

The following Supplemental Information was submitted for City Council review since the Planning Commission meeting of August 11, 2010:

- August 13, 2010 e-mail from Justin M. Ruhge, Concerned Taxpayers, I.N.C
- August 30, 2010 Correspondence from Santa Barbara County Farm Bureau
- August 30, 2010 Correspondence from James D. Hearn, General Counsel for LB/L-DS Ventures Lompoc LLC transmitting Bailey Avenue Project Economic Impact Report –
(please note this report has not been evaluated by staff)

Breese, Lucille

From: Barcelona, Laurel
Sent: Friday, August 13, 2010 3:53 PM
To: Mike Siminski; Cecilia Martner; Tony Durham; Bob Lingl; Ann Ruhge
Cc: Breese, Lucille
Subject: FW: General Plans--please distribute
FYI!

From: Justin Ruhge [mailto:jaruhge@hotmail.com]
Sent: Friday, August 13, 2010 1:31 PM
To: Barcelona, Laurel
Subject: General Plans--please distribute

To: Lompoc City Council and City Manager, Planning Commission. 8-14-2010

Subject: Lompoc General Plan Circulation Element

A recent review of the Lompoc General Plan shows in many paragraphs a commitment to improving the main highways between Lompoc and Buellton.

While the words are in the General Plan they are only words in fact. In reality, absolutely NOTHING has been done by the Lompoc City Council to implement any one of the road improvements strongly mentioned in the General plan, in the past 13 years. Extension of Central, Widening of 246, better bridges at the Santa Ynez River, Just words. They have never been followed up by any actions by the City Council.

The City has \$3 million in the bank from Measure D road taxes and has never used a small part of these funds to develop a plan to do anything to implement the General Plan. Just why are we spending millions to do another general plan when none of you on the City Council majority will do anything to implement the recommendations?

What you have done is build two bike paths which are mentioned in the general plan. You also abandoned the right-of-ways for the cross-town parkways.

You spend more taxes on city and regional busses which are unused by the public.

You, clearly are, an anti-road majority on the City Council and unresponsive to the needs of the majority of the residents in Lompoc who as commuters need better roads from Lompoc to the 101 National Highway to the jobs in the South County. These commuters are the citizens who keep the City alive financially. Lets make their commute safer and easier by giving them a modern 246 parkway to 101. No suicide passing lanes, but a full four lane parkway with a full interchange at La Purisima Rd and not a "poor mans roundabout" as proposed by Caltrans. The City Council must take the lead with a determined program with the County roads and the State Caltrans to get this done.

Silent back room deals are not going to cut it.

Why can't Lompoc have a four lane parkway when Orcutt is planning to build from scratch a Union Valley Parkway for \$39 million with a \$24 million interchange on 101. Is Supervisor Joni Gray watching out for Lompoc, or Orcutt? Isn't our economy as vital to us as it is to Orcutt? Roads have a direct effect on a towns economy.

The Lompoc City Council approved the largest tax increase in the history of Santa Barbara County, MEASURE A. This tax has no funds for a full widening of 246 or any other major road improvements. Only if the State provides most of the funds can any road work in the County be done under Measure A. This is rank stupidity on the part of our elected officials. In you present efforts to update the general plan please put major emphasis on our sorely need improvements in commuter roads to 101!

Concerned Taxpayers, I.N.C.

Justin M. Ruhge, Lompoc, Ca. 93436, 805-7379536.



Santa Barbara County Farm Bureau

Affiliated with the California Farm Bureau Federation and the American Farm Bureau Federation

August 30, 2010

Ms. Lucille Breese, Planning Director
100 Civic Center Plaza
Lompoc, California 93438-8001

Re: City of Lompoc Phase I General Plan Update, Environmental Impact Report (EIR)

Dear Ms. Breese:

Agriculture continues to be the County's major producing industry. The 2008 gross production valued at \$1,137,350,118. This is a \$34 million (3.0%) increase in gross value when compared with the 2007 figures and is the third year in a row that agriculture has surpassed the one billion dollar benchmark.

Santa Barbara County's diversified agriculture continues to provide a strong base for our local economy. Through the multiplier effect, it has a local impact in excess of \$2.2 billion dollars.

On behalf of the Santa Barbara County Farm Bureau and its over 500 farmer and rancher members in Santa Barbara County **we respectfully request that you uphold the PC's unanimous motion/recommendation to the City Council: to adopt Alternate 1, which would move the Urban Limit Line to be consistent with the current City limit line, indicating no City interest to develop in this area in the future.**

The City of Lompoc held a Planning Commission hearing on July 14 to discuss various aspects of the General Plan (GP) update for the City. While the GP addresses many issues that are typically considered as part of the GP process, it is also providing review of four potential expansion areas that could be annexed into the City. It has come to the Farm Bureau's (FB) attention that one of these areas, the Bailey Avenue Specific Plan (BASP) [Expansion Area "A"], contains 270 acres of prime farmland that would be converted into high-density housing and mixed use commercial development if the City moves forward with expansion/annexation.

The BASP site is within Santa Barbara County's unincorporated area, and is zoned for agricultural uses ranging from AG-II-100 to AG-40 under the County's General Plan. It is currently used for agricultural production, with approximately 260 acres of prime farmland and 12 acres of unique farmland.

We have reviewed the draft minutes prepared by City staff, and note that the public testimony regarding the BASP unanimously opposes the City considering Expansion area

A as part of the GP update. We also note that the PC *unanimously voted NOT to include the BASP as a potential expansion area in their recommendation to your Council.*

Various Council members noted the following points, which the FB agrees with and supports:

- Commissioner Griffith indicated that the City has adequate housing; noted there should be a focus on infill projects; and, stated there is no reason to expand into agricultural land.
- Commissioner Gonzales agreed with Commissioner Griffith, noting that there has been a recent correction in the housing market and adequate inventory exists at this time. The State recommends that the General Plan be reviewed regularly and, if in the future, there is a need, the area could be considered then.
- Commissioner Rodenhi stated there is little need for housing currently; that Mr. Wineman and Mr. Hibbits outlined well-stated points of Lompoc's prime agricultural land; and, that there is no hurry to expand the General Plan into this area.

The Santa Barbara County Farm Bureau (SBCFB) has major concerns with this project moving forward, as it would set a bad precedent for unnecessary conversion of prime agricultural land to urban uses, when it is clear from the GP process that the City has more than adequate housing and vacant commercial space available for the foreseeable future.

