



# **Economic Development Periodic Report January – August 2016**

**Presented by  
Economic Development Staff and Committee  
August 2, 2016**

# Vision Statement

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## 2016 EDC Vision Statement

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



# The Committee

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## **Committee Members**

Naishadh Buch  
Michelle Hodapp  
Don Pommerville  
Cecilia Ramos  
Sue Schuyler  
Shelly Pascua  
Mary Day  
Richard Drago  
Julie Menicucci  
Rob Traylor  
Henry Gallina

## **Executive Committee**

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

## **Associate Members**

Ken Ostini, COC  
Mary Hawes  
Brett Lauter  
Luis Servin  
*1 open position*

# Membership

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## **Membership**

- Council decreased membership from 23 to 22
  - ✦ 10 regular at-large positions
  - ✦ 5 regular positions with membership tied directly to Council Members
  - ✦ 7 associate (includes representatives from Chamber, Explore Lompoc)

## **Current open positions**

- One associate position open as of July 2016

## **Striving for greater ethnic and industry diversity the committee identified several areas to focus our recruitment**

- Lompoc Hospital District – position filled
- Allan Hancock College – application submitted
- Lompoc Unified School District (LUSD) – position filled
- Chumash Casino and/or Chumash Tribal Member – encouraging applicants
- Federal Correctional Complex - encouraging applicants

# General Functions

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- Updated the EDC's General Functions, terms, and membership in April 2016
- Extended five members terms to expire in 2020, so they have the opportunity to fulfill a complete four year term



# Volunteer Hours

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Approximately 300 hours

○ **Additional Meetings held:**  
Airport Commission, Festival Subcommittee (Balloon Festival)

○ **Events attended:**  
Chamber Events, City Council Meetings, Economic Vitality Forum, EVA awards, Northern Santa Barbara Economic Forecast, Planning Commission Meetings, State of the City address, various subcommittee meetings, Tri-County Broadband Initiative Meetings

○ **Topics supported:**  
Creative Crosswalks, EDC newspaper column, General Plan, Municipal Broadband, Old Town Revitalization, Wavegarden, Zoning Ordinance Update

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



# 2015 Strategic Plan

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Gearing up for 2016 Strategic Planning Workshop  
August 25 & 26

## 2015 Top Five Priorities

### 1. Fiber Feasibility Study Goals

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

#### *Current progress:*

- A. Participating in Tri-County Broadband Initiative with several EDC members. Northern Santa Barbara County and Lompoc have been identified as priority project areas and focus for the Santa Barbara County Task Force. The task force organizes stakeholders and partners to discuss potential needs.
- B. Working directly with fiber providers to host informational sessions for business community to learn about improving access to high speed internet via fiber and benefits of upgrading to fiber optics
- C. Discussing opportunities with providers about bringing fiber to businesses and new residential development

# 2015 Strategic Plan

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## 2015 Top Five Priorities

### 2. RFQ Satisfied

- Assess and maintain forward momentum
- Assess success of process

*Project satisfied.*

### 3. Investment Vehicle and Funding Opportunities

- Identify funding opportunities

*Current Progress:*

- A. Researching potential local investment funds, seeking grants for Economic and Community Development through partnership with California Consulting Municipal Grant Opportunities
- B. Community Development Division awarded a \$307,450 grant for additional improvements at Thompson Park

# 2015 Strategic Plan

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## 2015 Top Five Priorities

### 4. Added Capacity

- Who is missing from the discussion? Lompoc Unified School District, Vandenberg Contractors, Santa Ynez Chumash, Federal Correctional Complex, Allan Hancock College
- Deliver a “Partners in Lompoc Economic Vitality Forum”

#### *Current Progress*

- A. Held Lompoc Valley Economic Vitality Forum on October 28, 2015 – attendance of over 80 business community members representing multiple industries
- B. Appointed 10 new members to the EDC in 2016
- C. Satisfied the LVMC membership, LUSD membership, and VAFB membership
- D. Received application for recently open Allan Hancock position
- E. With one associate position open, recruiting members for Chumash, Federal Correctional Complex, and AHC representation
- F. Members continue to reach out and connect with various industries

