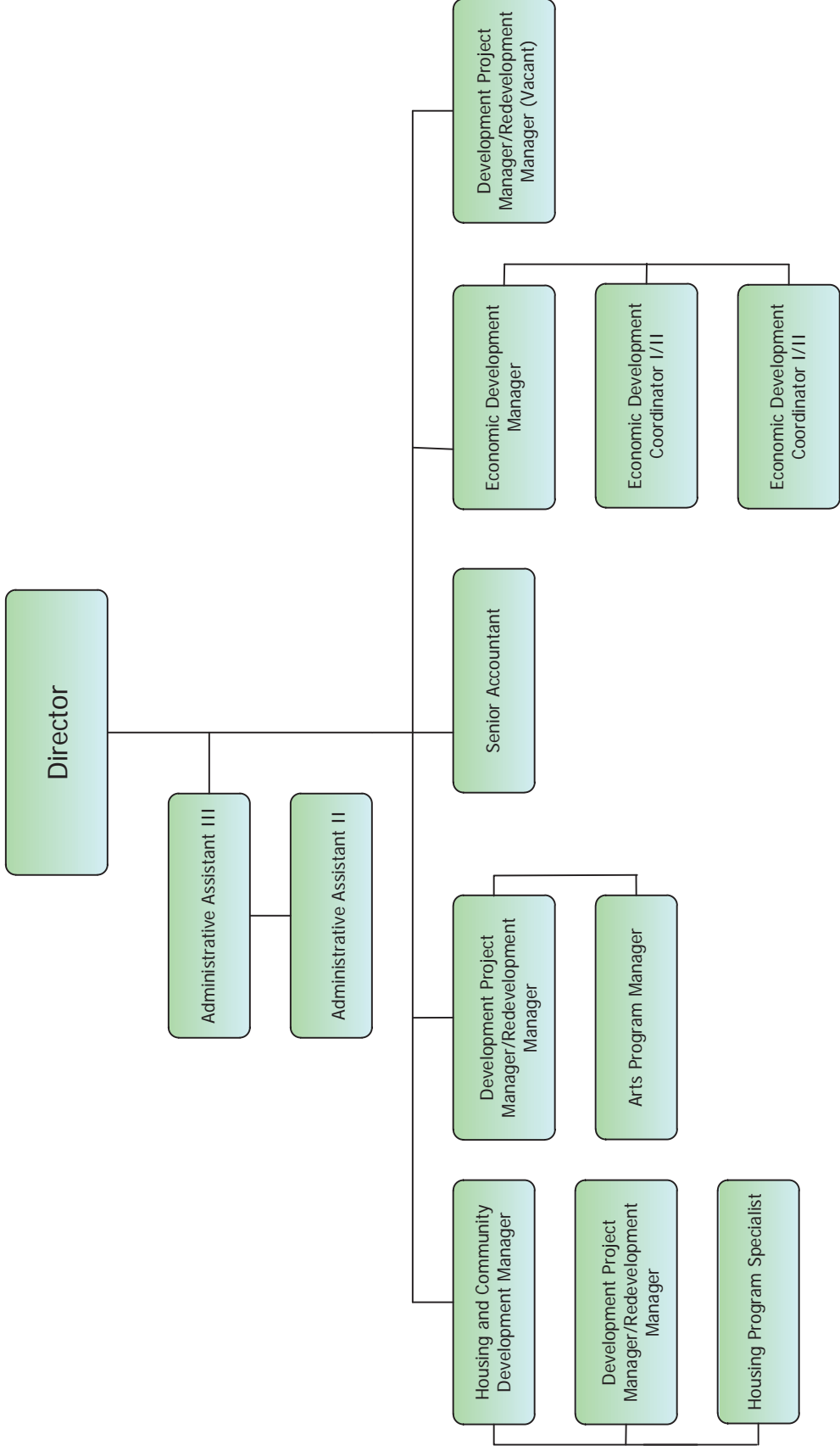


# Economic Development & RDA Successor Agency



# Economic Development Department



# Economic Development

## DEPARTMENT SUMMARY

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### 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. The Department is focused on increasing and supporting viable, sustainable, and innovative economic activities throughout the City of Santa Cruz including the creation and preservation of housing for our community. The department focuses on projects and activities which increase the tax base and solidify Santa Cruz as a vibrant and strong local economy for our businesses and residents.

