



# **Economic Development Committee's Strategic Plan Periodic Report December 2013 – May 2014**

**Presented by  
Economic Development Committee  
May 20, 2014**



# The Committee

## Executive Committee

Jenelle Osborne, Chair	Debbie McComb, Vice-Chair
Robert Manning	Stephen Pepe
Rick Rantz	Tim Harrington

## Committee

Jeremy Ball	Margaret Lau
Wendy Cook	Carol Newsome
Tom Davidson	Maria Hall
Don Pommerville	Michelle Hodapp
1 vacant position	

## Associate Members

Justin Barrack	Gilda Cordova
Chuck Marquez	Ken Ostini
Jerrienne Phillips	Cecilia Ramos
Dawn Thomas	1 vacant position



# Committee Openings

- **Current Membership**

- **Council increased membership to 23**

- 15 regular (Alice Milligan resigned for health reasons/ 1 vacant position)
    - 8 associate (includes representative from Chamber and VIB / 1 vacant position)

- **New Committee Member Applications available online and in person at City Hall**

[http://www.cityoflompop.com/government/committees/Application\\_board\\_commission\\_committees\\_rev\\_2012-01.pdf](http://www.cityoflompop.com/government/committees/Application_board_commission_committees_rev_2012-01.pdf)

- **Striving for greater ethnic and industry diversity – making progress slowly**

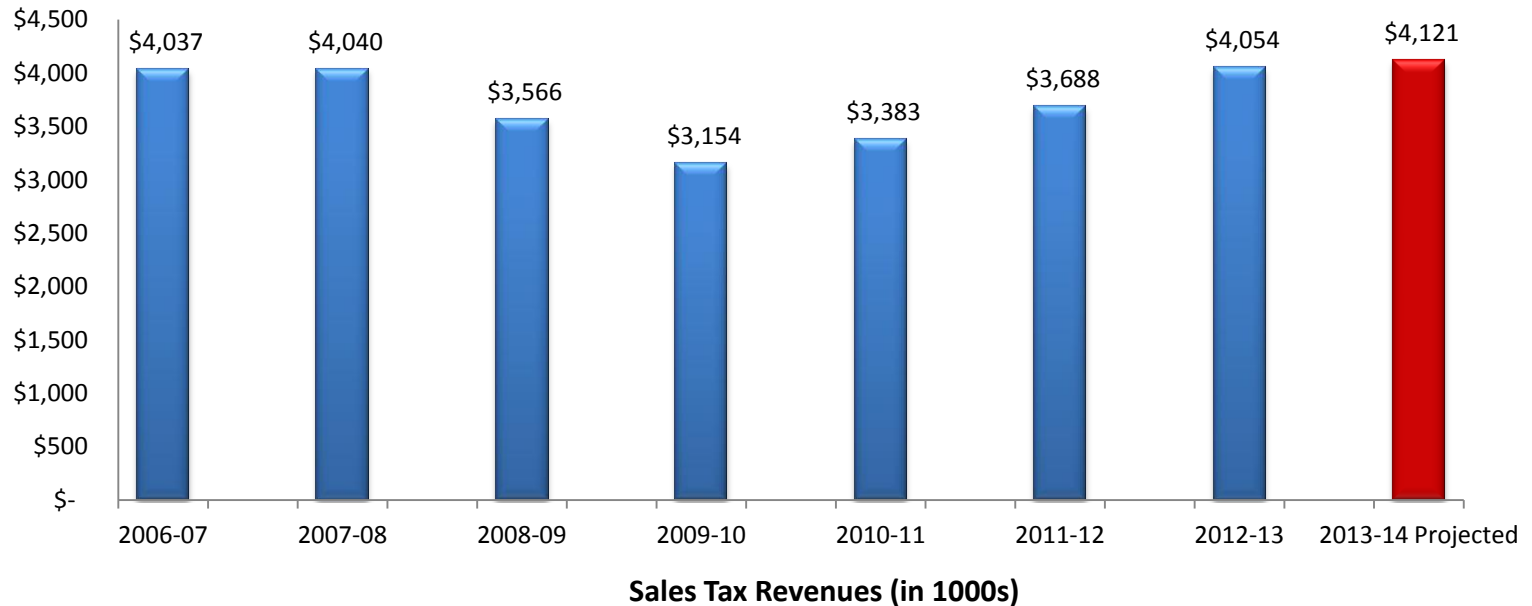


# Economic Development Report

- Review Economic Indicators
- Economic Development Staff Activities
- Economic Development Committee Activities



