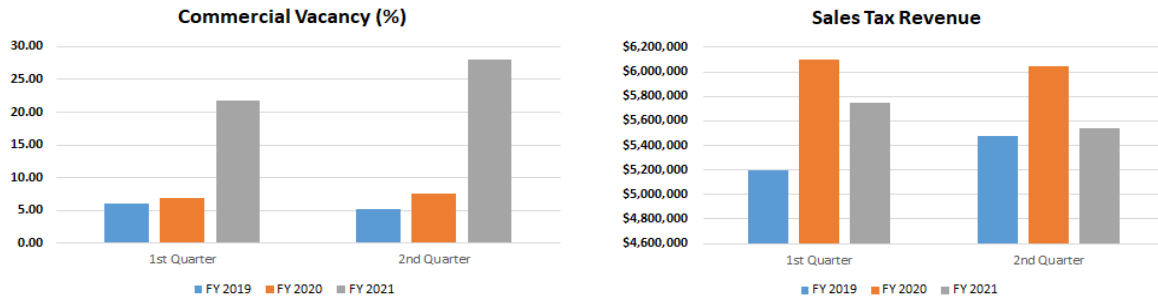




Interim Recovery Plan - Performance Metrics Quarterly Report

As of 04/12/2021



Metric	Jul-Dec 2018 Fiscal Year 2019	Jul-Dec 2020 Fiscal Year 2021	% Change Between Fiscal Years	Notes:
Business Licenses Issued	158	103	-34.81%	
Business Licenses Renewed	Not Available	Not Available	Not Available	Business license renewal is a new metric that Economic Development (ED) is tracking. They are working with Finance to gather a complete set of data to report.
Commercial Vacancy Rate	5.10%	28.10%	+23.00%	
Business Closures Reported A. Closures Reported B. Utility Terminations	A. 213 B. 33	A. 112 B. 44	A. -47.42% B. +33.33%	A. The number of discontinued business licenses is only what is reported to us by business owners. The data does not account for the potential business owners who do not report to the City that they are closing. B. Thus, we are also using data from Santa Cruz Municipal Utilities to see if there is data that sheds different light in this area. We assume that utilities are a more proactive approach since business owners terminate service once the business closes to avoid ongoing fees.
Number of Permits Issued A. Planning Applications B. Building Permits	A. 213 B. 806	A. 84 B. 695	A. -60.56% B. -13.77%	
New Housing Units	29	117	+403.45%	These numbers reflect units that have completed construction. Staff suggests replacing this metric with the one below.
Total Valuation of Building Permits Issued	\$60,147,980	\$27,631,938	-54.06%	These permits capture (most) residential, commercial and industrial construction activity => overall investment.
Transient Occupancy Tax (TOT) Revenue	\$6,007,880	\$4,207,568	-29.97%	
Sales Tax Revenue	\$10,673,838	\$11,287,451	+5.75%	Change in the State's timing of distribution may have impacted this data.
Admission Tax Revenue	\$1,388,607	\$44,150	-96.82%	
General Fund Reserve	\$19,229,433	\$13,974,360	-27.33%	FY 2019 is actual year-end fund balance. FY 2021 is budgeted year-end fund balance.
General Fund Capital Maintenance Budget	\$1,560,628	\$0	-100%	Numbers are adopted budget.
Maintenance of Parks and Open Space - Labor Hours per Acre for Fiscal Year A. Budgeted B. Actual	A. 73.38 B. 69.71	A. 69.77 B. 60.15	A. -4.92% B. -13.71%	Since Shelter-in-Place orders have been issued, parks and open space usage has surged. So, while usage has increased, maintenance budgeted and actually done has decreased. Parks and Rec is currently working on a process to further refine the actual hours.
Maintenance of Recreational Facilities - Labor Hours per 1,000 square feet for Fiscal Year A. Budgeted B. Actual	A. 99.54 B. Actual Not Available	A. 99.54 B. Actual Not Available	A. 0.00% B. Not Available	Parks and Rec is currently working on a process to measure actual hours.