



# **Economic Development Committee's Strategic Plan Periodic Report June 2014 – September 2014**

Presented by  
Economic Development Committee  
October 21, 2014



# The Committee

## Executive Committee

|                        |                |
|------------------------|----------------|
| Jenelle Osborne, Chair | Debbie McComb  |
| 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 |
| Gilda Cordova   |                 |

## Associate Members

|                     |                   |
|---------------------|-------------------|
| Justin Barrack, VLI | Ken Ostini, LVCC  |
| Chuck Marquez       | Cecilia Ramos     |
| Dawn Thomas         | Luis Servia       |
| Luciano Santini     | 1 vacant position |



# Committee Openings

- **Current Membership**

- Council increased membership to 23

- 15 regular
- 8 associate (includes representative from Chamber and VLI / 1 vacant position)

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

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

- **Striving for greater ethnic and industry diversity – Lompoc Unified School District, Vandenberg Air Force Base, Lompoc Hospital District.**

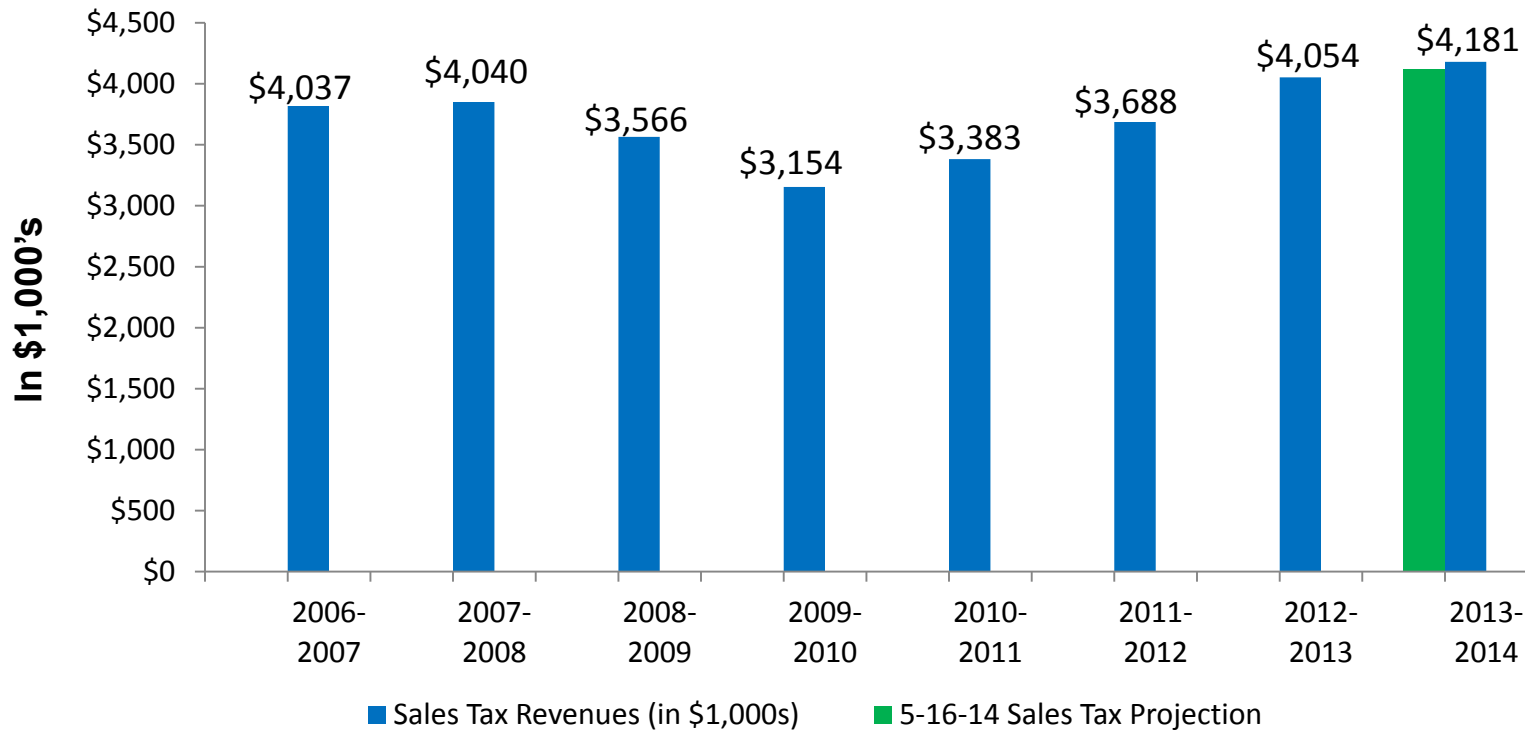


# Economic Development Report

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



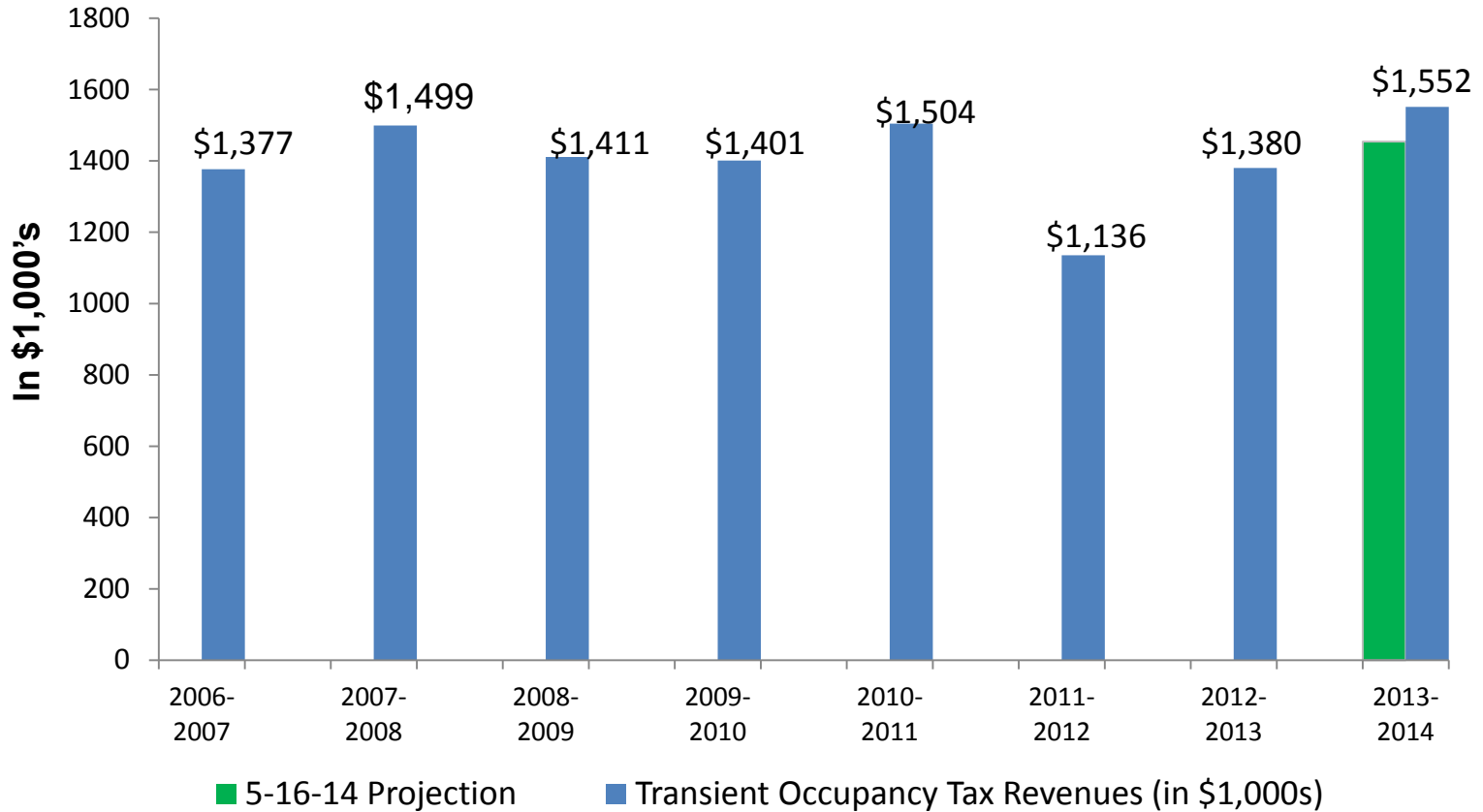
# Annual Sales Tax Revenues



Unaudited FY 2013-14 annual sales tax revenues exceeded the projections from 5-16-2014 by \$60,000 or 1.5%. FY 2013-14 annual sales tax revenues exceeded FY 2012-13 by \$127,000 or 3.1%. FY 2013-14 results exceed the pre-2008 peak sales tax revenues by \$141,000 or 3.5%.



