

# Economic Development

department





## Department Description

The Economic Development Department is comprised of five key divisions focusing on bolstering the local economy and improving the quality of life for our community and residents.



## Economic Development Office

The Economic Development Office is the division responsible for business retention and expansion (BRE) efforts. The Division provides tailored permitting assistance, incentive programs, and business planning and promotion to assist business and grow the economy.

Since 83% of Santa Cruz businesses have nine or fewer employees, the team works with small and medium-sized businesses at every stage. The Economic Development Office advocates for all businesses so they can succeed and grow in the City of Santa Cruz.

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## Housing and Community Development

The Housing and Community Development Division works with both for-profit and non-profit housing developers in multiple capacities from financial assistance through project management to create and preserve affordable housing in the Santa Cruz community.

The Division administers federal HOME and CDBG Programs as well as the City's Inclusionary and Affordable Housing Trust Fund Programs and monitors over 1,600 restricted units.

As the City's housing arm, the division tracks housing issues, pursues new resources, and works to develop effective programs, such as the City's nationally recognized ADU Program.

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## Infrastructure & Development/Successor Agency

The Economic Development Department serves as the lead agency on a number of infrastructure and housing projects throughout the City and performs economic development and planning functions within certain designated areas of the City.

With the elimination of Redevelopment in 2011, the main focus of the Successor Agency of the City of Santa Cruz (Successor Agency) is to facilitate the expenditure of the 2011 bond funds and the completion of related infrastructure projects approved by the City Council, the Oversight Board to the Successor Agency (Oversight Board) and the California Department of Finance (DOF).

In addition to the completion of major infrastructure projects, the Successor Agency is the Housing Successor to the former Redevelopment Agency and is charged with the management of housing assets of the former Agency which includes ongoing housing monitoring and development.

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## Asset Management

The Asset Management Division provides property management of City-owned assets including acquisition, disposition, and development of real property.

The Division manages 27 commercial license agreements and 42 commercial leases on the Santa Cruz Wharf and in other city-owned buildings, including properties owned by the former Redevelopment Agency such as the Del Mar Theatre and Tannery Arts Center campus.

The Division also manages the city-wide graffiti abatement program, including the maintenance of the graffiti database used by local law enforcement.





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## Public Art

Managed by the Arts Program Manager in consultation with the City's Arts Commission, the Santa Cruz City Arts Program includes sculpTOUR—the City's rotating collection of artwork downtown, Graphic Traffic—the signal box art program, and the Mural Matching Grant program.

The Percent for Art Program allocates 1% of eligible CIP projects to enhance the City's infrastructure with art, outreach and education efforts. Long-term planning projects lay out strategies and plans for public art; partnerships with local organizations support a vibrant arts culture in Santa Cruz and multiply the impact of city arts funds.

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# Goals & Accomplishments

## Economic Development Office

Transported over 35,000 riders on the Santa Cruz Trolley during the 2016 summer season, providing an important connection between the beach and downtown areas.

Developed Side Street Signage program and installed 31 signs identifying businesses on side streets in the Downtown.

Completed the existing conditions analysis, parking model, and user surveys for the "Study of the Economics of Parking in Downtown Santa Cruz," which will be completed in FY 2018.

Regularly attended Downtown Association Executive Board Meetings to encourage collaboration and accurate information exchange.

Conducted Downtown business and property owner meeting to provide economic development update on economic trends, public safety, and a commitment to a vibrant Downtown.

Developed and distributed 2,000 Holiday shopping retail guides, promoting over 150 retail businesses across the City.

Held the second annual Choose Santa Cruz Pop up Market featuring 12 local businesses and attended by over 700 people.

Installed brass markers on designated "free speech" areas on Pacific Avenue.

Assisted over 200 businesses through recruitment and retention efforts.

Assisted in the establishment of the new Soquel Avenue restaurant Jaguar through facilitating a Grow Santa Cruz loan and providing extensive business assistance.

Produced first podcast episode for the Choose Santa Cruz website featuring local business Onewheel.

Debuted the Choose Santa Cruz coloring book, featuring work by local artists.