# 2015 Strategic Plan

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## 2015 Top Five Priorities

### 5. Promote and Publicize Lompoc

- Facilitate and promote businesses/ events in Lompoc through the EDC column in the Lompoc Record
- Implement the quarterly EVA (Economic Vitality Award) to local businesses and promote through social media
- Update promotion package and foster existing business
- Expand social media outreach by publicizing events and EDC initiatives

#### *Current Progress*

- A. Second Creative Crosswalks installation at Walnut and I Street
- B. EVAs awarded from July 2015 – July 2016 : Pommerville's, Wild West Pizza, Donars Family, American Host, Tom's Burgers, Certain Sparks, Floriano's, Campbell Ranches/ Lompoc Valley Cooling, Sissy's Uptown Café, Magnolia Massage, Graphic Systems, Jasper's Saloon, Belluz Upholstery
- C. Recognition of EVA award throughout the community is increasing – via efforts on Facebook and the bi-weekly EDC column
- D. Festival Subcommittee working on site selection and planning logistics for a balloon festival for Fall 2017

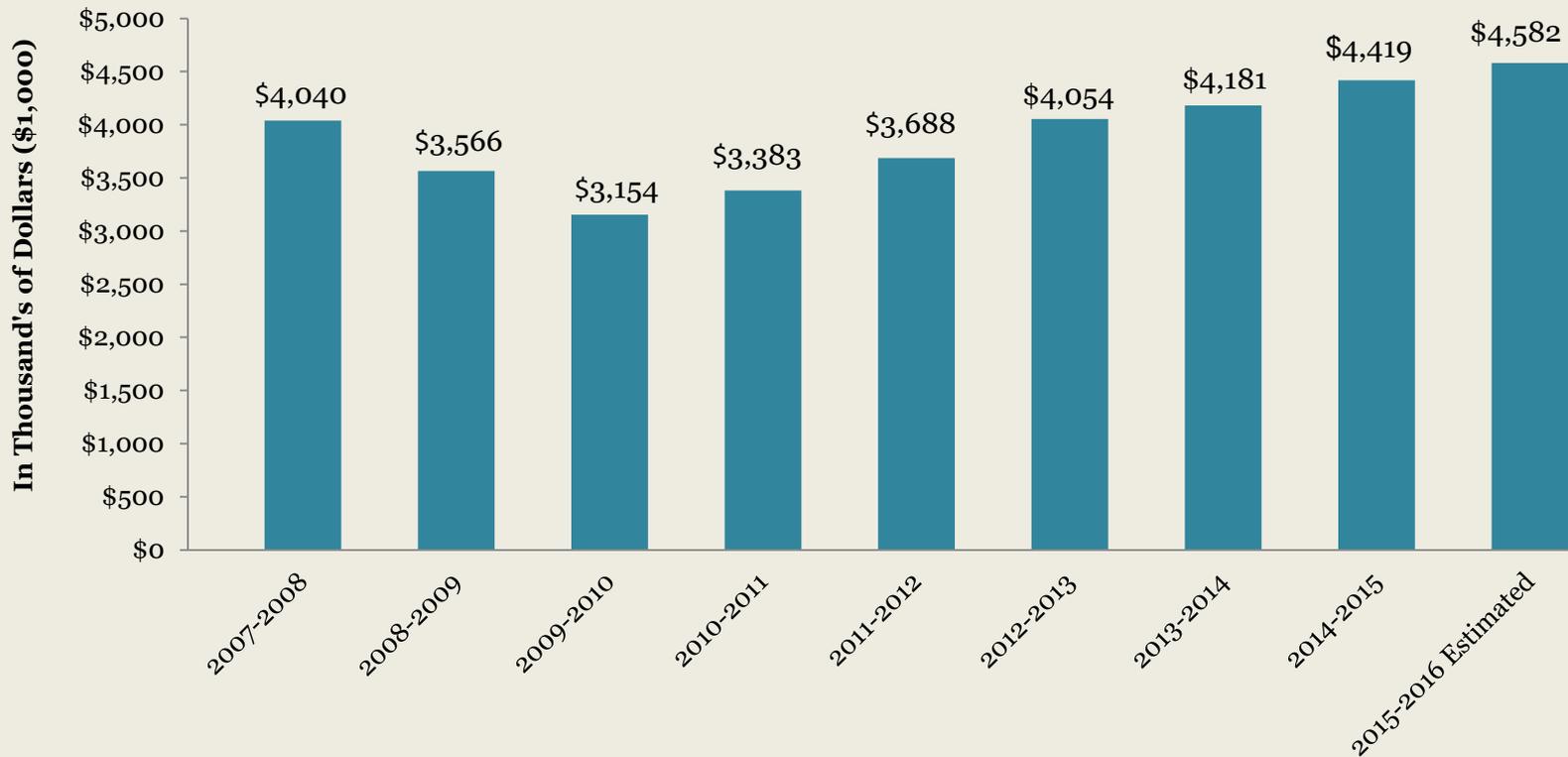
# Employment Information

Monthly unemployment rates for Santa Barbara County and Santa Barbara County Cities													
	May's Preliminary Labor Force	2015						2016					
		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
Santa Barbara County	223,400	5.2%	4.9%	4.5%	4.9%	5.3%	5.6%	5.7%	5.6%	5.3%	4.5%	4.0%	
City of Santa Barbara	52,700	4.0%	3.8%	3.5%	3.8%	4.1%	4.3%	4.4%	4.3%	4.1%	3.5%	3.1%	
City of Santa Maria	48,900	6.3%	6.0%	5.4%	5.9%	6.4%	6.8%	6.9%	6.7%	6.4%	5.4%	4.8%	
City of Lompoc	18,500	6.8%	6.4%	5.9%	6.4%	6.9%	7.3%	7.5%	7.2%	6.9%	5.8%	5.2%	
City of Goleta	17,800	3.0%	2.8%	2.6%	2.8%	3.1%	3.2%	3.3%	3.2%	3.0%	2.6%	2.3%	
City of Carpinteria	8,000	4.6%	4.3%	3.9%	4.3%	4.6%	4.9%	5.0%	4.9%	4.6%	3.9%	3.5%	
City of Solvang	2,800	6.4%	6.1%	5.6%	6.1%	6.6%	6.9%	7.1%	6.9%	6.5%	5.5%	4.9%	
City of Guadalupe	3,400	4.8%	4.6%	4.2%	4.5%	4.9%	5.2%	5.3%	5.1%	4.9%	4.1%	3.7%	
City of Buellton	3,200	3.3%	3.1%	2.8%	3.1%	3.3%	3.5%	3.6%	3.5%	3.3%	2.8%	2.5%	

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.

