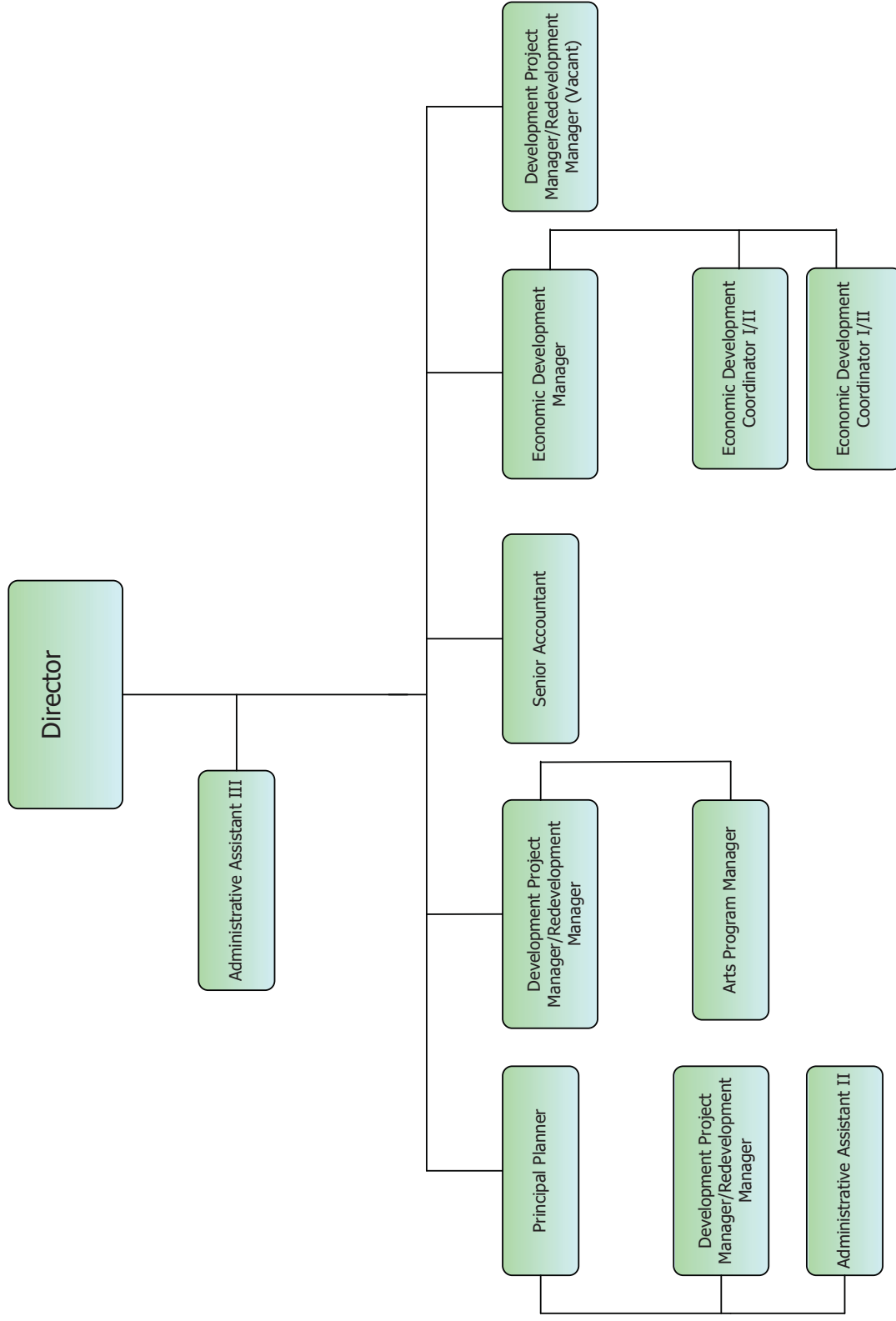


Economic Development & RDA Successor Agency



Economic Development Department



Economic Development

DEPARTMENT SUMMARY

DEPARTMENT DESCRIPTION

The Economic Development Department oversees five main functions for the City including the Successor Agency (former Redevelopment Agency), the City-wide Housing program, Asset Management, Public Art, and Economic Development. Overall, the Department is focused on increasing and supporting viable, sustainable, and innovative economic activities throughout the City of Santa Cruz, generating an increase in tax revenue and solidifying Santa Cruz as an attractive, profitable, and healthy city in which to conduct business. The Successor Agency is involved in monitoring the Redevelopment Property Tax Trust Fund and winding down the activities of the former Redevelopment Agency, including the preparation of semi-annual budgets, state reporting, management of the Oversight Board, and monitoring affordable housing activities. The City's Housing Program includes the administration of the Home Investment Partnership Program, the Community Development Block Grant Program and the Affordable Housing Trust Fund, along with the administration of several housing programs focused on the creation and preservation of affordable housing and emergency housing assistance. The Public Art Program includes the administration of the Percent for Art Program, the City Arts Program, and the City Arts Commission. The Department also provides property management of City-owned assets including disposition and development. The Economic Development Program of the City includes an active business retention and attraction program, the administration of business programs, and financial assistance to support city-wide economic activities and the leveraging of resources to create vibrant economic activity and sustainable growth in our community.

FY 2015 ACCOMPLISHMENTS

- Coordinated and attended over 100 retention visits and meetings to existing Santa Cruz businesses.
- Implemented bi-weekly business walks for concentrated outreach, beginning with Westside Industrial and Commercial Area and portions of Downtown Santa Cruz with 24 businesses visited since January 2015.
- Continued the wind-down process for the former Redevelopment Agency and received approval of the Long-Range Property Management Plan from the California Department of Finance.
- Completed the first Motel Improvement Grant with the Carousel Beach Inn at 110 Riverside Avenue, incentivizing improvements valued at over \$500,000 – 2.5 times more than the minimum grant match requirement.
- Completed the second Motel Improvement Grant with Ocean Gate Inn at 111 Ocean Street, incentivizing improvements just under \$100,000 for a family-owned hospitality property facing San Lorenzo Boulevard and the Riverwalk.
- Secured an additional two-year acquisition grant for the Downtown to Beach Trolley through the Monterey Bay Unified Air Pollution Control District Grant, allowing the City to purchase a second used trolley to increase weekend service, reducing congestion and enhancing economic activity between the beach area and downtown.