Completed signage projects, funded through the Commercial Signage Grant, with Sentinel Printers and Cruzio.

Published the “Retail Business Guide,” the first of 24 Business Guides to be released on the ED website ChooseSantaCruz.com to provide startup information by specific business type. The guides serve as a companion resource to the website’s Business Roadmap, launched in 2016, which provides general startup information.

Continued to promote Economic Development activities and to highlight our key industry successes by producing a website video series conveying the unique “Choose Santa Cruz” brand. Videos have featured Ibis Cycles, Gary Griggs from the UCSC Institute of Marine Sciences, Assembly restaurant, Arts Council Santa Cruz County, and Route 1 Farms, and have garnered over 50,000 views on social media and ChooseSantaCruz.com.

Continued to support the tech ecosystem and startup culture with sponsorships of the UCSC Hackathon, Santa Cruz Tech Beat, Tech Raising, and Event Santa Cruz, and by providing staff support to the Santa Cruz New Tech Meetup.

Continued to serve as a 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 educational forums and events specific to the tech community.

Completed Broadband I-Net Strategy for potential City-owned fiber optic network to be developed as Cruzio Internet moves forward with its Downtown fiber network build in 2017.

Negotiated with Cruzio Internet for a public-private partnership to develop City-wide broadband, as well as accepted unsolicited proposals from Fujitsu, Nokia, and SiFi Networks.

Reached out to local internet industry and City departments to improve the City’s Dig Once Policy to assist in future broadband development.

Issued a Request for Proposals and subsequently awarded contract to Social Bicycles to establish a public-private “bike sharing” partnership with 250 bikes, a 25 station bike share system, and the creation of at least 5 full-time equivalent jobs—all at no cost to the City of Santa Cruz. Santa Cruz Seaside Company is enthusiastic about partnering with the City and Social Bicycles for significant bike share presence at the Boardwalk.

Completed the CEQA Initial Study and Mitigated Negative Declaration for the Wharf Master Plan.

Initiated work on the final phase of U.S. Army Corps of Engineers San Lorenzo River Flood Control Project, including preparation of a CEQA initial study and preliminary design plans.

Completed submittal of two reimbursement claims to the State of California Flood Control Subventions program.

Implemented use of new FEMA Coastal Flood maps.





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Assisted For the Future Housing in the purchase of property on Water Street for a future 41 unit affordable housing development, using the City's Affordable Housing Trust Fund and former RDA bond proceeds. Building plans are currently being reviewed by the City; construction is expected to start in FY 2018.

Obtained the first senior household participant to build an Accessory Dwelling Unit (ADU) as part of the new City/Habitat for Humanity partnership program "My House, My Home," which helps at-risk senior homeowners age in place.

Assisted 30 households in obtaining rental housing through the City's Security Deposit Program, administered by the Housing Authority.

Assisted 10 households facing eviction to remain in their homes through the City's Emergency Rental Housing Program, administered by the Community Action Board.

Obtained Council approval of a new five-year Neighborhood Revitalization Strategy Area Plan for the downtown area south of Cathcart Street, the Beach Area, and Lower Ocean Street neighborhoods.

Secured Council approved of the 2017-2018 HUD Action Plan for Community Development Block Grant and Home Investment Partnership Program funding.

Initiated an update to the "Analysis of Impediments to Fair Housing Choice" to identify fair housing issues in the City, along with recommendations to address any problems.

Monitored 850 units of affordable housing (affordable ADUs, Measure O units, and Redevelopment Agency Housing Projects) for compliance with various affordability and rent requirements.

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## **Infrastructure & Development/Successor Agency**

Ongoing oversight of the Tannery Arts Center campus including property management of the Arts Council Santa Cruz County, completion of a new website for the Tannery Arts Center campus, and engagement on long term strategic plan for campus sustainability.

Installed five new directional signs on Highway 1 as part of Wayfinding Program.

Sought and selected a consultant, Hunt Design, through a Request for Proposal process for design of the City-wide Wayfinding system and initiated project kick-off.

Completed sale of 100 Laurel Street to Devcon Developments and securing funding for future parking replacement of spaces lost in transaction.