# Annual Sales Tax

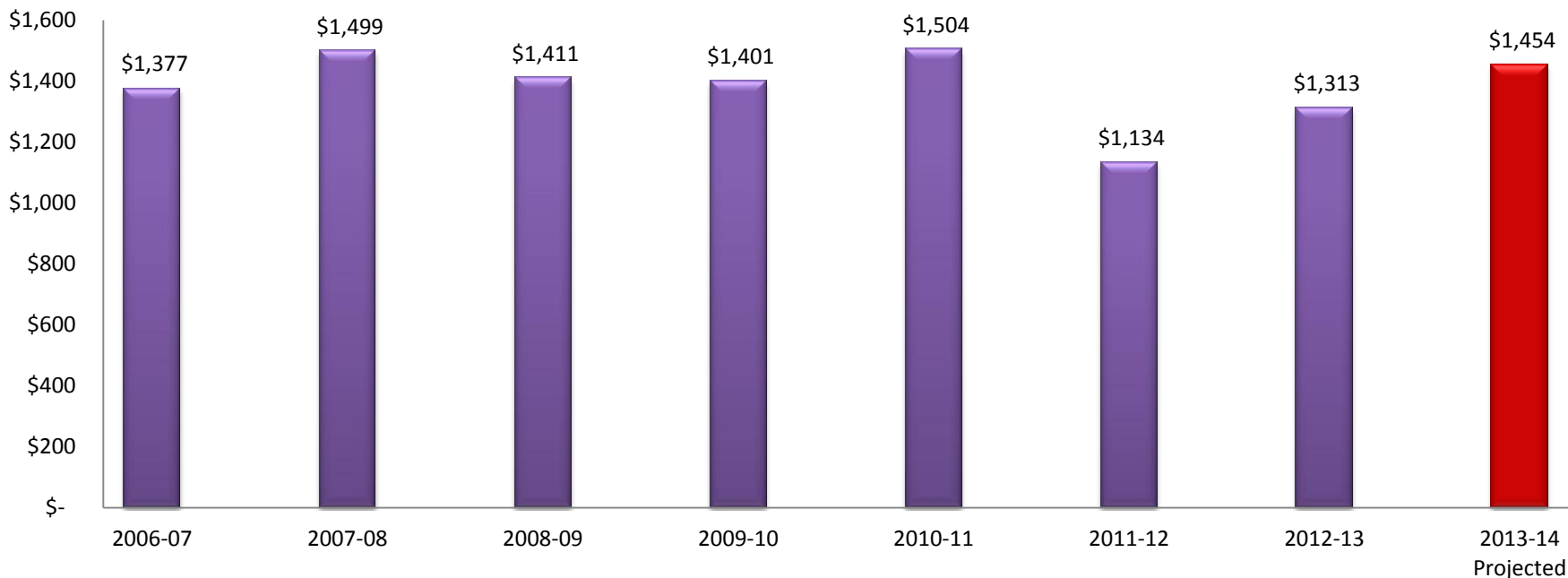


As of May 16, 2014, Annual Sales Tax revenues were projected to end of the fiscal year June 30, 2014. The result shows a 1.7% increase compared to 2012-13 and exceeds the pre-2008 peak of \$4.04 million by 2.1%.

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# Annual TOT



Transient Occupancy Tax Revenues (in 1000s)

As of May 16, 2014, Transient Occupancy Tax revenues were projected to end of the fiscal year June 30, 2014. The result shows a 10.7% increase compared to 2012-13.