The FB board voted unanimously to prepare this letter to relay our position to the Council on this matter. Thank you for your consideration of this letter. The future of our farmland is something we should all share in the responsibility of protecting.

Sincerely,



Kevin Merrill
President

LB/L-DS VENTURES LOMPOC, LLC

6399 Wilshire Blvd., Suite 208
Los Angeles, CA 90048
Tel. 323.658.1511 Fax. 323.658-1520

August 30, 2010

RECEIVED

AUG 31 2010

**CITY OF LOMPOC
PLANNING DIVISION**

Via Federal Express and
e-mail: L. Breese@ci.lompoc.ca.us

Ms. Lucille Breese
City of Lompoc
100 Civic Center Plaza
Lompoc, California 93436

Re: Bailey Avenue General Plan Amendment
City Council Hearing Scheduled for September 7, 2010

Dear Ms. Breese:

The purpose of this letter is to provide you, and the Lompoc City Council, with further information for consideration in connection with the above-referenced hearing. Specifically, I enclose a copy of the Economic Impact Report (the "Report") prepared this month by Fletcher-Cross & Associates. The Report sets forth the various economic benefits which will accrue to the City of Lompoc and its citizens from the Bailey Avenue Project (the "Project"). These benefits are summarized in the first section of the Report and explained in greater detail throughout the remainder of the Report.

It should be noted that this information was not available when the Project was considered by the City Planning Commission. We believe that this information is important to the Council's deliberation and decision regarding the Project.

If you have any questions regarding the Report or the Project you can certainly either David Schwartzman or Marc Annotti at the above-referenced number.

I thank you and the Council in advance for its thoughtful consideration of this matter.

Sincerely,



JAMES D. HEARN
General Counsel

Encls.

Cc: Stacy Alvarez (S_Alvarez@ci.lompoc.ca.us)

Bailey Avenue Project Economic Impact Report

*The Economic Benefit of the Bailey Avenue Project
to the City of Lompoc*

Provided for:

DS Ventures, LLC
6399 Wilshire Blvd. #208
Los Angeles, CA 90048

Submitted by:

Fletcher-Cross & Associates
801 S. Broadway, Suite 1
Santa Maria, CA 93454
(805) 928- 6463
dcross@impulse.net

August, 2010

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I. Summary Findings

Economic conclusions reached from the Economic Impact Report and summarized here:

All of the economic figures in this Economic Impact Report point to the value of this project. The Bailey Avenue Project would provide a tremendous economic boost to Lompoc's economy, both in the short term and the long term.

1. \$657,303,810 = the accumulative Economic Impact on the community, which is over \$600 million dollars over the course of construction.
2. \$266,708,290 = the construction cost of the Bailey Avenue Project.
3. \$26,029,607 = Developer Fees and Impact Fees, depending upon which mitigation fees will be in effect and if Traffic Mitigation fees are reinstated. This will offset public safety requirements as well as infrastructure and city services.
4. 7,383 = Jobs created by the Bailey Avenue Project and within the community:
 - Bailey Avenue Project will have contributed the equivalent of 1,787 construction jobs
 - 5,116 Multiplier Effect jobs
 - 480 permanent positions working in the commercial shops
 - All totaled: the Bailey Avenue Project has the potential of creating 7,383 jobs during construction and after completion.
5. \$25,598,586 = projected Retail Sales by Bailey Avenue households that would have contributed to Lompoc's economy according to 2009 data.

6. 10.4 % = percentage of increase in Retail Sales over what Lompoc did last year in overall Retail Sales.
7. \$2,630,941 = projected Sales Tax revenue that would have been contributed by Bailey Avenue households according to 2009 data and the 2010 California Retail Survey.
8. \$336,838 = Vehicle License Fee revenue per year for the City of Lompoc that would be contributed by Bailey Avenue households (based on 2009 figures).
9. \$5,111,868 = estimated Property Taxes that would have been paid by the property owners of Bailey Avenue in 2009.
10. \$2,356,571 = Lompoc School Districts percentage of the Property Taxes that would have been paid by the owners of Bailey Avenue in 2009.
11. \$521,410 = City of Lompoc percentage of the Property Taxes that would have been paid by the owners of Bailey Avenue in 2009.
12. \$25,559,340 = Over a period of 5 years, Bailey Avenue residents will have directly contributed over \$25 million dollars in annual Property Taxes:
$$\$7,437,507 \times 5 = \underline{\$25,559,340}$$
13. \$11,782,855 = Over a period of 5 years, Bailey Avenue property taxes will have contributed more than \$11 million dollars to Local School Districts:
$$\$2,713,416 \times 5 = \underline{\$11,782,855}$$
14. \$2,607,050 = Over a period of 5 years, Bailey Avenue property taxes will have contributed over \$2.5 million dollars to the City of Lompoc's general fund:
$$\$892,500 \times 5 = \underline{\$2,607,050}$$
15. \$1,930,500 = Property Owner Fees per year for maintenance requirements and Public Safety support including 6 Firefighters and 3 Police Officers.

II. Introduction

The Bailey Avenue Project will provide a significant economic boost to the Lompoc region, both during construction, and in the long term.

- During construction, a significant number of high paying jobs will be created. This work, because of the scope of the project, will last for an indeterminate number of years depending upon how the phases of the project are implemented.
- The impact on the local economy will be dramatic. The “Multiplier Effect”, which will be discussed in detail, will provide support for local businesses and provide the impetus for additional employment.
- Revenue for the City of Lompoc will also increase through sales tax, property tax, and other sources of income.
- The positive economic impact of the Bailey Avenue Project will become even more extensive over the course of time. As the economy begins to rebound, Lompoc will be in the lead if this project is approved and developed.

The Bailey Avenue Project is needed now more than ever to provide jobs and economic stimulus.

- The City of Lompoc, like most California municipalities, is dealing with a recession and a sluggish recovery that has hit businesses hard and has dried up tax revenue, threatening services that are essential to the community.

- In Lompoc, the unemployment rate has exceeded 15%, and in some industries, like construction, the unemployment rate has swelled to over 50%.
- Large potential construction projects and developments like Bailey Avenue can literally pull an area out of a recession and provide a welcome stimulus to the economy.
- In the case of the 270-acre Bailey Avenue Project, the numbers provide a clear picture of the extent of economic benefit to the community and to the City of Lompoc that can potentially happen if approved.