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, 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 2016 ACCOMPLISHMENTS

#### ECONOMIC DEVELOPMENT

- Created and launched ChooseSantaCruz.com and the ChooseSantaCruz brand, highlighting our key industries, our business friendly and innovative culture and unbeatable lifestyle.
- Promoted Economic Development activities and success with new In-Depth video series conveying the unique "Choose Santa Cruz" brand through Looker, Bantam, Stripe, California Certified Organic Farmers, with several more to be released.
- Continued to advance Santa Cruz Fiber, a public-private partnership between the City of Santa Cruz and Cruzio Internet to become the first City in the region with ubiquitous gigabit fiber to the home.
- Actively assisted businesses with recruitment and retentions with 234 leads (as of March 29, 2016).
- Developed new "Plan, Permit, Launch, Grow" entrepreneurship guide for businesses to easily start up business in Santa Cruz.

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#### CITY COUNCIL STRATEGIC PLAN 3-YEAR GOALS:

1. Environmental Sustainability and Well-Managed Resources
2. Community Safety & Well-Being
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# Economic Development

## DEPARTMENT SUMMARY

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- Coordinated and attended over 100 retention visits and meetings to existing Santa Cruz businesses.
- Assisted 5 Guys, a national fast casual burger restaurant, in locating downtown.
- Assisted Compass Rose Media in relocating to new downtown location.
- Conducted bi-weekly business walks for concentrated outreach throughout commercial areas in Santa Cruz.
- Completed the first Motel Improvement Grant with the Carousel Beach Inn at 110 Riverside Avenue, incentivizing improvements valued 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.
- Completed the fifth season of the Santa Cruz Trolley service with over 44,000 people riding between the Beach and Downtown areas.
- Facilitated parking improvements at the Santa Cruz Seaside Company resulting in a new “pay as you exit” ticketing system contributing to increased revenue to the City and greatly improved traffic flow and circulation in the beach area.
- Completed 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.
- 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.
- Participated in Next Century Cities to coordinate and advocate for affordable, accessible, and fast internet for our community, including advocating for Federal Lifeline program reform to include broadband internet.
- Pursued dig-once opportunities to install broadband conduit in the right of way at 877 Cedar Street to Front/River Garage to 2030 N. Pacific along River Street (in partnership with Cruzio Internet).
- Advised Regional Transportation Commission on possible broadband opportunities and long-term planning.
- Provided Dig-Once notifications to telecommunications companies for private entities applying for Public Works encroachment permits.
- Advised on AB57 impacts for small microcell tower shot clock installations and how it relates to broadband policy.

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# Economic Development

## DEPARTMENT SUMMARY

- Staffed the Downtown Management Corporation including facilitating clean up and safety enhancement activities.
- Co-sponsored the 3rd 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 (8<sup>th</sup> largest Meetup in the nation) with ED Coordinator now co-hosting the monthly event, Santa Cruz Tech Beat, TechRaising, and Event Santa Cruz.
- 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 forums and events specific to the tech community.
- Coordinated with Monterey Bay Economic Partnership for regional economic development website, including participating in annual conference and providing input on the regional internship website: mbinterns.org.
- Submitted Letter of Interest to the Kauffman Foundation for a potential entrepreneurship grant application, drawing upon Economic Development's trusted relationships throughout the community.
- Abated over 3,500 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.
- Provided ongoing assistance for management of the Santa Cruz Warrior's lease and loan agreements; prepared a Request for Proposals, selected and managed a consultant team to conduct a market and financial feasibility study for a permanent mixed-use arena in Santa Cruz: completed May, 2016.
- Installed LED festoon lighting in Pearl Alley.