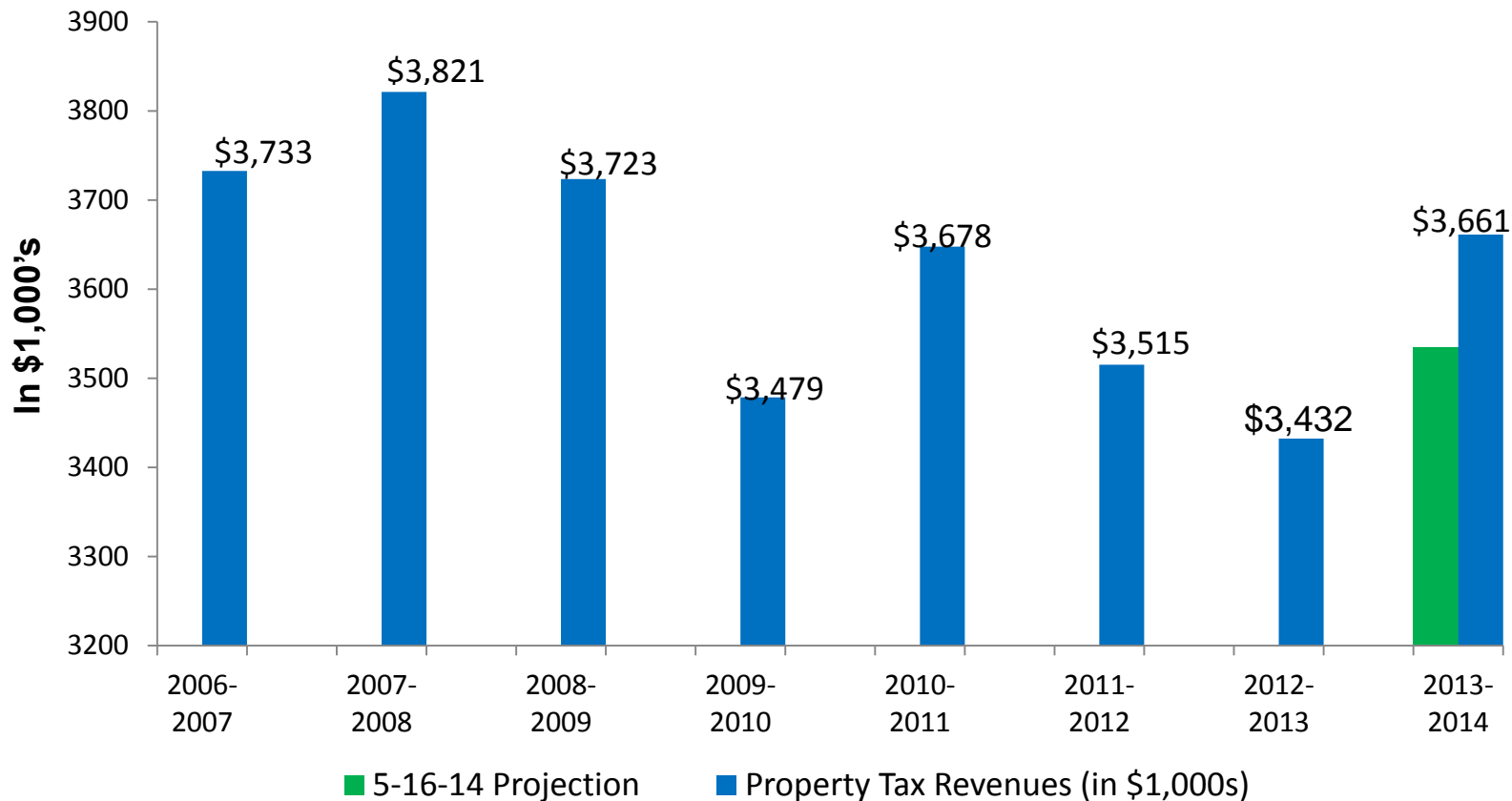
# Transient Occupancy Tax Revenues



Unaudited FY 2013-14 annual transient occupancy tax revenues exceeded the projections from 5-16-2014 by \$98,000 or 6.7%. FY 2013-14 annual sales tax revenues exceeded FY 2012-13 by \$172,000 or 12.4%. FY 2013-14 results exceed the peak TOT (2010-11) revenues by \$48,000 or 3.1%.