An Economic Impact Report should be a necessary consideration in the planning process.

- During the process of considering projects, environmental concerns are addressed. Safety issues are discussed. Traffic and other factors are considered. What is usually left out is the economic benefit that the project provides. This is unfortunate because the economic impact is as important to a community as all of the other factors and should be an essential part of the information package.

What This Study will Show:

This economic study shows that the Bailey Avenue Project can benefit the Lompoc Valley by:

- Providing consistent employment during construction.
- Boosting the local economy through the "Multiplier Effect".
- Providing permanent jobs in the commercial sector of Bailey Avenue.
- Increasing City revenues through sales tax from the people who live in the Bailey Avenue area.

- Increasing property tax revenue which the city receives a portion of.
- Adding significantly to the local school systems through the property tax
- Contributing to overall retail sales and economic development in the City.
- Providing permit fees and substantial mitigation fees as permits are issued that help pay for the planning process and essential services to the area and the City at large.

The approval of the Bailey Avenue Project would mean long-term economic development potential and employment opportunities for the people of Lompoc.

III. Methodology Used in the Study

To determine the economic impact of the Bailey Avenue Project, many sources were used. They are listed in the charts shown and in the appendix where additional information is provided.

- County of Santa Barbara resources were used, as well as City of Lompoc information. Studies, economic development calculators, and demographic information was used extensively.
- The information presented is based on the best resources available. Conservative figures were used where practical. The purpose is to give a clear overall perspective of the economic impact of the Bailey Avenue Project.

IV. Economic Impact during Construction

During the construction phase, the Bailey Avenue Project will provide long-term construction employment opportunities for Lompoc.

- Recent Lompoc unemployment figures, which have hovered above 15%, suggest that the construction industry, which is one of the highest paid industries in the Lompoc Valley, has an unemployment rate that exceeds 50%.
- As shown in this section, the Bailey Avenue project would not only supply years of steady labor, it would also provide a significant economic “ripple effect” that would provide a significant boost to the local economy on the other over a span of years.
- The development of the 270 acres would account for hundreds of millions of dollars in materials, payroll and services, all of which would have a direct impact on the community.

1.) Project Construction Cost:

The Project Construction Cost for the Bailey Avenue Project based upon basic estimates is as follows:

Phase 1	=	\$51,151,266
Phase 2	=	\$51,710,839
Phase 3	=	\$40,714,442
Phase 4	=	\$70,583,933
Phase 5	=	\$52,547,810
Total Project	=	<u>\$266,708,290</u>

The Bailey Avenue Project provides enormous economic potential and can provide an ample boost to Lompoc's economy in the short term, as well as over time as each phase is developed.

Without specific project plans and submittals, it is difficult to determine a detailed valuation of projects associated with Bailey Avenue. However, we can provide a reasonable estimate based upon the parameters described in the Bailey Avenue Specific Plan and the City of Lompoc Environmental Impact Report.

Using a database of Central Coast sub-division projects that involved single-family dwellings, condominiums and apartments along with the associated access and infrastructure, a base value for Bailey Avenue was determined by dividing the number of units into the overall cost of those past projects.

The per-unit construction cost breakdown is as follows:

- Single Family Dwelling (low density residential) = \$152,337 per unit
- Condominium (medium density residential) = \$148,022 per unit
- Apartments (high density residential) = \$106,075 per unit
- Mixed Use = \$148,022 per unit
- Commercial Portion = \$125 per Square foot

Project Construction Cost by Phases:

- This section indicates the estimated amount of construction cost that will be used in each phase of the project for labor, materials and services that contribute to the completion of the project and benefits the local economy.
- Total Units for the Bailey Avenue Project: 1,700
- Total Construction Cost: \$266,708,290

Phase 1: The Construction Cost of Phase 1 is \$51,151,266

Phase 1	LDR	MDR	HDR	MU	Commercial	Construction Cost of Phase 1
# of Acres	22.8	27.7				
% of total	59.50%	22.30%				
# of units	88	255				
Cost per unit	\$152,337.00	\$148,022				
Construction Cost	\$13,405,656	\$37,745,610				\$51,151,266

Phase 2: The Construction Cost of Phase 2 is \$51,710,839

Phase 2	LDR	MDR	HDR	MU	Commercial	Construction Cost of Phase 2
# of Acres		31.1	6.4			
% of total		25.10%	26.10%			
# of units		287	87			
Cost per unit		\$148,022	\$106,075			
Construction Cost		\$42,482,314	\$9,228,525			\$51,710,839

Phase 3: The Construction Cost of Phase 3 is \$40,714,442

Phase 3	LDR	MDR	HDR	MU	Commercial	Construction Cost of Phase 3
# of Acres	5.8	16.1		4	4	
% of total	15.20%	13.00%		38.00%	38%	
# of units	23	148		30	86,902	
Cost per unit	\$152,337.00	\$148,022		\$148,022	\$125	
Construction Cost	\$3,503,751	21,907,256		\$4,440,660	\$10,862,775	\$40,714,442

Phase 4: The Construction Cost of Phase 4 is \$70,583,933

Phase 4	LDR	MDR	HDR	MU	Commercial	Construction Cost of Phase 4
# of Acres	9.7	10	18.1	6.5	6.5	
% of total	25.30%	8.00%	73.80%	62.00%	62.00%	
# of units	38	92	247	49	141,788	
Cost per unit	\$152,337.00	\$148,022	\$106,075	\$148,022	\$125	
Construction Cost	\$5,788,806	13,618,024	\$26,200,525	\$7,253,078	\$17,723,500	\$70,583,933

Phase 5: The Construction Cost of Phase 5 is \$52,547,810

Phase 5	LDR	MDR	HDR	MU	Commercial	Construction Cost of Phase 5
# of Acres		38.5				
% of total		31.10%				
# of units		355				
Cost per unit		\$148,022				
Construction Cost		52,547,810				\$52,547,810

Total Project Construction Cost: \$266,708,290

2.) Construction Jobs

Bailey Avenue can provide consistent, long-term employment work over the span of a number of years.

- As shown in the following breakdown, the Bailey Avenue project has the potential of creating 2,740 jobs over the course of construction.