CITY COUNCIL DRAFT STRATEGIC PLAN THREE-YEAR GOALS:

- | | |
|---|---|
| 1. Environmental Sustainability and Well-Managed Resource | 4. Financial Stability |
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| | 7. Engaged and Informed Community |

Economic Development
DEPARTMENT SUMMARY

FY 2015 ACCOMPLISHMENTS (continued)

- Completed Trolley Ridership Survey where 95% of trolley riders rated their experience as “good” to “excellent.”
- Completed Trolley Route Study with remaining former Redevelopment Agency funds to analyze adding additional stops, changing the route, and adding to the fleet to improve service times.
- Collaborated with Santa Cruz Seaside Company to coordinate a new trolley stop near the Boardwalk Bowl and the existing County Parking Lot shuttle service to better integrate trolley service with Boardwalk needs.
- Completed the Del Mar Theatre parking lot rehabilitation project.
- Completed a façade improvement project for the Buttery and the Flower Shack, making a noticeable improvement at Soquel Avenue and North Branciforte Avenue.
- Continued façade improvements for the Westside location of Verve Coffee Roasters at 1010 Fair Avenue, Taqueria De La Hacienda at 354 Washington Street, and Lupulo at 233-235 Cathcart Street.
- Continued the Downtown Parking Incentive program for new lessees in the Central Business District.
- Concluded the Pacific Station Project public visioning process with the architect and engineering team (Group 4 Architecture) for the mixed-use bus transit center on lower Pacific Avenue, continuing in the project management role on behalf of METRO.
- Served as staff for the Central Coast Broadband Consortium, a regional effort to increase broadband awareness, adoption, and construction.
- Joined Next Century Cities and advised Marina, CA on their next steps to pursue broadband policy as a new city member.
- Pursued dig-once opportunities to install broadband conduit in the right of way at Laurel Street/Center Street, Beach Street/West Cliff Drive/Pacific Avenue roundabout, Cedar Street to Water Street, and from 877 Cedar Street to Front/River Garage to 2030 N. Pacific along River Street (in partnership with Cruzio Internet).
- Continued to advance a public-private partnership for a fiber to the home (FTTH) municipally-owned gigabit broadband network with the first formal negotiation decision to be presented in June 2015.
- Advised Regional Transportation Commission on possible broadband opportunities and long-term planning.
- Coordinated with Public Works and Water Engineering Divisions to assess dig-once policies, gauge market costs, and pursue a streamlined system for an ordinance change, aligning City staff on the benefits and rationale for broadband policy and infrastructure.

CITY COUNCIL DRAFT STRATEGIC PLAN THREE-YEAR GOALS:

- | | |
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Economic Development

DEPARTMENT SUMMARY

FY 2015 ACCOMPLISHMENTS (continued)

- Staffed the Downtown Management Corporation including facilitating cleanup and safety enhancement activities.
- Installed LED festoon lighting on Pacific Avenue.
- Completed the purchase of 521 Front Street.
- Negotiated the sale of remnant property on Frederick Street to Habitat for Humanity.
- Co-sponsored the 2nd Annual UCSC Hackathon with over 350 students participating—nearly quadrupling—the students from UC Santa Cruz, Cabrillo College, CSU Monterey Bay, Boston University, and MIT.
- Supported the tech ecosystem and startup culture with sponsorships and staff support including Santa Cruz New Tech Meetup (8th largest Meetup in the nation) with ED Coordinator now co-hosting the monthly event, Santa Cruz Tech Beat, TechRaising, Event Santa Cruz and the inaugural Drones, Data X Conference at the Kaiser Arena.
- Founding member and sponsor of Santa Cruz Works, a local non-profit focused on connecting and supporting the local tech ecosystem through marketing, job networking, and the creation and coordination of content-rich roundtables, educational forum, and events specific to the tech community.
- Coordinated with Monterey Bay Economic Partnership for regional economic development website, including participating in annual conference.
- Implemented Customer Relationship Management software Salesforce in order to track, share, and automate economic development activities across the entire team.
- Re-engaged with UCSC to renew the internship program for the Project for Innovation and Entrepreneurship and their new Center for Innovation and Entrepreneurial Development (CIED) with programs beginning in the fall of 2015.
- Collaborated with UCSC, Cabrillo College, Santa Cruz County Business Council, and Santa Cruz Works to explore a regional internship website platform to increase and encourage businesses and student talent to connect and grow job opportunities with a streamlined, regional approach.
- Submitted Letter of Interest to the Kauffman Foundation for a potential entrepreneurship grant application, drawing upon Economic Development’s trusted relationships throughout the community.
- Developed a full version of the CruzCal.org with a modern user interface and design for the event calendar system, maximizing the cultural calendar for the community and responding to the top priority of the arts sector for more efficient calendaring systems for arts promotion.
- Abated over 3,400 graffiti tags within the City of Santa Cruz, resulting in over 50,000 square feet cleaned.
- Continued maintenance of graffiti photo database and used photos from the database to assist in multiple police cases/multiple jurisdictions.