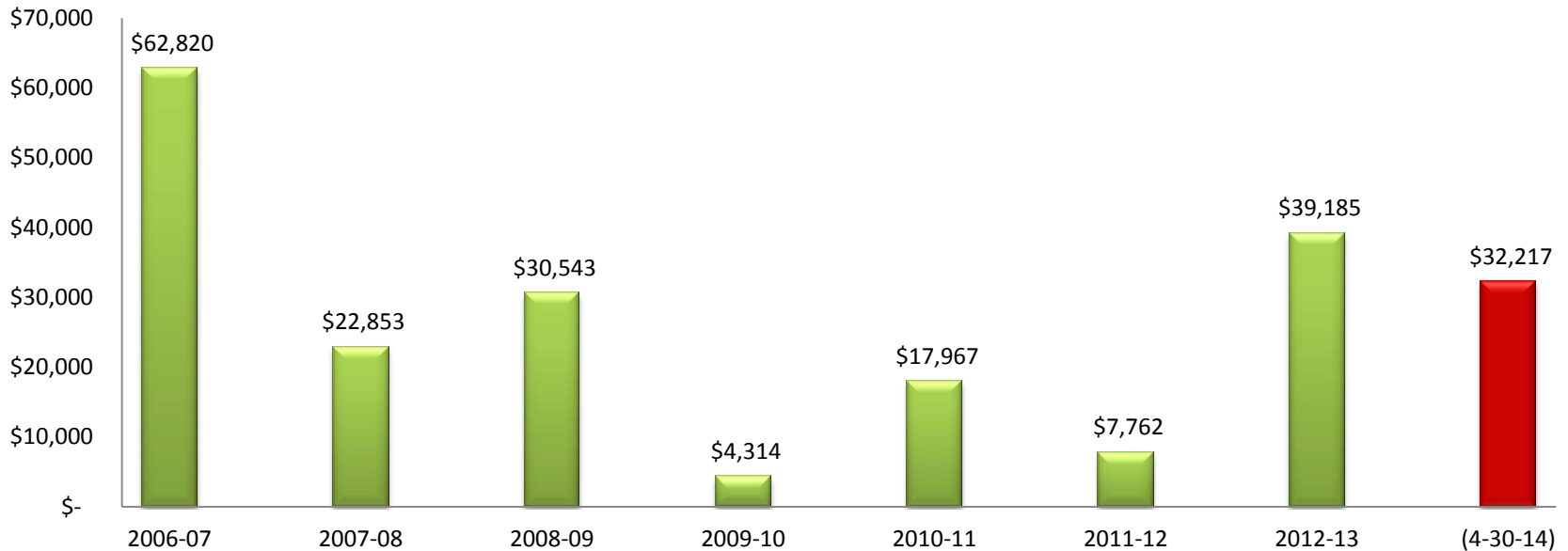
# Property Tax Revenues



Unaudited FY 2013-14 annual property tax revenues exceeded the projections from 5-16-2014 by \$127,000 or 3.6%. FY 2013-14 annual sales tax revenues exceeded FY 2012-13 by \$229,000 or 6.7%. FY 2013-14 results are below the pre-2008 peak property tax revenues by \$160,000 or 4.2%.