Construction Jobs - Bailey Avenue Project

Full-Time, Year-long Jobs

Based upon Lompoc average construction salary \$44,742*

	Cost of Project	30% for Labor	Total # Equivalent full-time Employees
Phase 1	\$51,151,266	\$15,345,379	343
Phase 2	\$51,710,839	\$15,513,251	346
Phase 3	\$40,714,442	\$12,214,332	273
Phase 4	\$70,583,933	\$21,175,179	473
Phase 5	83,928,474	\$15,764,343	352
Total Employees			1,787

* Source: 2010 Northern Santa Barbara County Economic and Business Outlook

Chart shows the breakdown of construction jobs based on project value, labor, and average salary.

3.) The Multiplier Effect

The Multiplier Effect can be described as the economic ripples that occur as construction dollars filter through the local economy, creating commerce, employment, and helping local businesses.

- The Multiplier effect for construction projects is significant. A project of this size and scope has a dramatic effect on the local economy and economic development.
- This section underscores why construction projects are so essential to a community and the health of the local economy. This is just one important reason why the Bailey Avenue Project is so important for Lompoc.

According to RIMS II Multipliers provided by the State of California and highlighted in the “California Economic Strategy Panel 2009” (see appendix for additional information), these are multipliers as it pertains to construction:

- For each dollar spent in a construction project, the dollar multiplier is 2.4645:
 $\$1 \times 2.4645 = \2.4645 in additional dollars produced in the local economy.
- For each million dollars spent in a construction project, 19.02 additional jobs are created:
Each \$1,000,000 = 19.2 additional jobs created within the local community.
- For each Construction job = 2.2267 additional jobs are created.
1 Construction job = 2.2267 additional jobs in the community

4.) The Impact of the Multiplier Effect attributed to the Bailey Avenue Project

Multiplier Effect Revenue from Bailey Avenue

	Construction Cost	Multiplier = 2.4645*
Phase 1	\$51,151,266	\$126,062,295
Phase 2	\$51,710,839	\$127,441,362
Phase 3	\$40,714,442	\$100,341,974
Phase 4	\$70,583,933	\$173,954,102
Phase 5	\$52,547,810	\$129,257,559
TOTAL		\$657,303,810

Note: The Overall Multiplier Effect for the Bailey Avenue Project is over 1-Billion dollars = \$657,303,810

* Source: State of California RIMS II Multipliers- California Economic Strategy Panel 2009

Revenue Injected into the Lompoc economy:

- The Multiplier Effect for revenue attributable to the Bailey Project is over One Billion Dollars, based on State of California data. While this will be spread out over time, it is nonetheless an indicator of how a large project makes a positive impact for a community.

Multiplier Effect Jobs attributable to Bailey Avenue:

- The Multiplier Effect indicates that the number of jobs attributable to the Bailey Avenue project also provides a dramatic, positive impact on the economy.
- As illustrated by this chart, the Multiplier Effect employment impact in the community would be over 5,116 jobs created over the course of the Bailey Avenue Project.

Multiplier Effect Jobs from Bailey Avenue

	Const. Cost	Multiplier = 19.2 jobs created per Million*	# of Jobs Created
Phase 1	\$51,151,266	51.1 x 19.2	981
Phase 2	\$51,710,839	51.7 x 19.2	992
Phase 3	\$40,714,442	40.7 x 19.2	781
Phase 4	\$70,583,933	70.5 x 19.2	1353
Phase 5	\$52,547,810	52.5 x 19.2	1008
TOTAL			5,116

Note: The Overall Job Creation for the Bailey Avenue Project is 5,116

* Source: State of California RIMS II Multipliers- California Economic Strategy Panel 2009

The number of Multiplier Effect Jobs (in addition to construction jobs) created by the Bailey Avenue Project is 5,116.

5.) Developer Fees and Impact Fees:

In December of 2009, the City of Lompoc halted AB1600 traffic impact development fees in an effort to stimulate the economy for a period of 15 months. In addition, because of the nature and scope of Bailey Avenue, there will need to be extensive evaluation in determining a final fee structure for the project.

For the purposes of this study, the City of Lompoc's Impact fee schedule was used to determine development fees for Bailey Avenue Project.

Impact Fees pay for:

- Park Improvements and Park Land
- Recreational Centers & Libraries
- Water & Wastewater
- Police & Fire Facilities
- Street Improvements & Traffic Signals
- Bikeways
- Refuse

The Bailey Avenue Project will pay for an extensive amount of infrastructure, improvements, and City of Lompoc services that would be required.

Impact Fees for Bailey Avenue Project

Based upon the City of Lompoc's Impact Fee Schedule

Phase One		Impact Fees Per Unit	Impact Fee Total
LDH	88	\$15,727	\$1,383,976
MDH	255	\$12,147	\$3,097,485
			<hr/>
			\$4,481,461

Impact fees for Phase 1 =
\$4,481,461

Phase Two		Impact Fees Per Unit	Impact Fee Total
MDH	287	\$12,147	\$3,486,189
HDR	87	\$12,147	\$1,056,789
			<hr/>
			\$4,542,978

Impact fees for Phase 2 =
\$4,542,978

Phase Three		Impact Fees Per Unit	Impact Fee Total
LDH	23	\$15,727	\$361,721
MDH	148	\$12,147	\$1,797,756
MU	30	\$12,147	\$364,410
Commercial	86,902	\$21,337 per 1000sq ft	\$1,834,982
			<hr/>
			\$4,358,869

Impact fees for Phase 3 =
\$4,358,869

Phase Four - Residential		Impact Fees Per Unit	Impact Fee Total
LDH	38	\$15,727	\$597,626
MDH	92	\$12,147	\$1,117,524
HDR	247	\$12,147	\$3,000,309
MU	49	\$12,147	\$595,203
Commercial	141,788	\$21,337 per 1000sq ft	\$3,023,452
			<hr/>
			\$8,334,114

Impact fees for Phase 4 =
\$8,334,114

Phase Five		Impact Fees Per Unit	Impact Fee Total
MDH	355	\$12,147	\$4,312,185
			<hr/>
			\$4,312,485

Impact fees for Phase 5 =
\$4,312,485

Total Estimated Impact Fees for Bailey Avenue:

• Phase 1	\$ 4,481,461
• Phase 2	\$ 4,542,978
• Phase 3	\$ 4,358,869
• Phase 4	\$ 8,334,114
• Phase 5	\$ 4,312,185
	<hr/>
Total	\$26,029,607

During the construction phase, the Bailey Avenue Project will:

- Inject millions of dollars of revenue into the local economy.
- Provide a significant number of high paying construction positions.
- Have a significant economic ripple effect through the City of Lompoc creating additional commerce and jobs.
- Provide for City services and infrastructure, including parks, fire, and police, as well as utility, water, sewer and road improvements through developer fees.