CITY COUNCIL DRAFT STRATEGIC PLAN THREE-YEAR GOALS:

- | | |
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Economic Development

DEPARTMENT SUMMARY

FY 2015 ACCOMPLISHMENTS (continued)

- Provided ongoing assistance for management of the Santa Cruz Warrior’s lease and loan agreements; prepared a Request for Proposals and selected a consultant team to conduct a market and financial feasibility study for a permanent mixed-use arena in Santa Cruz.
- Continued grant management for the Monterey Bay National Marine Sanctuary Exploration Center and initiated the final RFP process for the second round of exhibitry.
- Provided staff support to external public art efforts led by the Santa Cruz Public Libraries and UCSC Sesnon Gallery.
- Continued to manage the rotating City Hall student art exhibits in collaboration with the Santa Cruz Education Foundation and Cultural Council of Santa Cruz County.
- Continued to manage the SculpTOUR rotating sculpture project, working closely with the Arts Commission, artists, and community volunteers.
- Worked with Parks and Recreation on the new mural project for the Beach Flats Park.
- Continued management of 42 tenant and business leases on the Santa Cruz Wharf and other City-owned buildings.
- Continued management of 27 licenses (license agreements) on the Santa Cruz Wharf and Downtown.
- Developed the Resource Recovery Facility – Artist in Residence Program, providing public art and education opportunities at the Dimeo Lane facility.
- Continued project management and administration for the \$850,000 grant from the Economic Development Administration for the Santa Cruz Wharf Master Plan and Engineering Report.
- Began the environmental review process for the capital improvements recommended in the Wharf Master Plan.
- Continued efforts to increase the nexus between the Santa Cruz Wharf and educational and scientific initiatives. Maintained relationships with the Monterey Bay National Marine Sanctuary Exploration Center and the Santa Cruz Wharf Outreach Network.
- Initiated work to implement a \$500,000 grant from the State of California River Parkways Program (Proposition 84) to fund installation of pedestrian/bike path lights on the levee from Laurel Street Extension to the Water Street Bridge.
- Completed the tenant improvements for the last major tenant for the Tannery Arts Center, Five3Genomics.
- Finalized lease negotiations with the Tannery Arts Center, Inc. for the assumption and development of Parcel 4 for the future Tannery Arts Center performing arts theater.
- Continued work on the U.S. Army Corps of Engineers San Lorenzo River Flood Control Project on the last phase of the hydrology analysis of the existing levee system, and initiated development of an option to complete the project.
- Completed submittal of three claims to the State of California Flood Control Subventions program.
- Sponsored FEMA Coastal Resiliency Workshops for other local coastal governmental agencies.
- Completed State and Federal permitting process for Water Street debris removal process.

CITY COUNCIL DRAFT STRATEGIC PLAN THREE-YEAR GOALS:

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Economic Development

DEPARTMENT SUMMARY

FY 2015 ACCOMPLISHMENTS (continued)

- Completed 2015-2020 HUD Consolidated Plan and continued to manage the City’s Housing and Community Development Program and HUD grants.
- Participated in the completion of “All In,” a county-wide strategic homeless plan.
- Completed the Lower Pacific Avenue Parking Study.
- Continued to manage the City’s Inclusionary Housing Program and Affordable Housing Trust Fund.
- Staffed the Neighborhood Services Team (NST).
- Assisted Public Works with funding to replace City-owned street light fixtures with new energy efficient fixtures that also improved lighting for safety in low-income areas in the City.
- Assisted Public Works with funding to improve pedestrian and bicycle access to the San Lorenzo River Trestle Bridge.
- Rehabilitation completed on the 95-unit Neary Lagoon affordable housing project.
- Grand Opening of the 21-unit affordable housing project at 110 Lindberg Street.
- Connected Riverwalk Apartments at 110 Lindberg Street with Cruzio Internet to connect the two entities for separate negotiation for high-speed internet at the affordable housing site, addressing the digital divide for high-speed internet access throughout the community.
- Developed Arts Commission Vision, Mission, and Values.
- Adopted needed policies, procedures, and guidelines for City Arts programs to bring needed transparency, and consistency and to guide Arts Commission actions and the selection of artworks.

FY 2016 GOALS

Three-Year Strategic Plan Goal: Environmental Sustainability and Well-Managed Resources

- Continue to assist the Santa Cruz Trolley Consortium in sustainable operations of the Downtown-to-Beach Trolley and complete a second grant with the Monterey Bay Unified Air Pollution Control District to continue the affordable compressed natural gas trolley service.
- Work with Planning and Public Works as the Sustainable Transportation and Land Use Team to implement the City’s Climate Action Plan.
- Assist in funding rehabilitation of older affordable housing complexes and continue to assist developers in creating new affordable housing.
- Continue to help preserve the City’s affordable housing stock by working with affordable housing owners of complexes that are at risk of losing their affordable status, and purchasing units threatened by foreclosure through the Inclusionary Housing Affordability Preservation Program (IHAPP), as well as supporting rehabilitation of older affordable housing projects to sustain their viability.
- Develop an artist-in-residency program at the City’s resource recovery facility, bringing awareness to the City’s consumption practices.

CITY COUNCIL DRAFT STRATEGIC PLAN THREE-YEAR GOALS:

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FY 2016 GOALS (continued)

Three-Year Strategic Plan Goal: Community Safety and Well-Being

- Continue to coordinate and manage graffiti abatement program, including providing evidence to the police and District Attorney’s Office for prosecution.
- Continue to work with the Downtown Management Corporation and the Police Department in managing the Downtown Host Program, Mental Health Outreach Worker and the First Alarm Security Program in the Downtown and providing support for the Downtown Accountability Program.
- Manage the grant from the State of California River Parkways Program (Proposition 84) to fund installation of pedestrian/bike path lights on the levee from Laurel Street Extension to the Water Street Bridge, in cooperation with Public Works.
- Continue to work with the Homeless Services Center to improve safety on the HSC campus through installation of an entrance gate and further implementation of an identification card system.