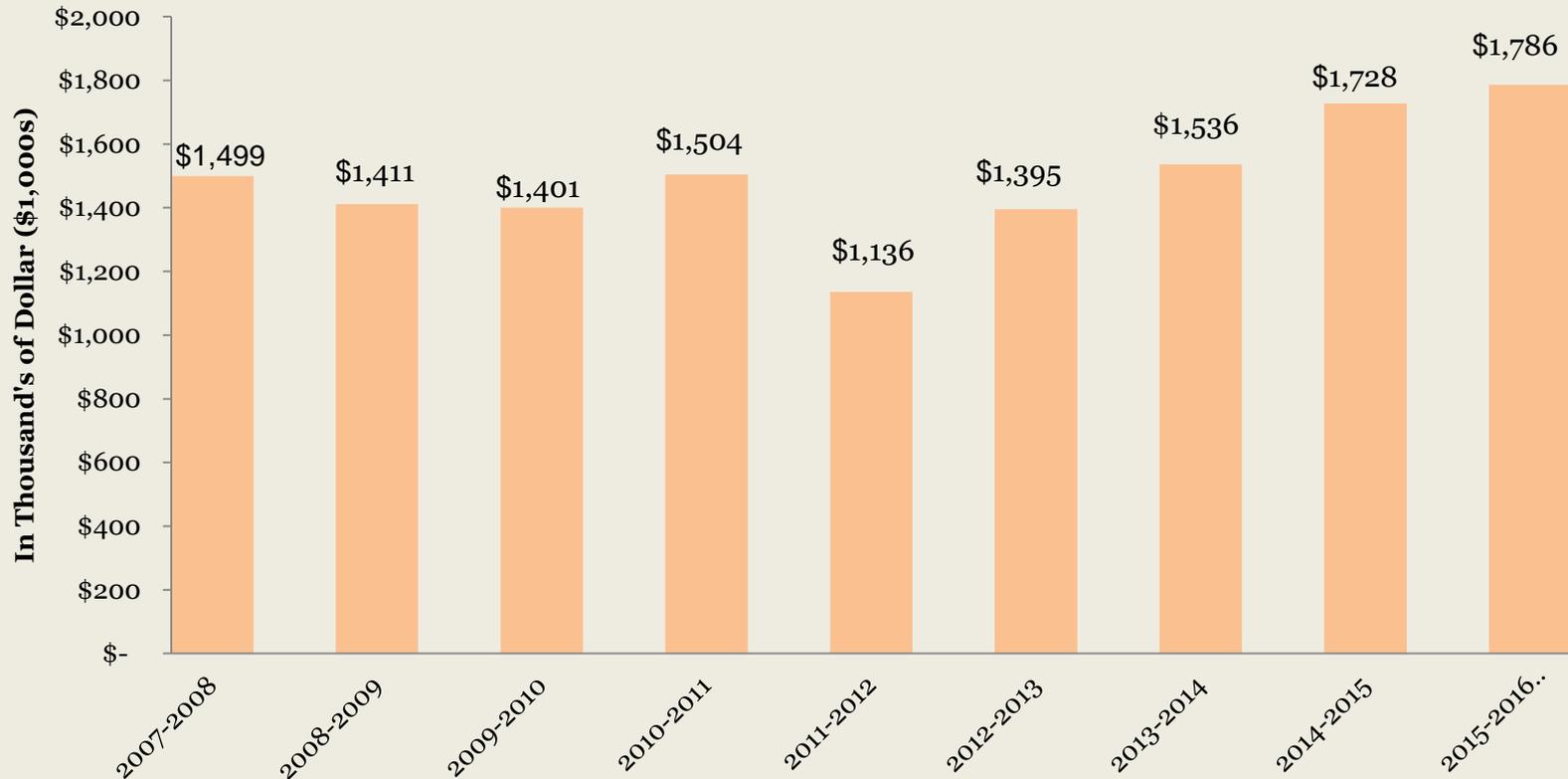
# Sales Tax Activity

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