### SUCCESSOR AGENCY

- Continued the wind-down process for the former Redevelopment Agency including the preparation and submittal of Recognized Obligation Payment Schedules to the State Department of Finance.
- Conducted Oversight Board meetings and staff support for the operation of the Successor Agency.
- Worked with Santa Cruz's State Assemblymember and Senator to support passage of AB 2 which resulted in the release of \$15.9 million in local 2011 redevelopment bond proceeds, of which \$7.3 million is designated for affordable housing projects.

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### ASSET MANAGEMENT

- Completed the sale of remnant property on Frederick St. to Habitat for Humanity.
- Completed the sale of surplus property adjacent to 422 Harbor Drive.
- Negotiated and completed the sale of 100 Laurel Street to facilitate the creation of housing.
- Negotiated and completed the sale of 521 Front Street for future development opportunity.
- 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.
- Completed the Santa Cruz Wharf Master Plan and Engineering Report and closed out the \$850,000 grant from the Economic Development Administration.
- Awarded a contract for the CEQA Initial Study 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.
- Completed work related to a \$500,000 grant awarded by 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.
- Finalized lease negotiations with the Tannery Arts Center, Inc. for the assumption and development of Parcel 4 for the Colligan Theatre at the Tannery Arts Center.
- Developed a new website for the Tannery Arts Center Campus.
- 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.
- Facilitated design and installation of new exhibitry and facility improvements in the Monterey Bay National Marine Sanctuary Exploration Center.

### PUBLIC ART:

- Issued RFP for two new SCULPTour sculptures to be installed spring of 2016.

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# Economic Development

## DEPARTMENT SUMMARY

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- Held three mural visioning workshops in Beach Flats to garner neighborhood feedback and issued a Request for Qualifications for artists/artist teams to install a new mural in Beach Flats (installation summer of 2016).
- Partnered with Arts Council Santa Cruz County and Coastal Watershed Commission on the Ebb & Flow River Arts Celebration.
- Launched [www.SantaCruzCityArts.com](http://www.SantaCruzCityArts.com), which includes a tour of the city's public art collection.
- Issued call for Santa Cruz-themed coloring book for grown-ups.
- Developed the Resource Recovery Facility – Artist in Residence Program, providing public art and education opportunities at the Dimeo Lane facility.
- Developed additional security for events producers and celebrated the first anniversary of CruzCal.org, the community's 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.
- 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.

### HOUSING:

- Completed 2015-2020 HUD Consolidated Plan and continued to manage the City's Housing and Community Development Program and HUD grants.
- Hired Housing and HUD Program Specialist and began monitoring for affordable housing units.
- Facilitated two City-wide tours of Affordable Housing Projects created with City assistance.
- On-going participation in the Homeless Action Partnership (HAP) and the start of implementation of "All In" a county-wide strategic homeless plan.
- In partnership with Habitat for Humanity, created a pilot program, now called "My House, My Home", to help at risk senior homeowners age in place by building an ADU on their property.
- In partnership with For the Future Housing, initiated a new 50-60 unit affordable housing project to be located on Water Street.
- Negotiated agreement with developers of 555 Pacific Avenue to provide affordable housing units as well as financial contributions for future shared parking in lower Pacific Avenue and to the City's Affordable Housing Trust Fund.
- Assisted approximately 30 households in renting a home through the Security Deposit Program administered by the Housing Authority.

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- Prevented over 10 households from being evicted from their homes through the Emergency Rental Housing Program administered by Community Action Board.
- Continued to manage the City's Inclusionary Housing Program and Affordable Housing Trust Fund.
- Disbursed final CDBG funding to Public Works to improve pedestrian and bicycle access to the San Lorenzo River Trestle Bridge.
- Completed rehabilitation of Garfield Park Village, a 94-unit affordable housing complex for seniors.
- 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.

### FY 2017 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.
- 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.
- Implement the artist-in-residency program at the City's resource recovery facility bringing awareness to the City's consumption practices.
- Initiate development of the 50-60 unit Water Street Affordable Housing Project.
- Complete the first ADU under the City's new "My House, My Home" senior aging in place partnership program with Habitat for Humanity.
- Complete 2 new affordable ownership housing units with Habitat for Humanity.