# 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

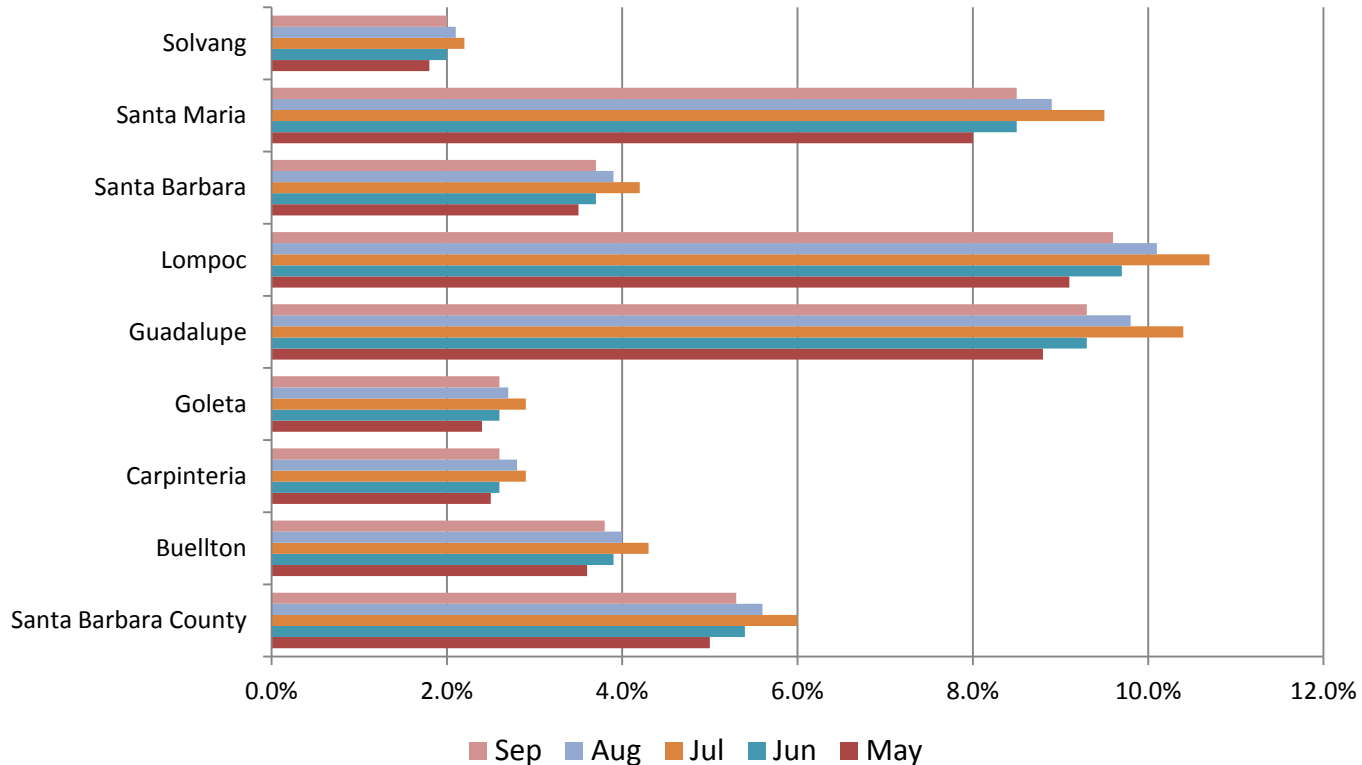
| Monthly unemployment rates for Santa Barbara County |             |             |             |             |             |
|---|-------------|-------------|-------------|-------------|-------------|
| 2014  | May         | Jun         | Jul         | Aug         | Sept        |
| <b>Santa Barbara County</b>                         | <b>5.0%</b> | <b>5.4%</b> | <b>6.0%</b> | <b>5.6%</b> | <b>5.3%</b> |
| City of Santa Maria                                 | 8.5%        | 8.5%        | 9.5%        | 8.9%        | 8.5%        |
| City of Santa Barbara                               | 3.5%        | 3.7%        | 4.2%        | 3.9%        | 3.7%        |
| City of Lompoc                                      | 9.1%        | 9.7%        | 10.7%       | 10.1%       | 9.6%        |
| City of Goleta                                      | 2.4%        | 2.6%        | 2.9%        | 2.7%        | 2.6%        |
| City of Carpinteria                                 | 2.5%        | 2.6%        | 2.9%        | 2.8%        | 2.6%        |
| City of Guadalupe                                   | 8.8%        | 9.3%        | 10.4%       | 9.8%        | 9.3%        |
| City of Solvang                                     | 1.8%        | 2.0%        | 2.2%        | 2.1%        | 2.0%        |
| City of Buellton                                    | 3.6%        | 3.9%        | 4.3%        | 4.0%        | 3.8%        |