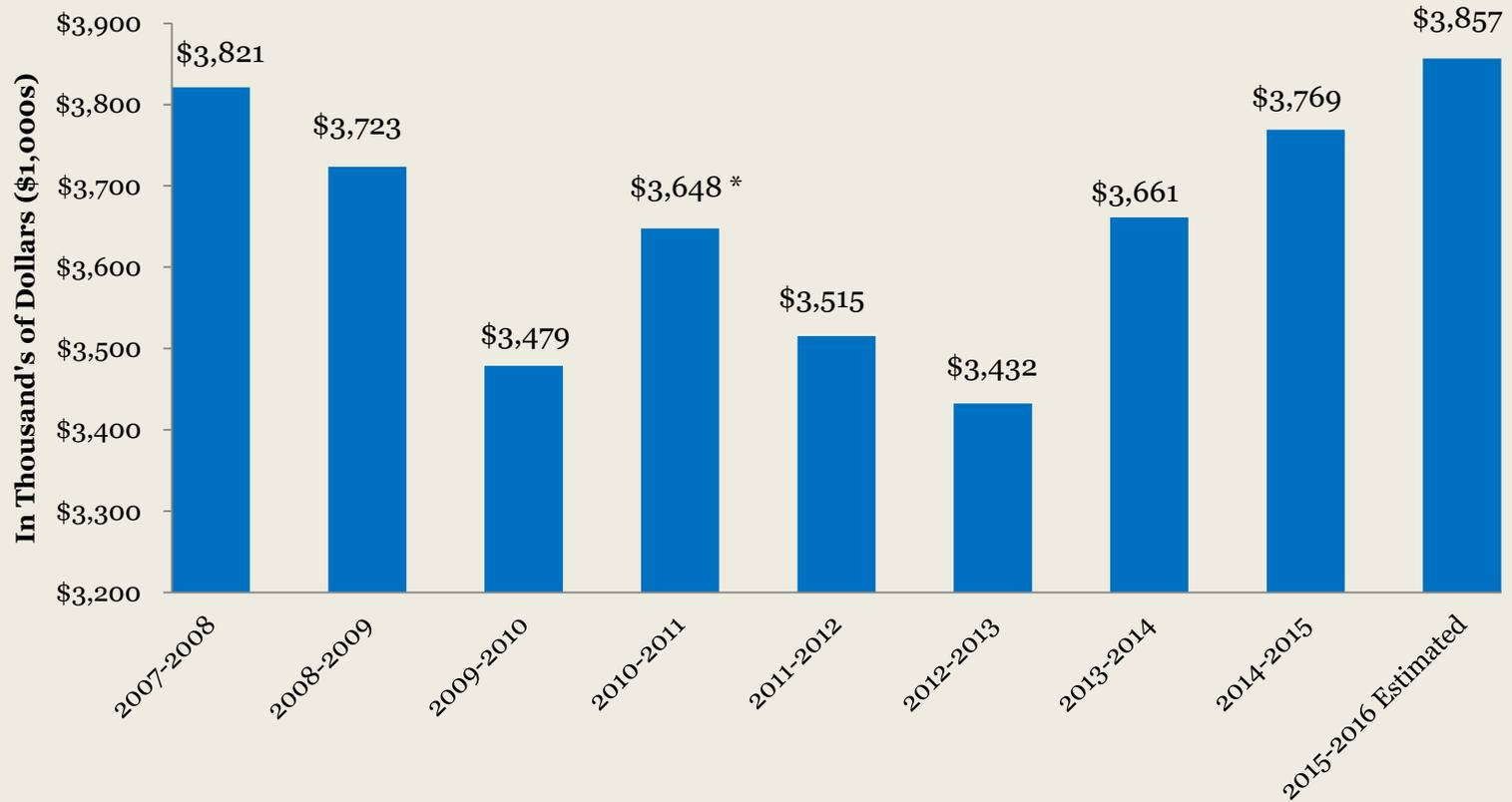
# Transient Occupancy Tax (Bed Tax)