#### Three-Year Strategic Plan Goal:

##### Community Safety & Well-Being

- Continue to coordinate and manage the graffiti abatement program, including providing evidence to the police and District Attorney's Office for prosecution.

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#### CITY COUNCIL STRATEGIC PLAN 3-YEAR GOALS:

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- Continue to provide administrative support for and participation in the Downtown Management Corporation and annual downtown workplan including the management of the Mental Health Outreach Worker.
- Continue to work with the Homeless Services Center to improve safety on the HSC campus through further implementation of an identification card system.

### Three-Year Strategic Plan Goal:

#### Economic Vitality

- Conduct regular weekly business retention visits and facilitate business assistance.
- Assist property owners and potential businesses and companies in filling retail and office vacancies in the downtown.
- Continue to grow the nine industry clusters identified on our website (ChooseSantaCruz.com).
- Continue work across multiple City departments within the City to finalize a series of agreements with Cruzio Internet to create a city-owned broadband fiber network 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.
- 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 housing, tech, and genomics-related economic development opportunities within the City.
- 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.
- 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 & Forward Looking Infrastructure and Facilities

- Assist Public Works with financing of the Riverside Ave Undergrounding and Streetscape Improvement Project.
- Leverage funding for Highway 1 / 9 intersection improvement project and help facilitate stakeholders and construction of intersection improvements.
- Continue work towards future replacement of the Highway One San Lorenzo River Bridge.

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# Economic Development

## DEPARTMENT SUMMARY

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- Complete CEQA and NEPA analysis in order to implement recommendations from the Wharf Master Plan.
- Seek funding to implement Wharf Master Plan recommendations.
- Move forward with implementation of the City-wide wayfinding and signage program.
- Work with Santa Cruz METRO to 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.
- Provide support to projects which qualify for Federal New Market Tax Credit financing.
- Continue to identify and seek grant funding for City projects.
- Support neighborhood facility improvements and revitalization of the Abbott Square Project at the Museum of Art and History.
- 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.

### Three-Year Strategic Plan Goal:

#### Engaged & Informed Community

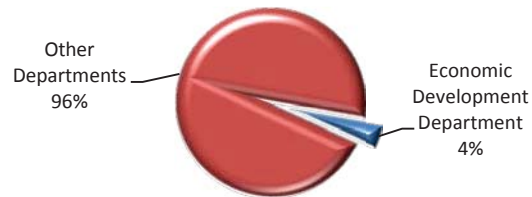
- Continue redesign and modernization of Economic Development website.

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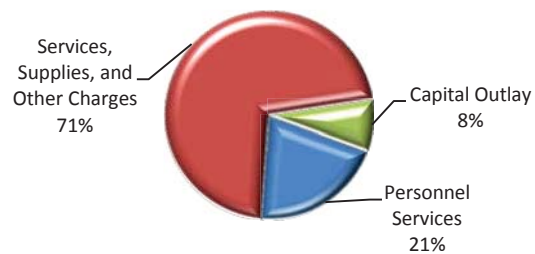
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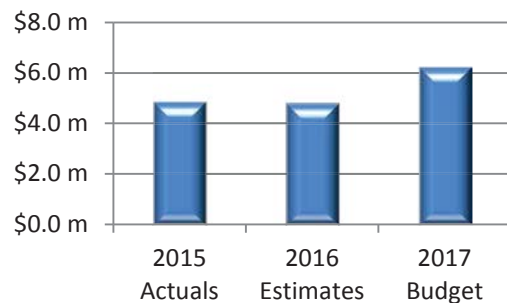
### PERCENTAGE OF PRIMARY GENERAL FUND BUDGET