Three-Year Strategic Plan Goal: Economic Vitality

- Conduct regular weekly and issue-specific business retention visits, and facilitate business assistance.
- Aid property owners and potential businesses and companies in filling retail and office vacancies in the Downtown.
- Continue to grow the tech sector in Santa Cruz and capitalize on the health and sports lifestyle identity of Santa Cruz.
- Work with Public Works and IT to develop the Broadband Master Plan, and move forward with the first phase of infrastructure development.
- Increase the supply and quality of hotels in the City in order to generate year-round jobs and increase the tax base.
- Initiate and complete the Downtown Parking Study.
- Increase the supply and variety of retail shopping options in the downtown and commercial corridors of Santa Cruz through implementation of the retail recommendations approved by the City Council.
- Continue to collaborate with UCSC on the Project for Innovation and Entrepreneurship and other economic development opportunities in Santa Cruz.
- Move forward with Citywide Wayfinding design, fabrication, and installation.
- Work with Planning and Public Works departments to encourage and facilitate the development of additional public or private parking within proposed projects.
- Work with Public Works to complete downtown parking study and analysis.
- Continue to operate at a high level with an efficient staff during the redevelopment dissolution process.

CITY COUNCIL DRAFT STRATEGIC PLAN THREE-YEAR GOALS:

- | | |
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Economic Development
DEPARTMENT SUMMARY

FY 2016 GOALS (continued)

Three-Year Strategic Plan Goal: Economic Vitality (continued)

- Continue to work with local state legislators to seek release of the former Redevelopment Agency's 2011 bonds for local capital improvements and affordable housing.
- Enhance City's public art collection - inspiring visitor delight and branding the City as an arts destination - including plans for public art at the wharf roundabouts.

Three-Year Strategic Plan Goal: Reliable and Forward-Looking Infrastructure and Facilities

- Assist Public Works with financing of the Riverside Avenue Undergrounding and Streetscape Improvement Project.
- Seek funding for Highway 1/9 intersection improvement project and begin construction on intersection improvements.
- Conduct studies (including EIR) relative to and apply for permits necessary to implement recommendations coming out of the Wharf Master Plan Study.
- Seek funding to implement recommendations coming out of the Wharf Master Plan Study.
- Move forward with implementation of the City-wide Wayfinding and signage program.
- Work with Santa Cruz METRO to complete comprehensive design and strategy, and leverage funding opportunities for redevelopment of the Pacific Station as a mixed-use facility.
- Continue to maintain the Public Art collection according to the Public Art Maintenance Plan.
- Continue work towards future replacement of the Highway One San Lorenzo River Bridge.
- Provide support to projects which qualify for Federal New Market Tax Credit financing.
- Support state legislation to allow usage of 2011 Redevelopment Agency bond proceeds.
- Continue to identify and seek grant funding for City projects.
- Support neighborhood facility improvements including installation of the San Lorenzo Bridge Connection Project, construction of the Barson Street Ramp Project, rehabilitation of Chestnut Street Park, and revitalization of the Abbott Square Project at the Museum of Art and History.
- Seek passage by the California Legislature of AB 2478 (San Lorenzo River, Stone) to provide funding assistance for San Lorenzo Rivermouth management analysis.
- Complete work with Corps of Engineers on final hydrology analysis of San Lorenzo River Flood Control levees and seek FEMA certification if supported by Corps hydrology analysis.
- Continue coordination with County Comprehensive Economic Development Strategy Committee on identifying new Federal funding opportunities.
- Dispose of remaining Broadway/Brommer surplus properties.

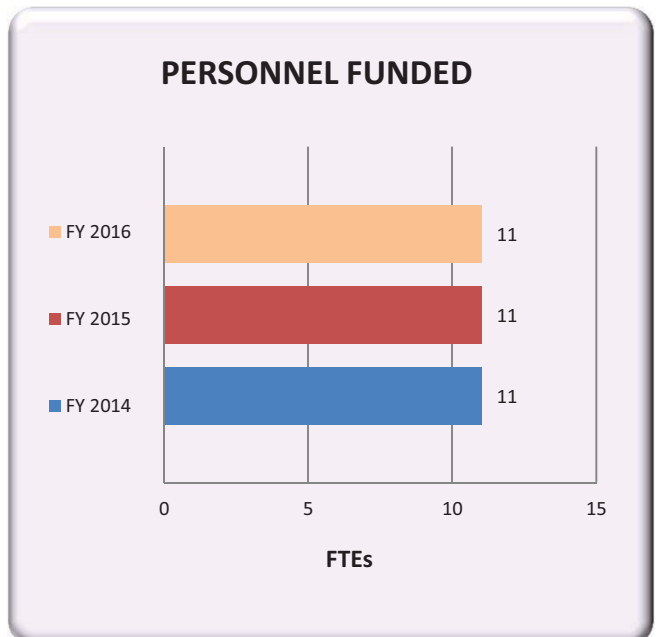
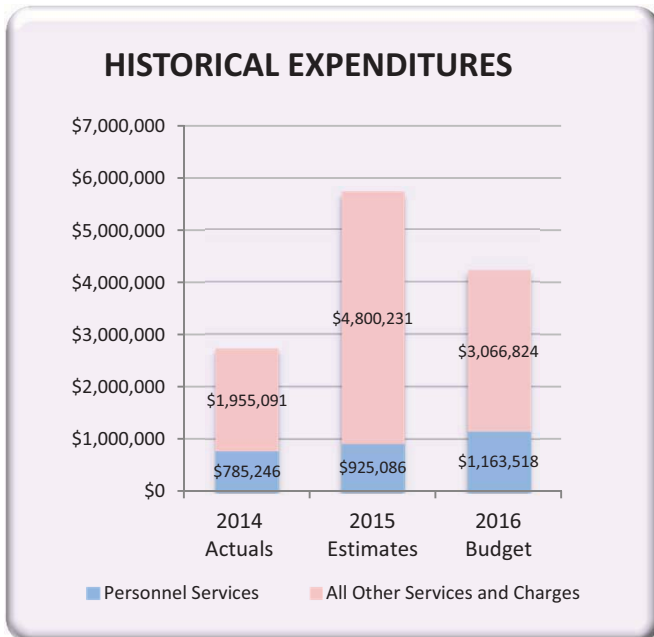
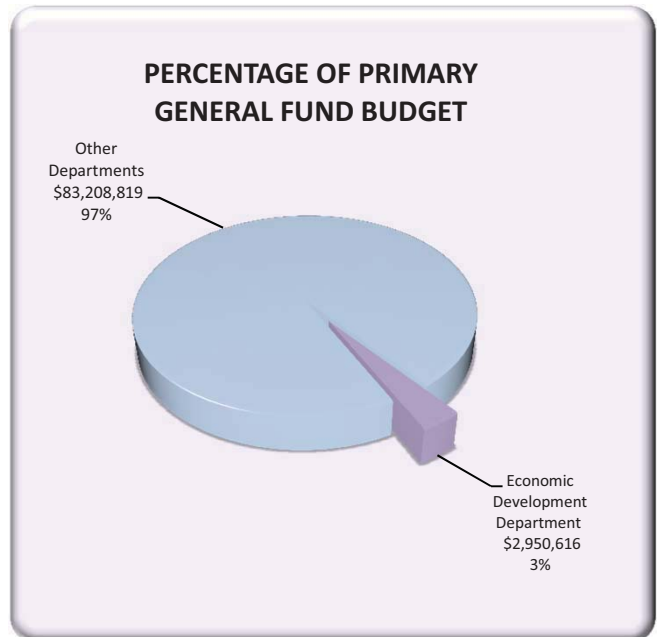
Three-Year Strategic Plan Goal: Engaged and Informed Community