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# Property Tax Activity

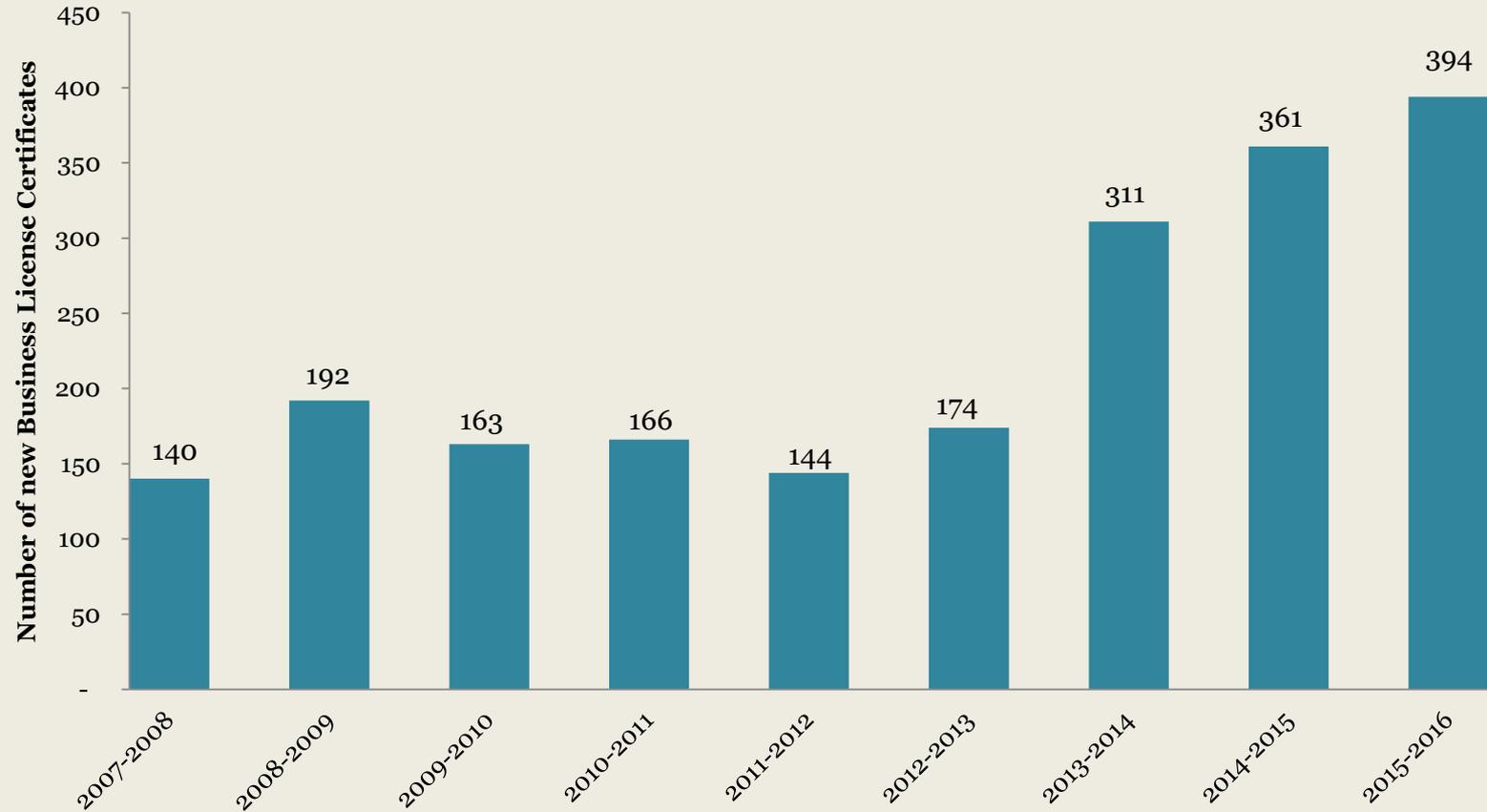
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\* Implementation of Teeter