V. Economic Impact after Completion

1.) Permanent jobs created by the commercial element of the Bailey Avenue project:

- The Commercial portion of the Bailey Avenue project has the potential of creating an estimated 480 permanent jobs.
- This number is based upon the commercial square footage and the Rutgers University industry study that revealed the estimated number of jobs by square footage, according to the commercial category.

Permanent Jobs Created by Bailey Avenue Commercial (228,690 sq ft)*

Commercial Category	# of Jobs per 1,000 Sq Ft.**	Projected Sq ft***	Total Number of Jobs Created
Retail	1.0 - 2.0 = 1.5	160,083	240
Office	3.0 - 4.0 = 3.5	45,738	160
Eating/Drinking	3.0 - 4.0 = 3.5	22,869	80
			Total # of Jobs = 480

The Commercial portion of Bailey Avenue will create 480 Permanent Jobs

* Source: City of Lompoc Environmental Impact report

** Source: Rutgers University Study on Estimating Employment

*** Square Footage based upon reasonable use breakdown of 80% retail, 20% Office and 10% Eating

- The Bailey Avenue project will therefore create permanent jobs with ongoing economic development benefit to the City of Lompoc and the community.

2.) Retail Sales by the people living in the Bailey Avenue area

- According to data provided in the 2010 California Retail Summary, and based upon 1,700 households, the people who live in Bailey Avenue would have contributed \$30,067,900 in retail sales to the Lompoc economy.
- That additional sales revenue is an increase of 10.4% in retail sales over what the city did in 2009.

Lompoc Retail Sales with Bailey Avenue Households Included

Lompoc Retail Sales 2009 *	\$288,134,000
Bailey Avenue Purchases from Households **	\$30,067,900
Total Retail Sales with Bailey Avenue included	<u>\$318,201,900</u>
	10.4% Increase

Bailey Avenue Households would increase Retail Sales in Lompoc by 10.4%

* Source: California Retail Survey and sales per household

** Based upon 1,700 households

3.) Retail Sales Details:

Using current Lompoc demographics as a template, and using existing data from the 2010 California retail Survey, you can see how each category of retail sales is affected.

Retail Sales Generated from Bailey Avenue Households

Retail Sector	Lompoc Sales Per Household 2009*	# of Bailey Ave. Households**	Retail Sales from Bailey Ave Households
Apparel General Merchandise	\$308	x 1700 households	\$523,600
Grocery	\$4,235	x 1700 households	\$7,199,500
Restaurant & Bar	\$2,428	x 1700 households	\$4,127,600
Furniture & Appliances	\$2,606	x 1700 households	\$4,430,200
Building Material	\$253	x 1700 households	\$430,100
Auto Service Station	\$1,927	x 1700 households	\$3,275,900
	\$3,167	x 1700 households	\$5,383,900
	\$2,763	x 1700 households	\$4,697,100
			\$30,067,900

Retail Sales Contribution to Lompoc's Economy = \$30 Million Dollars

* Source: 2010 California Retail Survey

** Number of Households Bailey Avenue Project

4.) Sales Tax Revenue

- **Bailey Avenue households would contribute \$2,360,941 in annual sales tax revenue, based upon over \$30 million dollars in retail sales.**

Sales Tax Revenue from Bailey Avenue Households

Retail sales from Bailey Avenue Households	\$30,067,900
Sales Tax %	8.75%
Total Sales Tax generated from Bailey Avenue Households	\$2,630,941

5.) Vehicle License Fees

- **Bailey Avenue Households would contribute \$336,838 in Vehicle License Fee revenue for the City of Lompoc (based upon 2009 figures).**

Vehicle License Fee Contribution by Bailey Avenue Households

	VLF Totals	# of households	VLF per Household
City of Lompoc	\$2,982,101	15,050	\$198.14
Bailey Avenue	\$336,838	1,700	\$198.14
City + Bailey Ave	\$3,318,939		

6.) Property Tax Revenue

Assuming the Bailey Project were completed, and using current property values derived from Real Estate sources, the Bailey Avenue project would contribute a substantial amount in property taxes:

- \$5,111,868 = the amount of annual estimated Property Taxes contributed by Bailey Avenue Properties.
- \$521,410 = the amount of annual Property Taxes revenue the City of Lompoc would receive from Bailey Avenue Properties
- \$2,356,571 = the amount of annual Property Taxes revenue Lompoc School Systems would receive.

Estimated Property Tax Revenues:

Estimated Property Tax Revenue from Bailey Avenue

Property tax Breakdown* based on 1% of \$511,186,800 = \$5,111,868

County General Fund = 26.6%	\$1,359,756
Dependant Special Districts = 6.6%	\$337,383
Incorporated Cities (Lompoc) = 10.2%	\$521,410
Redevelopment Agencies = 5.9%	\$301,600
Independent Special Districts = 4.7%	\$240,257
School Districts = 46.1%	\$2,356,571

Lompoc would receive \$521,410 in Property Tax Revenue from Bailey Avenue properties

Lompoc School Districts would receive \$2,356,571 from Bailey Avenue Properties

* Source= County of Santa Barbara Assessors Office

Estimated Bailey Avenue Property Values

	Low Density	Med Density	High Density	Mixed Use	Commercial	
Average Cost June 2010*	\$300,000 x 148	\$275,000 X1139	\$250,000 X334	250,000 X79	220 sq ft x228,690	
Estimated property values	\$44,400,000	\$313,225,000	\$83,500,000	\$19,750,000	50,311,800	Estimated Property Value \$511,186,800

How Property Taxes are Distributed

County General Fund	26.60%
Dependent Special Districts	6.50%
Incorporated Cities	10.20%
Redevelopment Agencies	5.90%
Independent Special Districts	4.70%
School Districts	46.10%

Source: Santa Barbara County Assessor's Office

VI. Long Term Economic Benefits

1.) Sales Tax Contributions over 5 years:

- Over a period of 5 years, Bailey Avenue residents will have contributed over \$13 million dollars in additional sales tax revenue: $\$2,630,941 \times 5 = \underline{\$13,154,705}$

2.) Vehicle Registration Fee contributions over 5 years:

- Over a period of 5 years, Bailey Avenue households will have contributed in Vehicle License Fee revenue: $\$336,838 \times 5 = \underline{\$1,684,190}$

3.) Property Tax Contributions over 5 years:

- Over a period of 5 years, Bailey Avenue residents will have directly contributed over \$25 million dollars in annual Property Taxes: $\$5,111,868 \times 5 = \underline{\$25,559,340}$
- Over a period of 5 years, Bailey Avenue properties will have contributed more than \$17 million dollars to local school districts: $\$2,356,571 \times 5 = \underline{\$11,782,855}$
- Over a period of 5 years, Bailey Avenue properties will have contributed over \$2.5 million dollars to the City of Lompoc's general fund: $\$521,410 \times 5 = \underline{\$2,607,050}$

4.) Jobs Created from the Bailey Avenue Project, through construction and development, and when completed:

- Bailey Avenue Project will have contributed the equivalent of 1,787 construction jobs
- 5,116 Multiplier Effect jobs
- 480 permanent positions working in the commercial shops
- All totaled: the Bailey Avenue Project has the potential of creating 7,383 jobs during construction and after completion.

As shown, the Bailey Avenue Project will provide significant long-term economic benefit for the City of Lompoc and its residents.

VII. Property Owners Fees and Public Safety

To maintain the Bailey Avenue area and to help provide essential services to the residents who live there, it makes sense to consider a Property Owners Fee.

1.) Fees:

A \$125 per month Property Owners Fee would provide revenue from the property owners of Bailey Avenue to provide for maintenance, services, and public safety requirements.

- 148 LDR units x 125 = \$ 14,800 per month
- 1,139 MDR units x 125 = \$142,375 per month

\$160,875 per month

- The Property Owners Fee schedule will bring in almost \$2 million in annual revenue:
 $\$160,875 \times 12 = \underline{\$1,930,500}$ annually

- Increasing or decreasing the fee, would give the appropriate amount necessary to help support essential services such as police and fire.

2.) Fire Department & Police Department Considerations

The cost of a new fire station is estimated at 3-4 million dollars, much of which can be offset by state grants and funding.

- Bailey Avenue will be providing the City of Lompoc impact fees and developer fees for infrastructure and services, including public safety. The first two phases alone will contribute over \$9 million dollars.
- Over the length of the project, Bailey Avenue will have contributed over \$26 million dollars in impact fees and developer fees.

- **With over \$26 million dollars in developer fees from Bailey Avenue, a portion of that can go toward building a fire station along with other public safety requirements.**

The cost of six additional firefighters, according to the Fire Department’s budget is \$1,175,040. The cost of adding three police officers is \$605,403 based upon the Police Department budget that specifies \$1,009,005 for five officers. The total cost of adding 6 firefighters and 3 police officers is \$1,780,443.

- Property Owner Fees based upon the above criteria would provide about \$1,930,500 annually, more than enough to help pay for public safety.

Property Owners Fees and Public Safety

Property Owners Fees (annual)	\$1,930,500
Total Cost of Police & Fire	\$1,780,443
Remaining Revenue	\$ 150,057
Cost of 6 Firefighters	\$1,175,040
Cost of 3 Police Officers	\$605,403
Total Cost for Fire & Police	\$1,780,443

- **The cost of adding up to 6 firefighters and 5 police officers is \$1,780,443, and could be subsidized by Bailey Avenue’s Property Owners Fees that would generate \$1,930,500 annually.**
- Also worth mentioning are the other standard tax and revenue contributions to the City of Lompoc by Bailey Avenue residents, including sales tax, property tax, Vehicle License Fees, etc, that could help pay for public safety.

VIII. Conclusion

All of the economic figures in this Economic Impact Report point to the value of this project. The Bailey Avenue Project would provide a tremendous economic boost to Lompoc's economy, both in the short term and the long term.

IX. Appendix

Sources:

Bailey Avenue Combined Specific Plan
Bailey Avenue Specific Plan EIR
City of Lompoc Biennial Budget –
Fiscal Years 2009- 2011
City of Lompoc Sales Tax Update
City of Lompoc Fee Schedule
Lompoc Valley Association of Realtors
County of Santa Barbara Budget
County of Santa Barbara Property Tax Highlights
July 1, 2009-June 30, 2010
County of Santa Barbara Assessors Office
County of Santa Barbara Sales Tax Distribution Highlights
University of California Santa Barbara Economic Forecast Project
North Santa Barbara County Real Estate and Economic outlook
North Santa Barbara County Economic Forecast
State of California Bureau of Labor Statistics
California Economic Strategy Panel 2009
State of California Vehicle License Fee Highlights
California Retail Survey – 2010 edition
Rutgers University Labor Study
Santa Maria Valley Contractors Association
Santa Maria Valley Economic Development Commission
RSMeans – Reed Construction Data

Attachments:

- Using Multipliers to Measure Economic Impacts
- Police Department Budget
- Fire Department Budget

Using Multipliers to Measure Economic Impacts

Industry multipliers are valuable for measuring the broad impacts of economic development activity. Multipliers can be used to estimate, for example, how a new manufacturing plant can create total jobs and income that exceed the plant payroll. Conversely, they can also be used to estimate the job and income losses occurring throughout a community as a result of a plant closure. Multipliers provide valuable information even when no expansions or closures occur, because the size of the multiplier indicates the relationship of an industry to the economy.

What is a Multiplier?

A multiplier shows the additional (or indirect) change to the economy resulting from each change in a selected industry. For example, the direct effect employment multiplier (benchmark series) for the California construction industry is 2.3051. This means that each construction industry job supports another 1.3051 jobs statewide. A multiplier is always greater than one, because the one represents the original level in the selected industry. Multipliers are available for the entire state, as shown in the attached table, or for sub-state areas such as counties.

What Affects the Size of a Multiplier?

Multipliers can vary widely by industry and area. Multipliers are higher for regions with a diverse industry mix. Industries that make extensive use of materials from within California have higher statewide multipliers. Industries that buy most of their material from outside the state tend to have lower multipliers. The same is true in the case of multipliers for counties or other sub-state areas.

Multipliers tend to be higher for industries located in large urban areas, because more of the spending by the industry stays within the area. Smaller, rural areas generally have lower multipliers, because industries must use firms outside the area for supplies and services. Multipliers for the entire state are larger than sub-state multipliers, because the initial gains (or losses) in an industry are magnified over a larger geographic area.