- Continue redesign and modernization of Economic Development website, which is scheduled to be complete by June 2016.

CITY COUNCIL DRAFT STRATEGIC PLAN THREE-YEAR GOALS:

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Economic Development Department Spotlight



Economic Development

DEPARTMENT SUMMARY

	Fiscal Year* 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted	
		Adopted Budget	Amended* Budget	Estimated Actual		
EXPENDITURES BY CHARACTER:						
Personnel Services	785,246	1,073,617	1,073,617	925,086	1,163,518	
Services, Supplies, and Other Charges	1,925,545	3,049,535	4,738,147	2,517,473	3,066,824	
Capital Outlay	29,546	10,000	2,302,010	2,282,758	-	
Total Expenditures	<u>2,740,337</u>	<u>4,133,152</u>	<u>8,113,774</u>	<u>5,725,317</u>	<u>4,230,342</u>	
EXPENDITURES BY ACTIVITY:						
Community Promotion-Downtown Business Promotion	1502	256,134	240,000	240,000	229,713	240,000
Community Promotion-Arts Council-SC County	1503	25,262	62,300	62,300	62,300	75,000
Economic Development-Project Admin	5401	940,270	1,533,580	1,559,654	1,292,925	1,673,308
Property Acquisition	5531	-	-	2,015,000	2,015,000	-
Economic Development - Other	5590	325,145	628,000	971,841	680,639	688,000
Property Management	5591	19,767	31,500	31,500	27,599	219,616
City Arts	5592	50,176	60,000	146,372	60,000	70,000
Subtotal General Fund		<u>1,616,753</u>	<u>2,555,380</u>	<u>5,026,667</u>	<u>4,368,176</u>	<u>2,965,924</u>
Cafe Extensions	1504	-	10,000	10,000	10,000	10,000
Kiosks	1505	-	22,700	112,700	112,700	22,700
Cooperative Retail Management	1506	-	216,000	216,000	216,000	216,000
Property Management	5591	-	-	-	-	20,000
Subtotal Other General Funds		-	<u>248,700</u>	<u>338,700</u>	<u>338,700</u>	<u>268,700</u>
Housing & Community Development	5201	785,351	858,672	1,735,249	231,000	667,012
CDBG Program Administration	5204	100,542	103,800	103,083	103,083	117,032
Unified Housing Rehabilitation Program	5205	11,258	15,500	15,500	15,500	15,500
HOME Program Administration	5207	31,638	27,600	47,600	27,600	34,174
Incl. Housing Affordability Preservation	5208	-	-	258,258	258,258	-
Emergency/Rent Assist Program	5604	11,000	11,000	11,000	11,000	11,000
Rental/Security Deposit Assistance	5605	10,182	11,000	11,000	11,000	11,000
CDBG Social Services Programs	6203	148,613	205,500	470,717	265,000	115,000
Red Cross Social Services Programs	6204	25,000	96,000	96,000	96,000	25,000
Subtotal Other Funds		<u>1,123,584</u>	<u>1,329,072</u>	<u>2,748,407</u>	<u>1,018,441</u>	<u>995,718</u>
Total Expenditures		<u>2,740,337</u>	<u>4,133,152</u>	<u>8,113,774</u>	<u>5,725,317</u>	<u>4,230,342</u>

*Sums may have discrepancies due to rounding

Economic Development

DEPARTMENT SUMMARY

	Fiscal Year*	Fiscal Year 2015			Fiscal Year 2016 Adopted	
		2014 Actuals	Adopted Budget	Amended* Budget		Estimated Actual
RESOURCES BY FUND						
General Fund	101	272,610	240,000	505,468	334,137	388,270
Co-op Retail Management	122	-	216,000	216,000	212,887	216,000
Kiosk Maintenance	123	-	29,700	29,700	32,093	29,700
HOME Rehabilitation Projects	251	23,550	6,000	6,000	3,802	5,480
HOME Acquisition Projects	252	31,425	-	-	-	-
HOME Investment Partnership	253	734,266	425,000	1,238,650	215,000	241,735
Community Development Block Grant	261	368,231	539,000	1,201,800	1,146,083	509,920
CalHome - FTHB Revolving Fund	273	57,727	-	-	-	-
Affordable Housing Trust Fund	279	345,855	17,164	17,164	186,037	18,164
Total Resources		<u>1,833,663</u>	<u>1,472,864</u>	<u>3,214,782</u>	<u>2,130,039</u>	<u>1,409,269</u>
Net General Fund Cost		<u><u>(1,344,143)</u></u>	<u><u>(2,315,380)</u></u>	<u><u>(4,521,199)</u></u>	<u><u>(4,034,039)</u></u>	<u><u>(2,577,654)</u></u>
		FY 2014		FY 2015		FY 2016
TOTAL AUTHORIZED PERSONNEL:		<u>11.00</u>		<u>11.00</u>		<u>12.00</u>