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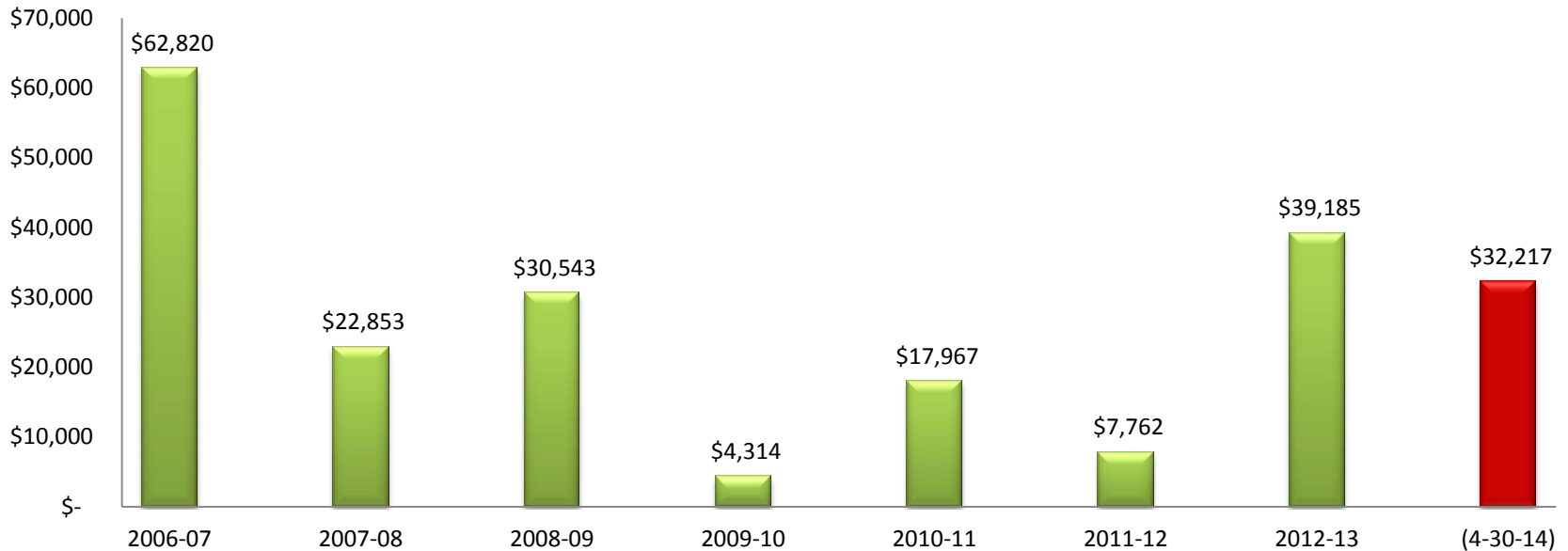
# Annual Property Taxes



As of May 16, 2014, Annual Property Tax revenues were projected to end of the fiscal year June 30, 2014. The result shows a 2.7% increase compared to 2012-13 and a decrease from the peak in FY 2007-08 of 7.5%. The FY 2010-11 year included a one-time conversion to the County's "Teeter" plan for tax distributions.



# Capital Investment



As of April 30, 2014, the number of permits issued this year equaled was 640 with a total valuation of \$32,217,203, compared to 2013 at 611 total permits and a total valuation of \$39,185,027.