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

TG



# Unemployment



Information obtained from the California Employment Development Department's (EDD) labor market information website ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)).



# Job Creation / Loss

| PROJECT                       | JOBS          |
|-------------------------------|---------------|
| Champion Center               | 70 + Jobs     |
| Longoria Winery               | Awaiting Data |
| Public Safety Training Center | Awaiting Data |
| Costa del Sol                 | 3 jobs        |
| El Camino Community Center    | Awaiting Data |
| Meridian Senior Living        | 5-6 jobs      |

| PROJECT                                      | JOBS          |
|--|---------------|
| Heavy Duty Cycles                            | Awaiting Data |
| Santa Barbara County Animal Shelter – Lompoc | - 1 job       |



# Staff Activity Update

- Industrial/Airport/Technology
  - Followed up on 1 expansion and 2 projects
  - Tri County Broadband effort
  - AgForum “Growing Possibilities” held Sept 12 at the Dick DeWees Community Center – A forum highlighting Northern Santa Barbara County agriculture
  - Allan Hancock Public Safety Training Center held Grand Opening for Public Officials on July 31<sup>st</sup> and a Community Event on August 2<sup>nd</sup>
  - 2014 Crush has been keeping the wine industry busy. The City Administrator sent a letter in advance of Crush asking for our wineries assistance in meeting stormwater requirements





# Staff Activity Update

- Retail / Office
  - Follow-up with brokers, developers, commercial property management companies
  - Assisted 1 commercial and 1 office project
- Old Town
  - Follow-up on 5 projects, including Theatre
  - Support creative Sidewalk Project proposal
- Housing
  - Follow-up on 6 projects



# Staff Activity Update

- Restaurants
  - 4 restaurant leads / follow-ups
  - ED loan (1)
- Wineries
  - Grand Opening of Longoria Winery on October 1st
- Resort / Hotel / Tourism
  - Meetings & follow-up with 2 prospects and 1 existing property
  - Visit Lompoc, Inc. meetings and follow-up to finalize paperwork required to start revenue distribution





# Staff Activity Update

## • Recreation

- Motorsports Project at Airport – meeting held to answer questions and prepare update for Council
- Bike Skills Park – Building and Grading Permits issued May 15, 2014 – Ground Breaking tentatively scheduled November 23, 2014 – Meetings and site visit held
- Kids MotoPark –
- Criterium – planning underway for 2014
- P4 initiative
- Capital Improvement Project List (for Bond \$)
- City supported special events – reviewed and recap meetings held with organizers (Flower Festival, Cruise Night)
- Work on AIDS/ LifeCycle Ride event proposal
- Consider being Host City for Special Olympics World Games