*Sums may have discrepancies due to rounding

Cafe Extensions

Activity Number: 1504
 Fund(s): Kiosk Maintenance (123)
 Department: Economic Development

ACTIVITY SUMMARY

Activity Description:

The Kiosk Maintenance fund is designated for management of City owned kiosks and the café extension licenses on Pacific Avenue. Functions include leasing, property maintenance and management of downtown merchant issues.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	-	10,000	10,000	10,000	10,000
Total Expenditures	-	10,000	10,000	10,000	10,000
ACTIVITY RESOURCES:					
Charges for Services	-	16,700	16,700	18,477	16,700
Fines and Forfeitures	-	-	-	472	-
Rents, & Misc Revenues	-	-	-	71	-
Total Resources	-	16,700	16,700	19,020	16,700

Activity Number: 1505
 Fund(s): Kiosk Maintenance (123)
 Department: Economic Development

ACTIVITY SUMMARY

Activity Description:

The Kiosk Maintenance fund is designated for management of City owned kiosks and the café extension licenses on Pacific Avenue. Functions include leasing, property maintenance and management of downtown merchant issues.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	-	22,700	112,700	112,700	22,700
Total Expenditures	-	22,700	112,700	112,700	22,700
ACTIVITY RESOURCES:					
Rents, & Misc Revenues	-	13,000	13,000	13,073	13,000
Total Resources	-	13,000	13,000	13,073	13,000

*Sums may have discrepancies due to rounding

Cooperative Retail Management

Activity Number: 1506

ACTIVITY SUMMARY

Fund(s): Co-op Retail Management (122)

Department: Economic Development

Activity Description:

Assessments collected from property owners in the Cooperative Retail Management Business Real Property Improvement District (CRM) are used by the Downtown Management Corporation (DMC) to contract for the downtown host program. This program provides downtown guides whose responsibility it is to provide information to shoppers and pedestrians and to ensure the smooth operation of the downtown business district.

		Fiscal Year 2015			
	Fiscal Year 2014 Actuals	Adopted Budget	Amended Budget	Estimated Actual	Fiscal Year 2016 Adopted
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	-	216,000	216,000	216,000	216,000
Total Expenditures	-	216,000	216,000	216,000	216,000
ACTIVITY RESOURCES:					
Taxes	-	216,000	216,000	212,887	216,000
Total Resources	-	216,000	216,000	212,887	216,000

*Sums may have discrepancies due to rounding

Community Promotion-Downtown Business Promotion

Activity Number: 1502

ACTIVITY SUMMARY

Fund(s): General Fund (101)

Department: Economic Development

Activity Description:

The Downtown Association of Santa Cruz was established as a non-profit agency to promote businesses in the downtown improvement area. The City levies an assessment on the businesses within this area and passes these funds back to the Downtown Association for use in promoting the downtown area.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	256,134	240,000	240,000	229,713	240,000
Total Expenditures	256,134	240,000	240,000	229,713	240,000
ACTIVITY RESOURCES:					
Taxes	235,971	240,000	240,000	229,713	240,000
Total Resources	235,971	240,000	240,000	229,713	240,000

*Sums may have discrepancies due to rounding

Community Promotion-Arts Council-SC County

Activity Number: 1503

ACTIVITY SUMMARY

Fund(s): General Fund (101)

Department: Economic Development

Activity Description:

This program includes Spectra, an arts in education program which operates in all forty K-8 schools, grant awards to cultural organizations, and management assistance/marketing for cultural facilities development.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	25,262	62,300	62,300	62,300	75,000
Total Expenditures	25,262	62,300	62,300	62,300	75,000

*Sums may have discrepancies due to rounding

Housing and Community Development

Activity Number: 5201

ACTIVITY SUMMARY

Fund(s): HOME Investment Partnership Fund, CDBG & Affordable Housing Trust Fund (253, 261 & 279)

Department: Economic Development

Activity Description:

Federal grant funds are utilized along with Affordable Housing Trust funds for the administration of programs, which provide and promote a suitable living environment for all citizens, the construction or rehabilitation of affordable housing, tenant-based rental and relocation assistance, first-time homebuyer assistance, and other economic and community development projects.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	785,351	858,672	1,735,249	231,000	667,012
Total Expenditures	785,351	858,672	1,735,249	231,000	667,012
ACTIVITY RESOURCES:					
Charges for Services	16,873	4,000	4,000	7,929	5,000
Rents, & Misc Revenues	328,982	13,164	13,164	178,108	13,164
Total Resources	345,855	17,164	17,164	186,037	18,164

*Sums may have discrepancies due to rounding

CDBG Program Administration

Activity Number: 5204

ACTIVITY SUMMARY

Fund(s): Community Development Block Grant (261)

Department: Economic Development

Activity Description:

The Community Development Block Grant (CDBG) provides federal monies to promote development of a viable community, including decent housing, a suitable living environment for all citizens, and economic development.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	100,542	103,800	103,083	103,083	117,032
Total Expenditures	100,542	103,800	103,083	103,083	117,032

*Sums may have discrepancies due to rounding

Unified Housing Rehabilitation Program

Activity Number: 5205

ACTIVITY SUMMARY

Fund(s): Community Development Block Grant (261)

Department: Economic Development

Activity Description:

The Community Development Block Grant (CDBG) provides federal monies to promote development of a viable community, including decent housing, a suitable living environment for all citizens, and economic development.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	11,258	15,500	15,500	15,500	15,500
Total Expenditures	11,258	15,500	15,500	15,500	15,500

*Sums may have discrepancies due to rounding

HOME Program Administration

Activity Number: 5207

ACTIVITY SUMMARY

Fund(s): HOME Investment Partnership (253)

Department: Economic Development

Activity Description:

The Home Investment Partnership Program (HOME) grant provides federal monies to focus on affordable housing production and include activities such as new housing construction or rehabilitation of affordable housing, tenant based rental assistance, first-time homebuyer assistance, housing project costs and relocation assistance.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	31,638	27,600	47,600	27,600	34,174
Total Expenditures	31,638	27,600	47,600	27,600	34,174

*Sums may have discrepancies due to rounding

Inclusionary Housing Affordability Preservation

Activity Number: 5208

ACTIVITY SUMMARY

Fund(s): Affordable Housing Trust Fund (279)

Department: Economic Development

Activity Description:

Affordable Housing Trust Fund established to assist in the creation and preservation of affordable housing in the City of Santa Cruz for the benefit of low and moderate-income households. Funding includes loans, gifts, grants, and housing-in-lieu fees. Funded programs and activities include the Accessory Dwelling Unit Loan Program, the Inclusionary Housing Affordability Preservation Program (IHAPP), and the Riverfront Reimbursement Program, which provides reimbursements for multi-family structural improvements to improve accessibility to affordable units in compliance with the Americans with Disabilities Act.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Capital Outlay	-	-	258,258	258,258	-
Total Expenditures	-	-	258,258	258,258	-
	-	-	258,258	258,258	-

*Sums may have discrepancies due to rounding

Economic Development - Project Admin

Activity Number: 5401 & 5590

ACTIVITY SUMMARY

Fund(s): General Fund & Contributions and Donations - General (101)

Department: Economic Development

Activity Description:

Economic Development (ED) provides acquisition, negotiation, and property management services for City-owned properties, prepares grant applications for economic development projects, and administers funds for the development of low and moderate-income housing. In addition, the ED staffs the Downtown Recovery Plan, assists with retail recruitment and retention and economic development. Staff serve on the Board of the Downtown Management Corporation. ED administers financing for public improvements relating to economic development activities and furnishes special assistance to property and business owners in priority target areas. The staff will contribute project management services for the Santa Cruz Metropolitan Transit District and continues to work on issues related to the dissolution of the Redevelopment Agency.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Personnel Services	785,246	1,073,617	1,073,617	925,086	1,163,518
Services, Supplies, and Other Charges	450,623	1,077,963	1,429,126	1,038,978	1,197,790
Capital Outlay	29,546	10,000	28,752	9,500	-
Total Expenditures	<u>1,265,414</u>	<u>2,161,580</u>	<u>2,531,495</u>	<u>1,973,564</u>	<u>2,361,308</u>
ACTIVITY RESOURCES:					
Grants	35,004	-	265,468	-	-
Fines and Forfeitures	494	-	-	-	-
Rents, & Misc Revenues	1,141	-	-	-	-
Total Resources	<u>36,639</u>	<u>-</u>	<u>265,468</u>	<u>-</u>	<u>-</u>

Property Acquisition

Activity Number: 5531
 Fund(s): General Fund (101)
 Department: Economic Development

ACTIVITY SUMMARY

Activity Description:

This activity accounts for the purchase of property for purposes of economic development.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Capital Outlay	-	-	2,015,000	2,015,000	-
Total Expenditures	-	-	2,015,000	2,015,000	-
	-	-	2,015,000	2,015,000	-

*Sums may have discrepancies due to rounding

Property Management

Activity Number: 5591

ACTIVITY SUMMARY

Fund(s): General Fund & ED Trust Fund (101 & 136)

Department: Economic Development

Activity Description:

Economic Development provides property management services for City-owned properties.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	19,767	31,500	31,500	27,599	239,616
Total Expenditures	<u>19,767</u>	<u>31,500</u>	<u>31,500</u>	<u>27,599</u>	<u>239,616</u>
ACTIVITY RESOURCES:					
Charges for Services	-	-	-	625	500
Rents, & Misc Revenues	-	-	-	96,058	140,029
Transfers In & Other Financing Sources	-	-	-	7,741	7,741
Total Resources	<u>-</u>	<u>-</u>	<u>-</u>	<u>104,424</u>	<u>148,270</u>

*Sums may have discrepancies due to rounding

Activity Number: 5592
 Fund(s): General Fund (101)
 Department: Economic Development

ACTIVITY SUMMARY

Activity Description:

The City Art Program funds art projects and cultural activities that enhance the identity, beauty, and enjoyment of our City while furthering City economic development goals. The City works collaboratively with the Arts Commission to encourage, develop, and implement art projects throughout the community.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	50,176	60,000	146,372	60,000	70,000
Total Expenditures	50,176	60,000	146,372	60,000	70,000

*Sums may have discrepancies due to rounding

Emergency/Rent Assist Program

Activity Number: 5604

ACTIVITY SUMMARY

Fund(s): Red Cross Housing Recnstr Loan Repayment (272)

Department: Economic Development

Activity Description:

The Emergency Rent Assistance Program assists low income individuals or households who are threatened with foreclosure or eviction within the Beach Flats and Lower Ocean Street Neighborhoods to retain their housing. The City's Red Cross Fund is used to make direct payments to a foreclosing lender or evicting landlord for up to the equivalent of three months of rent or mortgage payments and to pay for a contract with the Community Action Board to administer the Program.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	11,000	11,000	11,000	11,000	11,000
Total Expenditures	11,000	11,000	11,000	11,000	11,000

*Sums may have discrepancies due to rounding

Rental/Security Deposit Assistance

Activity Number: 5605

ACTIVITY SUMMARY

Fund(s): Red Cross Housing Recnstr Loan Repayment (272)

Department: Economic Development

Activity Description:

Since 2009, with the approval of the Red Cross, the City has used the Red Cross Fund for a targeted Security Deposit Program in the Beach Flats and Lower Ocean Street neighborhoods. This Program helps low income individuals or households to pay their security deposit so they are able to rent a permanent housing unit and avoid becoming homeless. Additionally, the Red Cross Fund covers Housing Authority expenses to administer the Program. The City now also funds an expanded city-wide Security Deposit Program with federal HOME and CDBG Program funding.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	10,182	11,000	11,000	11,000	11,000
Total Expenditures	10,182	11,000	11,000	11,000	11,000