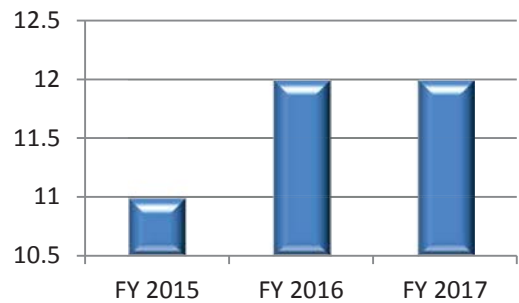
### EXPENDITURES BY CHARACTER Fiscal Years 2016-2017



### EXPENDITURE HISTORY



### AUTHORIZED PERSONNEL



# Economic Development

## DEPARTMENT SUMMARY

	Fiscal Year* 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended* Budget	Estimated Actual	
<b>EXPENDITURES BY CHARACTER:</b>					
Personnel Services	936,292	1,163,518	1,170,990	948,124	1,281,513
Services, Supplies, and Other Charges	1,922,209	3,066,824	6,569,898	3,860,513	4,552,249
Capital Outlay	2,021,165	-	7,541	-	575,000
Total Expenditures	<u>4,879,666</u>	<u>4,230,342</u>	<u>7,748,429</u>	<u>4,808,637</u>	<u>6,408,762</u>
<b>EXPENDITURES BY ACTIVITY:</b>					
Community Promotion-Downtown Business Promotion	1502 240,000	240,000	240,000	240,000	240,000
Community Promotion-Arts Council-SC County	1503 62,300	75,000	70,000	70,000	75,000
Economic Development-Project Admin	5401 1,113,437	1,673,308	1,711,891	1,203,813	1,859,102
Property Acquisition	5531 2,011,665	-	-	-	500,000
Economic Development - Other	5590 493,981	688,000	1,037,336	522,870	789,500
Property Management	5591 21,924	219,616	219,616	40,000	270,000
City Arts	5592 33,348	70,000	183,024	40,000	20,000
Subtotal General Fund	3,976,655	2,965,924	3,461,867	2,116,683	3,753,602
Cafe Extensions	1504 5,000	10,000	10,000	15,000	15,000
Kiosks	1505 56,148	22,700	22,700	22,700	22,700
Cooperative Retail Management	1506 212,577	216,000	216,000	216,000	220,000
Property Management	5591 -	20,000	20,000	-	-
Subtotal Other General Funds	273,724	268,700	268,700	253,700	257,700
Housing & Community Development	5201 264,090	667,012	3,310,107	1,833,329	1,919,000
CDBG Program Administration	5204 97,589	117,032	101,984	101,984	101,780
Unified Housing Rehabilitation Program	5205 15,500	15,500	15,500	15,500	15,500
HOME Program Administration	5207 35,938	34,174	35,750	35,750	34,980
Emergency/Rent Assist Program	5604 7,444	11,000	14,556	14,556	11,000
Rental/Security Deposit Assistance	5605 10,973	11,000	11,000	11,000	11,000
Low & Moderate Housing Production	5650 -	-	-	-	164,200
CDBG Social Services Programs	6203 115,000	115,000	490,717	387,887	115,000
Red Cross Social Services Programs	6204 82,752	25,000	38,248	38,248	25,000
Subtotal Other Funds	629,287	995,718	4,017,862	2,438,254	2,397,460
Total Expenditures	<u>4,879,666</u>	<u>4,230,342</u>	<u>7,748,429</u>	<u>4,808,637</u>	<u>6,408,762</u>