# Unemployment

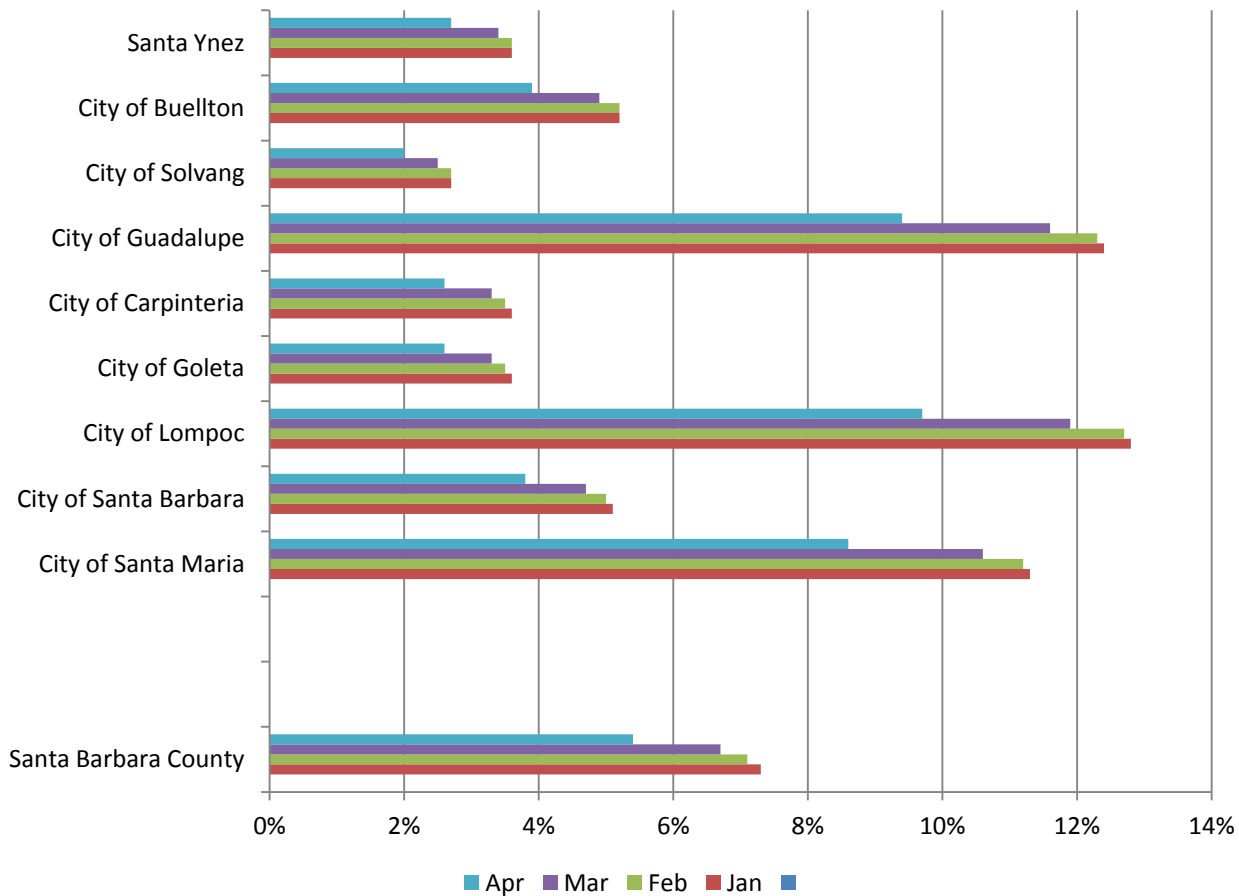
Monthly unemployment rates for Santa Barbara County				
2014	Jan	Feb	Mar	Apr
<b>Santa Barbara County</b>	<b>7.3%</b>	<b>7.1%</b>	<b>6.7%</b>	<b>5.4%</b>
City of Santa Maria	11.3%	11.2%	10.6%	8.6%
City of Santa Barbara	5.1%	5.0%	4.7%	3.8%
City of Lompoc	12.8%	12.7%	11.9%	9.7%
City of Goleta	3.6%	3.5%	3.3%	2.6%
City of Carpinteria	3.6%	3.5%	3.3%	2.6%
City of Guadalupe	12.4%	12.3%	11.6%	9.4%
City of Solvang	2.7%	2.7%	2.5%	2.0%
City of Buellton	5.2%	5.2%	4.9%	3.9%
Santa Ynez	3.6%	3.6%	3.4%	2.7%

Information obtained from the Workforce Investment Board  
[www.santabarbaracountywib.org](http://www.santabarbaracountywib.org)

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# Unemployment





# Staff Activity Update

- Industrial/Airport/Technology
  - Followed up on 3 leads and 2 projects / businesses
  - Board Member for UCSB Economic Forecast – Annual Forecast included presentation from SpaceX and Allan Hancock College
  - AgForum planning continues – Sept 12
  - Tri County Broadband effort
  - Industrial Park – submitted plans; held press conference
  - Support efforts to fully utilize AHPSTC P.E.C. partnership and G.O.