# Staff Activity Update

## • Other Investment

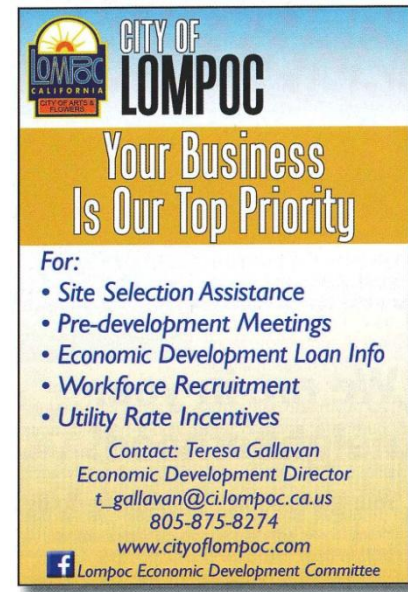
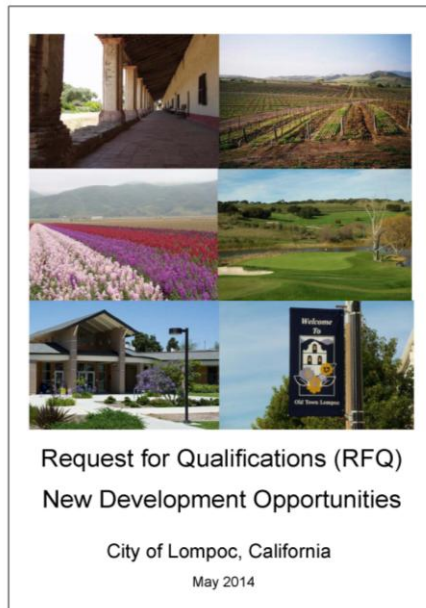
- Planned and held EDC strategic planning workshop
- UCSB Economic Forecast Board Member
- Editorial Board – EDC semimonthly article
- DAT semimonthly meetings
- Economic Development Element for 2030 General Plan Update
- Banner Policy
- WIB Board Member
- Spoke at Alpha Club regarding ED efforts
- Attended League of Cities & CALED Bond Financing workshop
- Meetings on Impact Fees & User Fee Study
- Participated in Countywide Economic Vitality Team meeting



# Staff Activity Update

- Other Investment

- RFQ for 82 acres follow up
- Business retention and expansion ad and article in the Lompoc Valley Tourism Guide, July-Dec 2014





# Review of EDC Directive

## What is the 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.



# Strategic Plan

## 2012 - 2014 Goals

- 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 Town
  - 1. Develop a vibrant pedestrian friendly Center
  - 2. Become a tourist destination

Full Strategic Plan available on the City Website under Economic Development under *Documents*

<http://www1.cityoflompoc.com/EconDev/2013EconDevStratPlan.pdf>



# Successes Over the Past 2 ½ Years

## Marketing and Communication

- **EDC Bi-monthly Column**
  - Bi-monthly column in the Lompoc Record: Bike Race, Business Tax, PSTC, Old Town Revitalization, New Members, projects from first two years, EVA, etc.
- **Periodic Reports to Council**
  - 2-3 times a year we present updates to council which are recorded and posted to the city council and ED pages on the website, always available online
- **Social Media**
  - Created a Facebook page to provide updates to community: “Lompoc Economic Development Committee”
- **Speakers Bureau**
  - Committee members and staff present at local civic, social and other community events
- **Economic Vitality Award – The EVA**
  - Award recognizes 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.
  - Awards to date: DenMat, Better Beds & Furniture, D’Vine Wine Bar and Bistro, Southside, Herb Home. Annual award selected and presented at annual Chamber Dinner and this year to D’Vine



