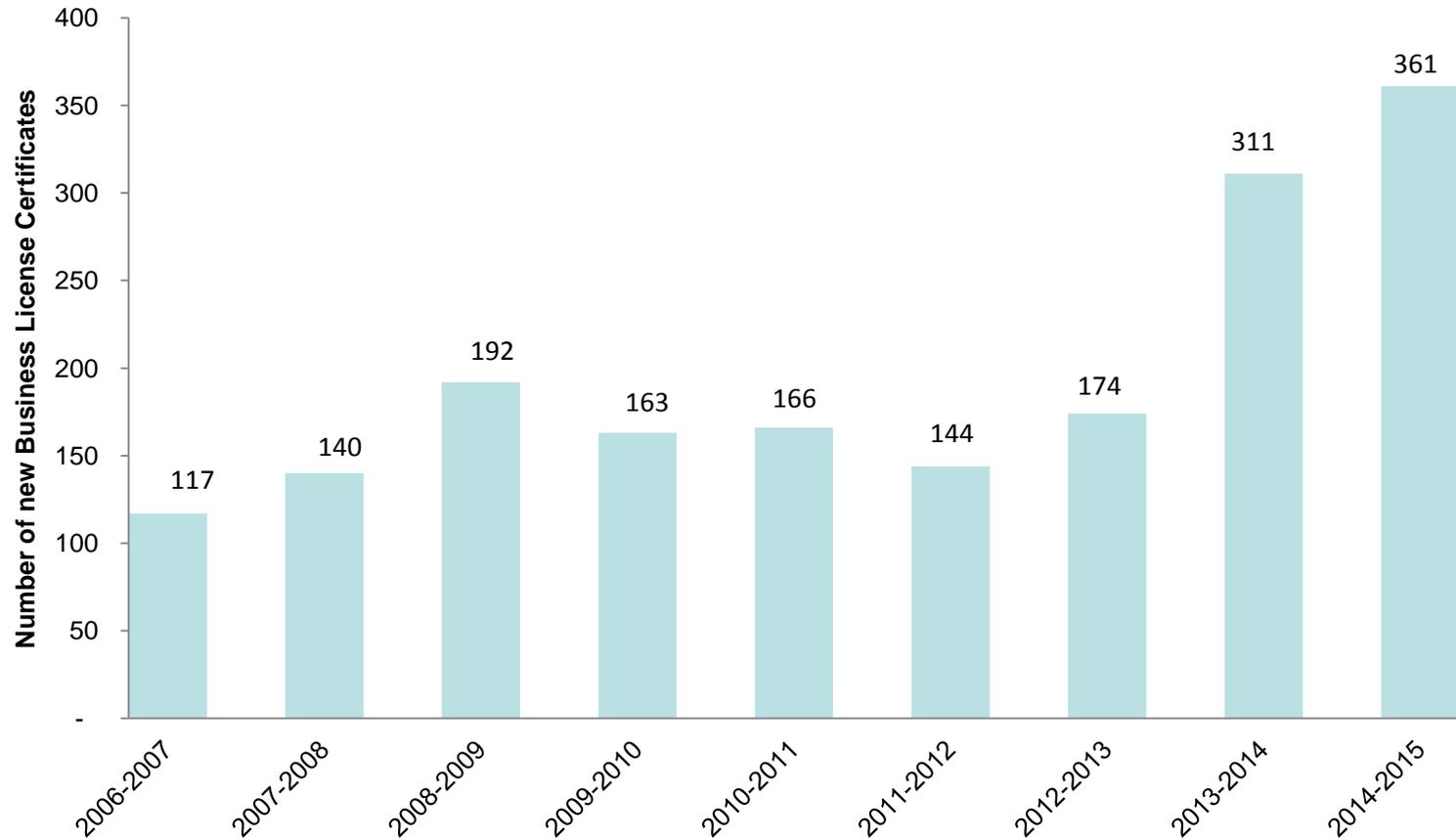
# Property Tax Activity



\* Implementation of Teeter Plan caused a one-time increase of \$128,000

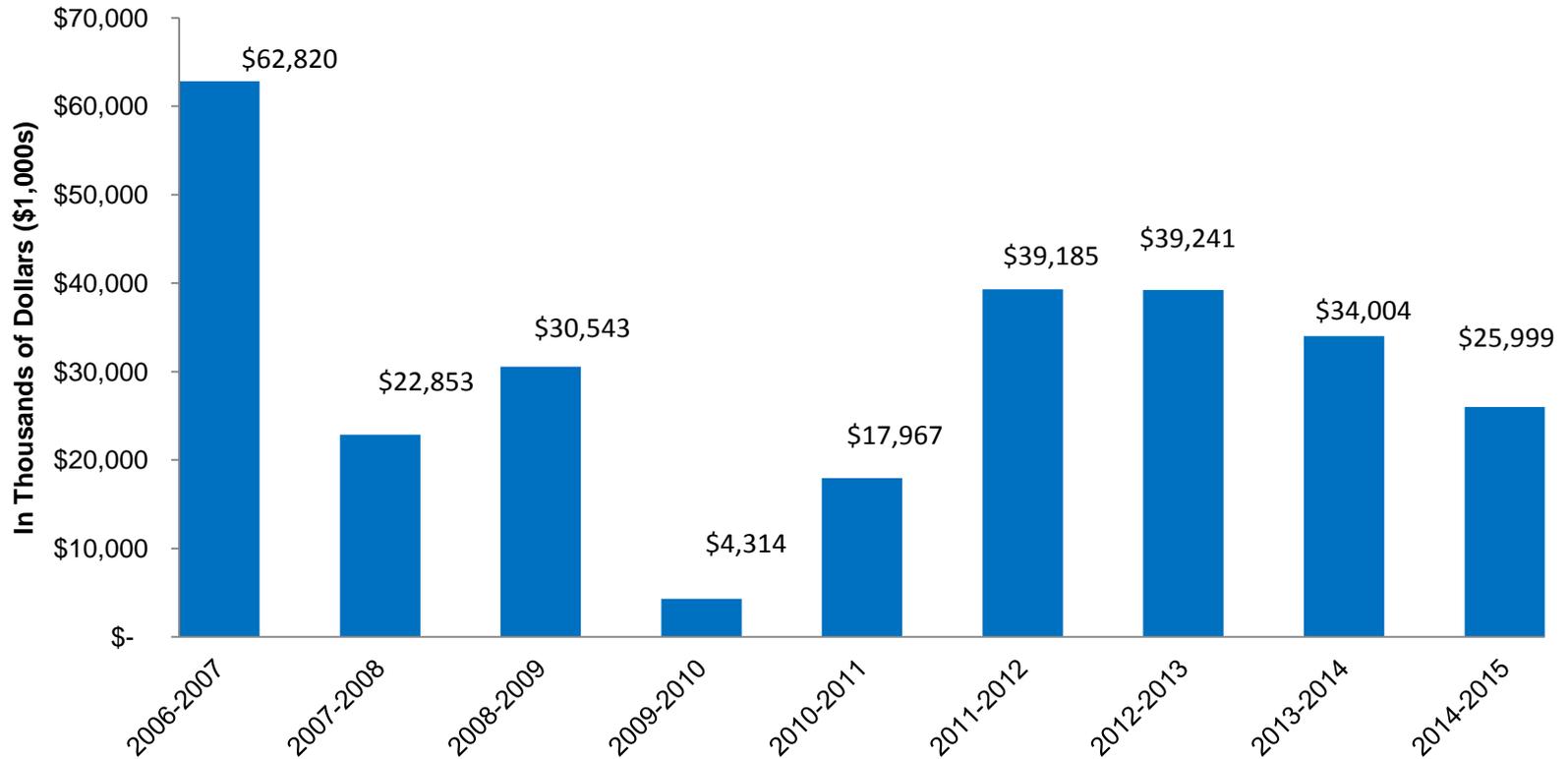
# New Business License Activity

## New Business License Activity



# Capital Development Activity

## Capital Development Activity based on Building Permit Valuations



Date	Name of Business	Address	New / Expansion/ Remodel / Closed	Jobs +/-
Feb 2015	Chow-Ya	713 E Ocean Ave	New	+6
Feb 2015	Scratch Kitchen & Wine Bar	601 N H St	New business remodel of Don Pepe closed 2013	+30
02/20/2015	Pure Vanity Salon	119 S J St	New	+2
02/22/2015	Cue Ball	816 E Ocean Ave	New	+1
Mar 2015	Central Coast Drug Testing	115 E Hickory Ave, Ste G		
Mar 2015	Subway	1206 W Ocean Ave	New business remodel of Oki Sushi	+9
Mar 2015	Apex Building Systems, Inc	320 N D St		Left Msg
Mar 2015	Permanent Cosmetics	205 N H St, Ste 106		+1
03/01/2015	Cal Deals Furniture & Mattress	326 N H St		+2
03/16/2015	Pier Fitness	803 E Walnut Ave	Remodel Walnut Pier	+/- 0
Apr 2015	Sugar Plum's Boutique	111 ½ N H St		+1
Apr 2015	Anna Mae Photography	110 W Ocean Ave	Closed – moved out of state	-1