Plan caused a one-time increase of \$128,000

# New Business License Activity

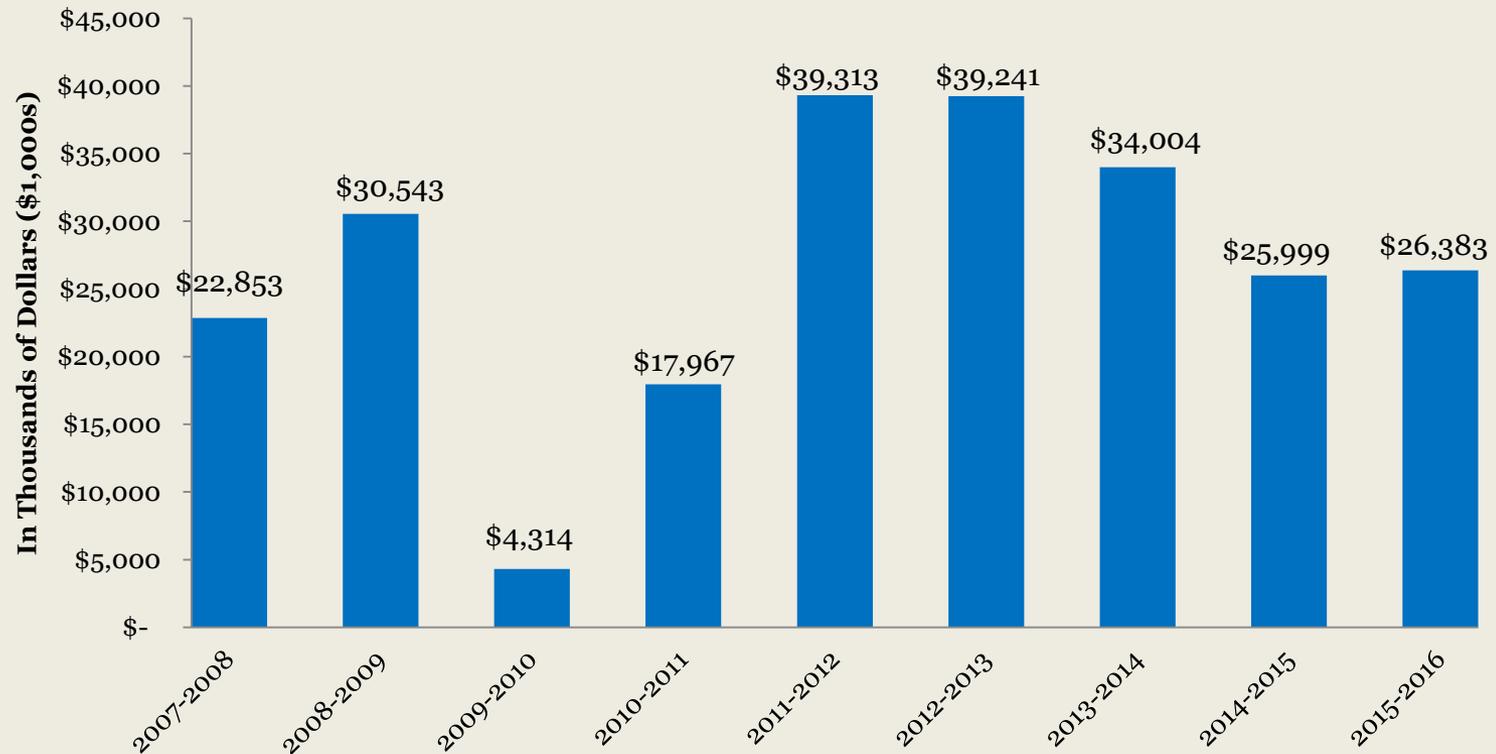
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# Capital Development Activity