# Successes Over the Past 2 ½ Years

## Supportive Business Environment

- **Develop/Update Incentives and Mandates**
  - Electricity rebate program for businesses leasing space that has been empty for more than two years, promoted State Cottage Industry Regulations be adopted by City
- **Sensitized the Planning Commission and Staff of the need to modernize the zoning code**
  - Helped Planning Commission to develop a winery specific parking space formula, instead of using warehouse, retail or office space formula and reducing winery parking spaces from 60 to approximately 10-15 depending on size of building
  - Worked with the Planning Commission to change the footprint of Old Town and office zoning
- **Promote Business Incentives and Provide Better Customer Service**
  - City Staff developed the Development Assistance Team program to assist individuals considering starting a business in Lompoc
  - Staff also improved procedures in several departments to increase customer service and providing cost-savings to businesses with improved turn around.
- **Economic Development Element for 2030 General Plan**
  - Will be the master document guiding the EDC Strategic plan's specific goals in the future
- **RFQ for City Property**
  - RFQ created for the approx. 80 acres of city property looking for experienced developers with ability to bring a successful project to the community with an education component as well as job creation and industry expansion



# Successes Over the Past 2 ½ Years

## Vibrant Town

- **Improvements to Pool and Ball Park**
  - Supported installation of modern timing system completing Lompoc's world-class competition pool opening it to swim and water polo competitions
  - Recommended and researched the improvements made to the JM Ball Park Baseball fields
- **Ag Forum Held September 12, 2014 in Lompoc**
  - Partnership with City of Lompoc, EconAlliance and Allan Hancock with 200 in attendance and keynote address by Secretary Karen Ross, CA Dept. of Food & Agriculture
  - Revealed to the State and County what a jewel the DeWees Center is as well as promoted awareness/appreciation of the diversity and value of our local ag production to regional, state, and national economies
- **Update of Sidewalk on West Side of H St between Ocean and Walnut**
  - Facilitated project completion ahead of schedule and on budget
  - Project catalyzed downtown businesses to update/refresh building exteriors
- **Improvements in Old Town**
  - Lilley Building owners painted and replaced awning and
  - Inspired by this pioneering step, the Schroeder Building will also be painted
  - South Side Coffee Co arranged with their landlord to repaint the façade of the Rudolph building and will soon paint the art deco motif



# Still A Long Road Ahead

- **Hurdles**
  - Tackling the local unemployment rate which is the highest in the County.
  - Changing the negative statements we make about ourselves
  - Realizing every resident and business is an ambassador to tourists and potential new employers
  - Finding funding outside of traditional avenues (tax, bond, grants, etc.)
  - Developing measurements for the successes/changes in a more tangible way
- **Moving forward**
  - Annual Strategic Plan Evaluation just completed
  - Completing the Economic Development Element for the 2030 General Plan
  - Expanding and promoting our assets



# Update to Strategic Plan

## **Annual Strategic Plan Evaluation**

Thursday and Friday, Oct 2-3

### **EDC's Vision Statement**

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





# Update to Strategic Plan

## 2014 -2015 Priority Goals

1. **Fiber Feasibility Study** – Research cost, business and community investment and engage investment partners and community in benefit discussion
2. **RFQ Satisfied** – Assess and maintain forward progress on the process
3. **Investment Vehicle and Funding Opportunities**
  - A. Best avenue for “Investment Vehicle”
  - B. Identify funding opportunities
4. **Added Capacity**
  - A. Invite LUSD, Vandenberg Contractors, Santa Ynez Chumash, and Health Care District to participate on Committee
  - B. Deliver a “Partners in Lompoc Economic Vitality Forum”
5. **Promote and Publicize Lompoc**
  - A. Facilitate and Celebrate Redecorating Old Town through EDC column, EVAs, etc.
  - B. Promote and publicize local education initiative providing highly skilled and qualified workforce
  - C. Update promotion package and foster existing business



# Update to Strategic Plan

## **Additional 2014 - 2015 Goals**

- Research and implement system that provides City and Committee with information need to make necessary decisions (e.g. data for evaluating incentives, sectors to target, etc.)
- 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.
- Maintain projects/goals list from the first two and half year and monitor opportunity to move forward on any when possible.
- Establish guiding principles that are passed on and maintained/exceeded by future EDC and City staff.



# Challenge to the 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
- Stand up for your community when someone uses a derogatory nickname or makes an assumption about our community



# Thank You for Being Here

## Questions? Suggestions?