Limitations of Multipliers

Multipliers do not always measure indirect economic impacts correctly. This situation is the result of assumptions about the flow of goods and services that are made when multipliers are developed.

The most important assumption is that trading patterns are fixed. That is, each industry buys supplies from local and outside industries in fixed proportions, and production by suppliers automatically changes with production in the purchasing industry. It follows from this assumption that multipliers will estimate impacts realistically only if new firms buy from local industries in the same proportion as existing firms in the area. Moreover, local industries must be able to increase their production to supply the new firm. These conditions are rarely met completely. As a result, multipliers usually overstate indirect impacts.

This briefing paper discusses the benefits and limitations of using industry multipliers to measure economic impacts. It is a companion to the attached tables, which provide RIMSII Multipliers for the State of California.

Using Multipliers to Measure Economic Impacts

Multipliers should only be applied to projects that are a genuine source of net new economic activity in an area. Incoming firms are not always a net new source of economic activity, because they can take business away from existing firms. New retail or entertainment developments create indirect economic impacts only if they capture spending that formerly left the area, or if they attract new spending from outside the area. Multipliers should be used with particular caution in two cases: industries processing local materials and plant closures.

Industries Processing Local Materials: There is not always a fixed relationship between production and processing industries. For example, if a new food processing plant opens, agricultural production may not be able to automatically increase to supply the plant. Similarly, farm production does not always fall when a food processing plant closes. Previously processed fruits and vegetables may be purchased as fresh products by consumers. Due to the often-varying relationship between industries, the indirect economic impacts indicated by multipliers may not occur.

Plant Closures: Multipliers usually overstate the impact of plant closures. The assumption of fixed trading patterns implies that suppliers always cut production and layoff workers in direct proportion to their loss in sales to the closed plant. In reality, businesses are always adapting to changing economic conditions. Suppliers may find new markets, or growth within an area may create new opportunities for suppliers. As a result, a multiplier may provide the upper limit on indirect impacts, rather than a reasonable estimate of the impacts.

The Multipliers

The following tables contain regional input-output multipliers (RIMS II) for California. These multipliers were developed by the U.S. Bureau of Economic Analysis and measure the economic impact of a change in final demand, in earnings, or in employment on a region's economy. RIMS II multipliers are available in two series—one based on more recent but less detailed national annual input-output data, the other based on more detailed but less current national benchmark input-output data.

Table 1 contains California Annual Series (2006/2006) RIMS II multipliers for Output, Earnings, Employment, and Value Added by Industry Aggregation for 60 industry aggregations. The multipliers are based on 2006 national annual input-output data and 2006 regional data.

Table 2 contains California Benchmark Series (1997/2006) RIMS II multipliers for 473 detailed industries. The multipliers are based on 1997 national benchmark input-output data and 2006 regional data.

Table 3 contains California Benchmark Series (1997/2006) RIMS II multipliers for the same 60 aggregated industries that are provided in the annual series.

For more information on these multipliers, and a *User Handbook*, see www.bea.gov/bea/regional/rims/.

RIMS II Multipliers (2006/2006)
Table 1 Total Multipliers for Output, Earnings, Employment, and Value Added by Industry Aggregation
California Annual (Type II)

INDUSTRY	Multiplier					
	Final Demand				Direct Effect	
	Output/1/ (dollars)	Earnings/2/ (dollars)	Employment/3/ (jobs)	Value-added/4/ (dollars)	Earnings/5/ (dollars)	Employment/6/ (jobs)
1. Crop and animal production	2.0309	0.4688	17.6943	0.9198	2.5357	1.8006
2. Forestry, fishing, and related activities	2.3323	0.9158	33.0030	1.1941	1.7186	1.4495
3. Oil and gas extraction	1.8605	0.4703	7.0889	1.1049	1.9655	4.1473
4. Mining, except oil and gas	1.8706	0.4785	0.0582	1.0715	1.9688	2.5688
5. Support activities for mining	2.0270	0.4697	8.0909	1.0031	2.7940	3.4971
6. Utilities*	1.7054	0.3163	4.9980	0.9999	2.3950	4.2710
7. Construction	2.4645	0.7983	19.0236	1.3053	2.0940	7.2287
8. Wood product manufacturing	2.1108	0.5309	14.0009	0.9381	2.6944	2.4798
9. Nonmetallic mineral product manufacturing	2.1841	0.5486	11.6844	1.0841	2.4934	2.8953
10. Primary metal manufacturing	1.8250	0.3781	7.7721	0.7187	2.6239	3.1441
11. Fabricated metal product manufacturing	2.1044	0.5501	12.4204	1.0180	2.2515	2.3797
12. Machinery manufacturing	2.2373	0.5761	11.3730	1.0611	2.5258	3.3775
13. Computer and electronic product manufacturing	2.5177	0.7433	13.0324	1.1890	2.4750	4.3314
14. Electrical equipment and appliance manufacturing	2.1132	0.5375	11.2839	0.9905	2.4135	2.7809
15. Motor vehicle, body, trailer, and parts manufacturing	1.9864	0.4282	9.2048	0.7194	2.8109	3.3755
16. Other transportation equipment manufacturing	2.2608	0.7183	12.5708	1.1421	2.0212	3.0714
17. Furniture and related product manufacturing	2.2758	0.6088	15.5691	1.0647	2.4250	2.2497
18. Miscellaneous manufacturing	2.3700	0.7048	13.7328	1.1856	2.1504	2.8276
19. Food, beverage, and tobacco product manufacturing	2.4002	0.5202	12.3684	0.9765	3.7524	4.0669
20. Textile and textile product mills	2.1197	0.5345	14.0549	0.8838	2.4318	2.1851
21. Apparel, leather, and allied product manufacturing	2.3098	0.7331	20.7517	1.2257	2.0895	1.8877
22. Paper manufacturing	2.0024	0.4601	9.7972	0.8815	2.5985	3.0463
23. Printing and related support activities	2.2214	0.6731	15.3065	1.1411	2.0514	2.1787
24. Petroleum and coal products manufacturing	1.7308	0.3106	4.7243	0.5611	2.6014	5.7377
25. Chemical manufacturing	2.1850	0.4776	8.8763	0.9639	3.1683	5.4730
26. Plastics and rubber products manufacturing	1.9938	0.4413	10.1806	0.8717	2.5705	2.5464
27. Wholesale trade	2.1793	0.6684	13.8116	1.3260	2.0137	2.5341
28. Retail trade	2.2421	0.6821	22.1106	1.3356	2.0269	1.6312
29. Air transportation	2.3720	0.5949	12.6718	1.0630	2.8292	4.0910
30. Rail transportation	2.0361	0.5124	9.9782	1.1509	2.3790	3.4161
31. Water transportation	2.4870	0.5775	12.2706	1.1118	4.8026	7.5872
32. Truck transportation	2.3873	0.6970	16.7928	1.2219	2.2745	2.2897
33. Transit and ground passenger transportation*	2.4828	0.8052	29.5080	1.2754	2.0205	1.5060
34. Pipeline transportation	2.1374	0.4288	8.0141	0.9359	3.7238	6.7385
35. Other transportation and support activities*	2.2803	0.8569	18.7259	1.4777	1.7112	1.9416
36. Warehousing and storage	2.2346	0.8291	21.9884	1.4611	1.6819	1.6439
37. Publishing including software	2.3547	0.6485	13.1040	1.2959	2.5017	3.6778
38. Motion picture and sound recording industries	2.7054	0.7212	16.9571	1.3906	2.8931	3.0853
39. Broadcasting and telecommunications	2.4053	0.5151	10.3868	1.2148	3.8090	5.4637
40. Information and data processing services	2.5789	0.6140	13.8126	1.3179	3.6926	4.9107
41. Federal Reserve banks, credit intermediation and related services	1.8917	0.5165	10.1409	1.2780	2.0241	2.6741
42. Securities, commodity contracts, investments	2.6777	0.9413	16.8852	1.4771	2.1336	3.1358