Apr 2015	Ascendant, LLC	107 N H St		Left Msg
Apr 2015	Asthma, Allergy & Immunotherapy Care of SB	136 N Third St	Satellite Office	+/- 0
Apr 2015	Haggen	1500 N H St	Rebrand of Albertson's	-12 Approx.
Apr 2015	Launch Pad	1016 N H St	No paid employees	+/- 0

<b>Date</b>	<b>Name of Business</b>	<b>Address</b>	<b>New / Expansion/ Remodel / Closed</b>	<b>Jobs +/-</b>
Apr 2015	Coast Valley Substance Abuse Treatment Center	133 N F St		+5
Apr 2015	Jasper's Saloon	114 S H St	Re-Open	No Ans
May 2015	Frida's Bakery & Deli	822 E Ocean Ave	New	Left Msg
May 2015	Jerry Merrell, DDS	1201 E Ocean Ave, Ste E	Satellite Office	+/- 0
May 2015	Ace of Fades	111 N H St	New	+1
May 2015	LUSD Central Kitchen	606 E Central Ave	Remodel / Expansion	Left Msg
May 2015	El Camino Workforce Center	320 N J St		
June 2015	Drug Testing Plus, LLC	104 S C St, St 2A		+1
July 2015	Little Saints Preschool	219 W Olive Ave		+6
July 2015	Pizza Garden	1017 N H St	Expansion	+3
Aug 2015	Sue's Place	101 N H St	closed	-5
Aug 2015	Island Mixs	129 N V St		No Ans
Aug 2015	Old Town Vintage	117-A S H St		+1



# Thank You for Being Here

## Questions? Suggestions?