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## Capital Development Activity based on Building Permit Valuations



# Major Business Changes Sept. 2015- Aug. 2016

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Date	Name of Business	Address	New / Expansion / Remodel / Closed	Jobs + / -
Sep-15	Floriano's Mexican Food	1129 North H St	Expansion	+ 10
Sep-15	Haggen	1500 North H St	Closed	unavailable
Dec-15	Texas Cattle Company	936 North H St	Closed	- 15
Dec-15	KLE Custom Imaging	105 West Ocean	Expansion / relocation	+ / - 0
Jan-16	Native Tongue Boutique & Lounge	114 North F St	New	+ 6
Jan-16	Pay It Forward Thrifts & Gifts	205 West Ocean	New	+ 6
Feb-16	Quizno's	515 West Central	Closed	unavailable
Feb-16	Beauty Connection	1512 North H St	Closed	- 12
Feb-16	QQ Aloha BBQ	515 West Central	New	+ 6
Mar-16	Albertsons	1500 North H St	Re-Open	+ 82
Mar-16	AVE Winery	300 North 12th St. Suite 4C	New	left msg
Mar-16	Discovery Gallery	415 East Ocean Ave, Suite H	Expansion	+ / - 0
Apr-16	Star Threading	1412 North H St	New	left msg
Apr-16	Los Gorrudos Restaurant	319 East Ocean Ave	New	+ 16
May-16	Pier One	609 North H St	Closed	left msg
May-16	Harbor Freight Tools	609 North H St	New	+ 29
May-16	Rockettown Honda	1225 North H St	Remodel / Expansion	+ / - 0
Jun-16	Dragon Palace	1325 North H St	Closed	
Jun-16	Jalama Beach Café	400 East Ocean	Closed	
Jun-16	Wireless, 101	1412 North H St	New	+ 3
Jul-16	The Maple Cottage	502 North H St	Remodel/ new	+ 3

# Planned Business Openings

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- | Name                     | Address         | Est. # of Jobs        |
|--------------------------|-----------------|-----------------------|
| • Solvang Brewery        | 234 North H St  | ~ 28                  |
| • Hilton Garden Inn      | 1201 North H St | ~ 100- 120            |
| • Chipotle Mexican Grill | 1413 North H St | <i>awaiting info.</i> |
| • The Habit Burger Grill | 1413 North H St | <i>awaiting info.</i> |



# Thank You!

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## Questions? Suggestions?