\*Sums may have discrepancies due to rounding

# Economic Development

## DEPARTMENT SUMMARY

	Fiscal Year*	Fiscal Year 2016			Fiscal Year 2017 Adopted	
		2015 Actuals	Adopted Budget	Amended* Budget		Estimated Actual
<b>RESOURCES BY FUND</b>						
General Fund	101	357,153	388,270	624,760	442,263	380,500
Co-op Retail Management	122	212,937	216,000	216,000	218,539	220,000
Kiosk Maintenance	123	37,872	29,700	29,700	39,645	33,625
HOME Rehabilitation Projects	251	502	5,480	5,480	4,050	6,200
HOME Investment Partnership	253	150,153	241,735	1,251,435	225,274	250,000
Community Development Block Grant	261	676,131	509,920	922,602	674,300	509,900
CalHome - FTHB Revolving Fund	273	51,800	-	-	-	-
Affordable Housing Trust Fund	279	187,574	18,164	18,164	163,160	57,760
Total Resources		<u>1,674,122</u>	<u>1,409,269</u>	<u>3,068,141</u>	<u>1,767,231</u>	<u>1,457,985</u>
<b>Net General Fund Cost</b>		<u><b>(3,619,501)</b></u>	<u><b>(2,577,654)</b></u>	<u><b>(2,837,108)</b></u>	<u><b>(1,674,420)</b></u>	<u><b>(3,373,102)</b></u>
		<b>FY 2015</b>			<b>FY 2016</b>	<b>FY 2017</b>
<b>TOTAL AUTHORIZED PERSONNEL:</b>		<u>11.00</u>			<u>12.00</u>	<u>12.00</u>

\*Sums may have discrepancies due to rounding



# Cafe Extensions & Kiosks

Activity Number: 1504 & 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 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	61,148	32,700	32,700	37,700	37,700
Total Expenditures	61,148	32,700	32,700	37,700	37,700
<b>ACTIVITY RESOURCES:</b>					
Charges for Services	18,477	16,700	16,700	25,387	24,000
Fines and Forfeitures	518	-	-	133	-
Rents, & Misc Revenues	18,877	13,000	13,000	14,125	9,625
Total Resources	37,872	29,700	29,700	39,645	33,625

\*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 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	212,577	216,000	216,000	216,000	220,000
Total Expenditures	<u>212,577</u>	<u>216,000</u>	<u>216,000</u>	<u>216,000</u>	<u>220,000</u>
<b>ACTIVITY RESOURCES:</b>					
Taxes	212,887	216,000	216,000	218,539	220,000
Fines and Forfeitures	50	-	-	-	-
Total Resources	<u>212,937</u>	<u>216,000</u>	<u>216,000</u>	<u>218,539</u>	<u>220,000</u>

\*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 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	240,000	240,000	240,000	240,000	240,000
Total Expenditures	240,000	240,000	240,000	240,000	240,000
<b>ACTIVITY RESOURCES:</b>					
Taxes	245,187	240,000	240,000	240,000	240,000
Total Resources	245,187	240,000	240,000	240,000	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:**

The City’s collaboration and fiscal sponsorship of Arts Council Santa Cruz County supports a grant program benefitting local arts organizations and artists. Arts Council Santa Cruz County submits a report annually to the City documenting these efforts and demonstrating the economic and cultural benefits gained by the City as a result of investing in the arts.

	Fiscal Year 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	62,300	75,000	70,000	70,000	75,000
Total Expenditures	62,300	75,000	70,000	70,000	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 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	264,090	667,012	3,310,107	1,833,329	1,919,000
Total Expenditures	264,090	667,012	3,310,107	1,833,329	1,919,000
<b>ACTIVITY RESOURCES:</b>					
Charges for Services	11,673	5,000	5,000	10,400	5,000
Rents, & Misc Revenues	175,901	13,164	13,164	152,760	52,760
Total Resources	187,574	18,164	18,164	163,160	57,760

\*Sums may have discrepancies due to rounding



# CDBG Programs

Activity Number: 5204, 5205 & 6203

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

Department: Economic Development

## ACTIVITY SUMMARY

### 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 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	228,089	247,532	608,201	505,371	232,280
Total Expenditures	<u>228,089</u>	<u>247,532</u>	<u>608,201</u>	<u>505,371</u>	<u>232,280</u>

\*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 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	35,938	34,174	35,750	35,750	34,980
Total Expenditures	<u>35,938</u>	<u>34,174</u>	<u>35,750</u>	<u>35,750</u>	<u>34,980</u>