CDBG Social Services Programs

Activity Number: 6203

ACTIVITY SUMMARY

Fund(s): Community Development Block Grant (261)

Department: Economic Development

Activity Description:

The Community Development Block Grant (CDBG) provides federal monies to promote development of a viable community, including decent housing, a suitable living environment for all citizens, and economic development.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	148,613	205,500	470,717	265,000	115,000
Total Expenditures	148,613	205,500	470,717	265,000	115,000

*Sums may have discrepancies due to rounding

Red Cross Social Services Programs

Activity Number: 6204

ACTIVITY SUMMARY

Fund(s): Red Cross Housing Recnstr Loan Repayment (272)

Department: Economic Development

Activity Description:

The City's Red Cross Fund helps support the operation of the Beach Flats Community Center (BFCC) and staffing for programs serving the Beach Flats and Lower Ocean Street Neighborhoods. Although the BFCC's focus is on youth programs for low-income, at-risk youth in grades 3-11, BFCC also serves as a neighborhood center and helps facilitate neighborhood-based events. From time to time, Red Cross Funds have and may be also used for community programs consistent with Red Cross guidance, including some emergency assistance to the Homeless Services Center.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	25,000	96,000	96,000	96,000	25,000
Total Expenditures	25,000	96,000	96,000	96,000	25,000

*Sums may have discrepancies due to rounding

Redevelopment Successor Agency

AGENCY SUMMARY

Agency Description:

The Successor Agency is tasked with winding down the operations of the former Santa Cruz Redevelopment Agency, which was dissolved on February 1, 2012, pursuant to State law. The role of the Successor Agency includes the management of Agency property, the distribution of assets, and the administration of outstanding debt obligations.

	Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY CHARACTER:					
Services, Supplies, and Other Charges	2,112,466	541,690	4,416,755	4,324,353	2,454,200
Capital Outlay	447,104	75,000	75,000	-	75,000
Debt Service	4,526,827	4,519,236	4,519,236	4,520,845	4,439,110
Transfers Out & Other Financing Uses	5,543,864	9,052,622	9,052,622	7,091,711	4,859,891
Total Expenditures	<u>12,630,260</u>	<u>14,188,548</u>	<u>18,063,613</u>	<u>15,936,909</u>	<u>11,828,201</u>

EXPENDITURES BY ACTIVITY:

Other Financing Uses	0000	5,543,864	9,052,622	9,052,622	7,091,711	4,859,891
RDA Administration	5510	550,037	256,250	256,250	256,250	250,000
Operation of Acquired Property	5530	92,455	45,270	45,270	37,756	-
Property Acquisition	5531	525,482	-	-	-	-
Owner Participation Agreements	5553	532,183	504,240	504,240	503,849	426,166
Public Improvements-Parking Fac	5570	13,511	103,537	103,537	99,612	-
Public Improvements-Buildings	5572	447,104	-	-	-	-
Public Improvements-Other	5579	2,600	-	-	-	-
Economic Development - Other	5590	74,964	97,433	112,498	47,543	-
Low & Moderate Housing Produc	5650	853,417	114,200	3,974,200	3,883,192	2,304,200
Principal	8110	1,800,000	1,905,000	1,905,000	1,905,000	2,020,000
Interest Expense	8210	2,186,865	2,102,325	2,102,325	2,102,325	1,983,744
Other Debt Service	8910	7,778	7,671	7,671	9,671	9,200
Subtotal Other Funds		<u>12,630,260</u>	<u>14,188,548</u>	<u>18,063,613</u>	<u>15,936,909</u>	<u>11,853,201</u>
Total Expenditures		<u>12,630,260</u>	<u>14,188,548</u>	<u>18,063,613</u>	<u>15,936,909</u>	<u>11,853,201</u>

Redevelopment Successor Agency

AGENCY SUMMARY

		Fiscal Year 2014 Actuals	Fiscal Year 2015			Fiscal Year 2016 Adopted
			Adopted Budget	Amended Budget	Estimated Actual	
RESOURCES BY FUND						
SA (H) LMIH-Merged 2-1-12	281	320,549	143,059	143,059	103,591	95,718
SA (H) LMIH-Eastside 2-1-12	282	616	1,354	1,354	-	-
Redevelopment Obligation Retirement Fund	941	3,707,253	4,860,499	4,860,499	4,529,560	4,550,000
SA Low and Moderate Housing Fund	942	1,497	15,002	15,002	840	850
SA Capital Projects and Capital Assets	943	553,032	44,442	44,442	3,574	5,340
SA Capital Projects-Del Mar Theater	944	156,628	184,756	184,756	64,628	4,643
SA Capital Projects-Admin	945	186,753	253,645	253,645	250,319	252,116
SA Debt Service Fund	946	4,574,845	4,518,706	4,518,706	4,057,430	4,585,805
Total Resources		9,501,173	10,021,463	10,021,463	9,009,942	9,494,472

Economic Development

Capital Projects

Fund	Project Number	Project Title	Fiscal Year 2015 Estimated	Fiscal Year 2016 Adopted Budget
General Capital Improvement Fund				
311	c511501	Broadband Infrastructure	150,000	1,150,000
311	r521205	Citywide Sign Program Phase II	1,500,000	-
311	c520901	MBNMS Exploration Center Construction	682,802	-
Total General Capital Improvement Fund			2,332,802	1,150,000
Low & Moderate Income Housing Successor Agency (RDA) Fund				
942	r521301	Metro Center Project & Housing	3,860,000	2,140,000
Total Low & Moderate Income Housing Successor Agency (RDA) Fund			3,860,000	2,140,000
Total Economic Development Projects			6,192,802	3,290,000

For more information about the projects listed above, please refer to the Capital Improvement Program section of this document.

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