(Continued)

Region Definition: California

*Includes Government enterprises.

1. Each entry in column 1 represents the total dollar change in output that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.

2. Each entry in column 2 represents the total dollar change in earnings of households employed by all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.

3. Each entry in column 3 represents the total change in number of jobs that occurs in all industries for each additional 1 million dollars of output delivered to final demand by the industry corresponding to the entry. Because the employment multipliers are based on 2006 data, the output delivered to final demand should be in 2006 dollars.

4. Each entry in column 4 represents the total dollar change in value added that occurs in all industries for each additional dollar of output delivered to final demand by the industry corresponding to the entry.

5. Each entry in column 5 represents the total dollar change in earnings of households employed by all industries for each additional dollar of earnings paid directly to households employed by the industry corresponding to the entry.

6. Each entry in column 6 represents the total change in number of jobs in all industries for each additional job in the industry corresponding to the entry.

NOTE: Multipliers are based on the 2006 Annual Input-Output Table for the Nation and 2006 regional data. Industry list R identifies the industries corresponding to the output.

SOURCE: Regional Input-Output Modeling System (RIMS II), Regional Product Division, Bureau of Economic Analysis.

Bailey Avenue Economic Impact Report – August 2010

POLICE

DESCRIPTION	BUDGET		PROPOSED
	2007--2009	DEPT REQ 2009--2011	2009--2011
* SALARIES, WAGES & BENEFITS	15,117,963	14,558,462	14,584,451
* SUPPLIES AND SERVICES	1,979,829	2,184,801	2,097,273
FILE SERVER COMPUTER	38,049	0	0
OPTICAL SCANNER	0	6,470	6,470
COMPUTER EQUIPMENT UPGRADE	0	43,698	43,698
CAMERA & PHOTO EQUIPMENT	0	5,805	0
FURN-COMPUTER WRK STATION	0	17,436	0
FURNITURE	30,000	36,843	0
CREDITS-SHARED SECURITY EQUIP	0	-35,126	-38,791
POLICE-RADIO EQUIP/HAND HELD	7,046	0	0
POLICE-POLICY/MANUAL DEVELOP	2,500	0	0
RADIO-PORTABLE	18,395	0	0
POLICE-FORENSIC CELL TEL KIT	0	5,413	5,413
POLICE-BODY ARMOR	8,393	0	0
POLICE-TAZER(S)	0	15,521	15,521
POLICE-MOBILE DATA SYSTEM	0	116,100	0
POLICE-SET TEAM EQUIP	0	3,000	3,000
POLICE-DGTL VIDEO CAMERA SYS	20,600	0	0
POLICE-MOBILE COMM VEH EQUIP	0	5,387	5,387
POLICE-BLDG EXPANSION	0	435,000	0
* TOTAL CAPITAL OUTLAY	124,983	* 655,547 *	40,698 *
PARITY PAY INC POLICE	0	526,200	0
ADD 1 JAIL SUPV	0	153,770	0
ADD 5 POLICE OFFICERS	0	1,009,005	0
ADD 2 COMM SVC OFFCRS	0	186,608	0
ADD 2 POLICE LIEUTENANTS	0	386,520	0
ADD 1 CRIMINALIST	0	239,018	0
POL-OSA I TO II	0	8,112	0
* TOTAL PROGRAM CHANGES	0	* 2,509,233 *	0 *
TOTAL DEPARTMENT	17,222,775	** 19,908,043 **	16,722,422 **
NET DEPARTMENT	17,222,775	** 19,908,043 **	16,722,422 **

Bailey Avenue Economic Impact Report – August 2010

FIRE

DESCRIPTION	BUDGET 2007--2009	DEPT REQ 2009--2011	PROPOSED 2009--2011
* SALARIES, WAGES & BENEFITS	6,105,689	5,979,646	5,979,646
* SUPPLIES AND SERVICES	723,356	756,855	752,032
FIRE-INVESTIGATION EQUIPMENT	3,423	3,423	3,423
RADIO-BASE STATION	6,043	0	0
FIRE-BREATHING APPAR	24,436	0	0
UTILITY VEHICLE	55,757	0	0
FIRE-KME SQUAD VEHICLE	0	184,791	0
* TOTAL CAPITAL OUTLAY	89,659 *	188,214 *	3,423 *
ADD 6 FIREFIGHTERS	0	1,175,040	0
ADD 3 FIREFIGHTERS	0	587,520	0
ADD 4 FIRE INTERNS	0	59,904	0
FIRE CHIEF TO.3 BLD INSPECT	0	-34,806	-34,806
* TOTAL PROGRAM CHANGES	0 *	1,787,658 *	-34,806 *
TOTAL DEPARTMENT	6,918,704 **	8,712,373 **	6,700,295 **
NET DEPARTMENT	6,918,704 **	8,712,373 **	6,700,295 **