# Staff Activity Update

- Retail / Office
  - Follow-up with brokers, developers, commercial property management companies
  - 4 leads and 4 projects / existing businesses
- Old Town
  - Follow-up on 2 projects
  - Sidewalk Project completed
  - Theatre – MOU signed with LTPC
  - Swap Meet
- Housing
  - Follow-up on 6 (potential) projects



# Staff Activity Update

- Restaurants
  - 5 restaurant leads / follow-ups
  - ED loan (3)
- Wineries
  - 3 leads / follow-ups
- Resort / Hotel / Tourism
  - 2 leads
  - Meetings & follow-up with 1 prospect
  - LTID – Visit Lompoc, Inc. formed



# Staff Activity Update

- **Recreation**

- Motorsports Project at Airport
- Bike Skills Park – Building and Grading Permits issued May 15, 2014 – Ground Breaking tentatively scheduled May 31, 2014
- Kids MotoPark – Requested second operation grant from State ORV
- Criterium sponsored
- Capital Improvement Project List (for Bond \$) – P4 initiative

- **Other Investment**

- Amended Chamber agreement to include Strategic/Marketing Planning items
- UCSB Economic Forecast
- Job Fair / Editorial Board
- New EDC members – strategic planning / New ED incentive – EVA
- DAT / CALED
- Economic Development Element for 2030 General Plan Update
- Banner Policy
- Santa Barbara Foundation



# RFQ for New Development Opportunities

Request for Qualifications (RFQ)  
New Development Opportunities

City of Lompoc, California  
May 2014





## 2.0 SITE LOCATION



Figure 1: Vicinity map of the proposed site (highlighted in red) and its proximity to the urbanized portion of the City of Lompoc and nearby residential neighborhoods.





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# 2<sup>nd</sup> Annual Job & Resource Fair

- Held on May 1, 2014 at the Lompoc Veterans Hall
- There were 39 employers, resource agencies, and education providers
- In attendance were approx. 400 job seekers
- In partnership with the EDD, AHC, City of Lompoc, Lompoc Valley Chamber of Commerce Goodwill Industries, Excel Personnel Services, and various local government agencies and private organizations





# Committee Project Updates

- **RFQ for City Property**
  - As covered by Staff, the RFQ is complete and ready for distribution
  - Welcome all recommendations for distribution from community, council and local businesses
  - Contact: Teresa Gallavan [t\\_gallavan@ci.lompoc.ca.us](mailto:t_gallavan@ci.lompoc.ca.us) or Jenelle Osborne [orijenel@gmail.com](mailto:orijenel@gmail.com)
- **EDC Bi-monthly Column**
  - Started a bi-monthly column in the Lompoc Record to keep the community informed and gather feedback and repost on Facebook page
  - Topics have included: Tagline, Bike Race, Business Tax, PSTC, Old Town Revitalization, New Members, projects from first two years, EVA
- **Visit Lompoc, Inc. (VLI) Lompoc Hotel Investment Business District**
  - Council appointed VLI Board Member Justin Barrick as Ex-officio member of EDC
  - Providing a line of communication between the VLI organization and EDC
- **Broadband Consortium**
  - Participated in Broadband Consortium discussion in Lompoc in January
  - Santa Barbara County Task Force has been awarded its grand funding by the PUC
  - SBC Task Force to discuss current status and next steps at a working lunch meeting in Lompoc (date TBA)



# Committee Project Updates

- Economic Vitality Award – The EVA
  - Committee designed an award to recognize both established and new Lompoc businesses making improvements and changes to their businesses
  - Physical appearance, new technology, relocating to Lompoc, introducing new industry, pioneers of local industry, successful established businesses, etc.
  - April awards: DenMat, Better Beds & Furniture, D’Vine Wine Bar and Bistro
  - May award to South Side Coffee and watch for the second May award
  - Annual winners to be selected from monthly awards and presented at annual Chamber Dinner
  - Welcome nominations from council, residents and business community