Completed the Wharf Master Plan.

Prepared the Recognized Obligation Payment Schedule (ROPS) for the Successor Agency of the City of Santa Cruz (former Redevelopment Agency), and obtained approval of the ROPS by the Oversight Board to the Successor Agency, including approval of agreement for the expenditure for \$15.9 million in local 2011 redevelopment bond proceeds, of which \$7.3 million is designated for local affordable housing projects.

Submitted the ROPS to the California Department of Finance (DOF) and received subsequent approval of the ROPS and expenditure agreements, including \$250,000 for Successor Agency administration.

Secured approval from DOF for use of 2011 bond proceeds for acquisition of private property for the creation of affordable housing.

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## Asset Management

Extended the terms of nine leases.

Extended/Renewed three wharf license agreements.

Executed one new Wharf lease.

Executed one new residential lease.

Executed one new “parklet” commercial license agreement (street space in front of downtown business used as an extension area for the business).

Negotiated Purchase & Sale Agreement for sale of property on Frederick Street.

Prepared vacant Harbor Drive parcel for sale and initiated negotiations with potential buyer.



Executed an agreement for the designs and plans for the replacement of the Miramar on the Wharf.

Abated over 3,038 graffiti tags within the City of Santa Cruz, resulting in more than 47,330 square feet cleaned.

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## Public Art

Initiated highly successful SCRAP pilot program soliciting artists to utilize materials from the City's Waste Recovery Facility to produce artwork, which was exhibited at a well-attended show at Blitzer Gallery.

Kicked off Public Art Opportunity Master Plan for public art along the Rail Trail.



Increased direct support of performing arts/artists that illuminate and address City Council goals.

Continued success of our ongoing programs – SculptTOUR, Graphic Traffic & Mural matching grant.

Conducted conservation on key pieces of public art including surfer statue and Loudon Nelson mural.



## FY 2018 GOALS

### Support the Creation of Expansion of Businesses and Jobs

#### Economic Development Office

Develop a Business Liaison role within the Economic Development team to assist businesses, especially those identified as a high priority interest, in connecting with the appropriate City Departments.

Provide targeted outreach to growing businesses to assist with expansion and identify key resources to remain in Santa Cruz.

Continue to partner with Santa Cruz Works to encourage local science and tech workers to find jobs in Santa Cruz.





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## Promote Economic and Cultural Vibrancy in Santa Cruz

Support growth in the Downtown to attract and retain the mix of retail and local stores and to accommodate existing and future housing and office uses.

Support the development of public assembly facilities that can accommodate special events such as a permanent arena facility, improvements to the Civic Auditorium, Abbott Square, and Museum of Art and History.

## Actively Support Knowledge and Innovation

Support capital investment in local companies by supporting opportunities for companies to connect with Venture Capitalists.

Connect innovators with resources and support needed to create and sustain their products.

Monitor growth in number of patents registered.

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## Housing

Promote development of new higher density rental housing affordable at a range of income levels

Start construction of 41 units of affordable housing on Water Street during FY18.

Amend the Inclusionary Ordinance to address rental housing needs.

Support preservation of existing affordable housing as a valuable community resource

Implement annual monitoring of restrictions.

Track at-risk units with the goal to preserve affordability.

Preserve older housing stock, which tends to have lower rents.

Help those at risk of homelessness stay housed and those who are homeless obtain housing

Effectively manage HUD CDBG and HOME Programs to maximize their community benefits

Develop materials and opportunities to educate the community about various facets of housing

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## Successor Agency/Infrastructure & Development

Continue to develop the Metro/Pacific Station project

Identify a permanent site for METRO project.

Complete purchase sale agreement for NIAC building to enable creation of 60-100 affordable housing units.

Implement Wharf Master Plan and Wharf needed infrastructure improvements

Replace damaged pilings to enable new lease activity in 2017.