\*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 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Personnel Services	936,292	1,163,518	1,170,990	948,124	1,281,513
Services, Supplies, and Other Charges	661,626	1,197,790	1,570,696	778,559	1,367,089
Capital Outlay	9,500	-	7,541	-	-
Total Expenditures	<u>1,607,418</u>	<u>2,361,308</u>	<u>2,749,227</u>	<u>1,726,683</u>	<u>2,648,602</u>
<b>ACTIVITY RESOURCES:</b>					
Grants	11,662	-	236,490	44,786	-
Fines and Forfeitures	93	-	-	433	-
Rents, & Misc Revenues	1	-	-	8,774	-
Total Resources	<u>11,756</u>	<u>-</u>	<u>236,490</u>	<u>53,993</u>	<u>-</u>

\*Sums may have discrepancies due to rounding

# 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 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Capital Outlay	2,011,665	-	-	-	500,000
Total Expenditures	<u>2,011,665</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>500,000</u>

\*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 for city properties, which includes 44 leases and 27 license agreements in locations such as parking garages, Del Mar Theatre, kiosks, Wharf, DeLaveaga Golf Course, and Homeless Services Center. Economic Development also provides asset management for city properties including appraisals for properties acquired or sold, occasional property clean-ups, and lease negotiations for city-leased properties.

	Fiscal Year 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	21,924	239,616	239,616	40,000	270,000
Total Expenditures	21,924	239,616	239,616	40,000	270,000
 <b>ACTIVITY RESOURCES:</b>					
Charges for Services	500	500	500	500	500
Rents, & Misc Revenues	91,969	140,029	140,029	140,000	140,000
Transfers In & Other Financing Sources	7,741	7,741	7,741	7,770	-
Total Resources	100,210	148,270	148,270	148,270	140,500

\*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 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	33,348	70,000	183,024	40,000	20,000
Total Expenditures	<u>33,348</u>	<u>70,000</u>	<u>183,024</u>	<u>40,000</u>	<u>20,000</u>

\*Sums may have discrepancies due to rounding

# Rental Assistance Programs

Activity Number: 5604, 5605 & 6204

## 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 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	101,169	47,000	63,804	63,804	47,000
Total Expenditures	<u>101,169</u>	<u>47,000</u>	<u>63,804</u>	<u>63,804</u>	<u>47,000</u>

\*Sums may have discrepancies due to rounding

# Low & Moderate Housing Production

Activity Number: 5650

## ACTIVITY SUMMARY

Fund(s): SA (H) LMIH-Merged 2-1-12 (281)

Department: Economic Development

### Activity Description:

This activity accounts for housing assets transferred from the former Redevelopment Agency to the City as housing successor.

	Fiscal Year 2015 Actuals	Fiscal Year 2016			Fiscal Year 2017 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	-	-	-	-	89,200
Capital Outlay	-	-	-	-	75,000
Total Expenditures	-	-	-	-	164,200

\*Sums may have discrepancies due to rounding

# Economic Development

## Capital Improvement Projects

Fund	Project Number	Project Title	Fiscal Year 2016 Estimated	Fiscal Year 2017 Adopted Budget
<b>General Capital Improvement Fund</b>				
311	c511501	Broadband Infrastructure	1,224,933	200,000
311	r521205	Citywide Sign Program Phase II	1,500,000	500,000
311	c511703	Downtown Alley Improvements	-	50,000
311	c511702	Lower Pacific Avenue Improvements	-	2,500,000
311	c520901	MBNMSEC NOAA Grant Phase II	448,217	-
311	c521201	State Parks MBNMSEC Exhibitory	90	-
311	c511704	Trolley Acquisition	-	110,000
311	c511705	Wharf Pilings	-	1,450,000
311	c301501	Wharf Ticketing Booths/ Gates	1,000,000	600,000
<b>Total General Capital Improvement Fund</b>			<b>4,173,240</b>	<b>5,410,000</b>
<b>Low &amp; Moderate Income Housing Successor Agency (RDA) Fund</b>				
942	r521301	Metro Center Housing	6,000,000	-
<b>Total Low &amp; Moderate Income Housing Successor Agency (RDA) Fund</b>			<b>6,000,000</b>	<b>-</b>
<b>Total Economic Development Projects</b>			<b>10,173,240</b>	<b>5,410,000</b>

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