# Look for the EVA at local businesses!







# Committee Project Updates

- **City Tagline**
  - Asked the community for suggestions regarding an updated tagline via monthly column with a deadline of May 1, 2014
  - Over 30 suggestions are being reviewed by tagline subcommittee with plans to bring the results back to council in June or July
- **Economic Development Element for 2030 General Plan Update**
  - Working on EDC input balanced with our Strategic Plan for the Planning Commission initial review June 25, 2014
- **First Lompoc Technology Social Event - MEETUP**
  - This evening from 5-7 was the first IDEA Meetup at D'Vine, hosted by the EconAlliance Committee and organized by Ben Kiblinger, local Lompoc technology entrepreneur and regular committee audience member
  - Steve Semmelmayr, CEO of DenMat was the guest speaker
  - IDEA Meetups are designed to foster entrepreneurial potential in Northern Santa Barbara County by connecting innovators, investors and ideas
- **EconAlliance participation**
  - Steve Pepe and Ben Kiblinger have joined the EconAlliance increasing Lompoc's representation on the Northern Santa Barbara County joint endeavor
  - Several of the organization's meetings have been held in Lompoc and many attendees have commented "it's not the same old Lompoc and a lot is happening in Lompoc."



# Committee Project Updates

- **Winery Regulations Resolution**
  - Support the proposed limitation to the Eastern Side of the Santa Ynez Valley
  - Permit charitable and family special events
  - Use of solar panels, inexpensive winery buildings out of sight line
  - Permit sale of agricultural products grown or produced on the winery's premise
- **Grand Jury Resolution**
  - Recommend the restructure of the SBC grand jury appointments to better reflect the county as well as relocate to a centralized SBC location.
- **Update of Sidewalk on West Side of H St between Ocean and Walnut**
  - Completed ahead of schedule and on budget
  - Businesses committed to updating their buildings now that work is completed.
- **Public Safety Training Complex**
  - Signed contract with Petroleum Education Council in January
  - Grand Opening Ceremony planned for July 2014



# Committee Project Updates

- **DeWees Community and Senior Center Marketing**
  - Subcommittee met, reviewed and provided the Parks and Rec Dept with recommendations to improve the contract, website information and promotional outlets for the DeWees Center
  - As a result, easier to read contract, better organized informational packet, new tri-fold and advertising in local wedding guides
  - Agriculture Conference will be held at DeWees Center in September
- **Beautification Committee**
  - BC City Staff attended EDC meeting to discuss options to partner and clean up blight in the community
- **Parks and Rec Project List**
  - Seeking grants and use of current funds and do not want to duplicate efforts
  - Parks and Rec Department prioritizing list and will return to EDC for input
- **Seasonal Contests by Chamber**
  - LVCCVB and Beautification Commission's "Say it With Flowers" window display contest for Lompoc Valley businesses. With the theme "I Love Lompoc," retailers and service providers are encouraged to decorate their windows or storefronts to reflect the community pride we all feel for the Lompoc Valley.





# Committee Reports

## **A. Project Tracking Workbook**

- Each project is categorized under one of the three goals - Launching Lompoc Into the 21<sup>st</sup> Century, Supportive Business Environment, and Marketing and Public Relations, developed in the original 2012 strategic plan and then identified as falling into one of the following areas:
  - Original Five Year Strategic Plan Initiative
  - 2013 Strategic Plan Update
  - Directive from City Council
  - Opportunity Presented to Lompoc
- Additional information in this document includes brief description, status and membership working on the project.

## **B. EDC Meetings In Addition to Standing Committee Dates**

- This report contains meeting category, topic, date, number of members participating, and notes.

## **C. Both reports provided to Council as an addendum to this presentation**



# EDC Meetings in Addition to Standing Committee Dates

May - November 2013

Addendum report includes topic, dates, hours, number of members participating, and notes.

In addition to Executive and Regular committee meetings, members spent a total of **366** volunteer hours on current projects.

While working on **40** topics an average of **3-4** members spent an average of **11** hours on any one topic.

These topics ranged from phone calls and emails, attendance at city council meetings on behalf of various projects, building partnerships with other City Commissions like the Parks and Rec, Beautification and Planning Committees to working on our goals of creating a Supportive Business Environment, Marketing Lompoc and Launching Lompoc into the 21<sup>st</sup> Century.



# Thank You

## And We Welcome Your Questions and Suggestions

JO