Finalize Phase 2 of City-wide Wayfinding system which includes signage design for gateway, vehicular, pedestrian, cycling, and parking signs and mapping for sign placement



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## Asset Management

Continue to manage the City's Commercial Lease and License Agreements

Complete sale of property on Frederick Street to Santa Cruz Bible Church

Complete sale of vacant Harbor Drive parcel

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## Public Art Program

Finalize Rail Trail Art Opportunity Master Plan

Finalize Beach Flats mural including interpretive kiosk

Develop plan to utilize % for art funding (that has been carried over for several years) particularly from the water, stormwater, and parking funds

Continue work on the Ebb & Flow River Arts Festival in collaboration with Arts Council, Santa Cruz County and Coastal Watershed Council.

Post call for new mural at Scope Park and select finalist(s) with theme of "inclusivity" with installation in summer/fall

Post call for second round of SCRAP summer 2017 with show at Radius Gallery

Install two new sculptures downtown as part of sculpTOUR

Fund at least 2 mural projects on private or commercial property

Assist the Parks Department in doing call for artists for bocce court mural





# Economic Development

## DEPARTMENT SUMMARY

		Fiscal Year*	Fiscal Year 2017			Fiscal Year
		2016	Adopted	Amended*	Estimated	2018
		Actuals	Budget	Budget	Actual	Adopted
EXPENDITURES BY CHARACTER:						
Personnel Services		1,000,433	1,281,513	1,281,513	1,104,137	1,511,435
Services, Supplies, and Other Charges		4,458,499	4,552,249	5,389,675	5,493,351	3,793,259
Capital Outlay		-	575,000	575,000	-	-
Total Expenditures		5,458,931	6,408,762	7,246,188	6,597,488	5,304,694
EXPENDITURES BY ACTIVITY:						
Community Promotion-Downtown	1502	238,559	240,000	240,000	240,000	240,000
Business Promotion						
Community Promotion-Arts	1503	70,000	75,000	75,000	75,000	75,000
Council-SC County						
Economic Development-Project	5401	1,239,174	1,859,102	1,960,289	1,592,195	2,154,154
Admin						
Property Acquisition	5531	-	500,000	500,000	-	-
Economic Development-Project	5590	493,914	789,500	1,082,243	898,393	759,500
Admin						
Property Management	5591	31,878	270,000	270,000	250,000	225,000
City Arts	5592	44,785	20,000	158,239	150,000	172,000
Subtotal General Fund		2,118,310	3,753,602	4,285,771	3,205,588	3,625,654
Cafe Extensions & Kiosks	1504	10,000	15,000	15,000	15,000	15,000
Cafe Extensions & Kiosks	1505	14,101	22,700	22,700	22,700	22,700
Cooperative Retail Management	1506	216,000	220,000	220,000	220,000	220,000
Subtotal Other General Funds		240,101	257,700	257,700	257,700	257,700
Housing & Community	5201	2,548,214	1,919,000	2,202,092	2,730,500	1,026,120
Development						
CDBG Programs	5204	88,254	101,780	123,945	101,780	98,780
CDBG Programs	5205	14,089	15,500	15,500	15,500	15,500
HOME Program Administration	5207	32,427	34,980	34,980	34,980	29,500
Rental Assistance Programs	5604	11,820	11,000	11,000	11,000	11,000
Rental Assistance Programs	5605	10,108	11,000	11,000	11,000	11,000
Low & Moderate Housing	5650	-	164,200	164,200	89,440	89,440
Production						
CDBG Programs	6203	357,360	115,000	115,000	115,000	115,000
Rental Assistance Programs	6204	38,248	25,000	25,000	25,000	25,000
Subtotal Other Funds		3,100,520	2,397,460	2,702,717	3,134,200	1,421,340
Total Expenditures		5,458,931	6,408,762	7,246,188	6,597,488	5,304,694

\*Sums may have discrepancies due to rounding

# Economic Development

## DEPARTMENT SUMMARY

		Fiscal Year 2017				Fiscal Year
		Fiscal Year*	Adopted	Amended*	Estimated	2018
		2016	Budget	Budget	Actual	Adopted
		Actuals				
RESOURCES BY FUND						
General Fund	101	947,115	380,500	572,204	381,962	381,000
Co-op Retail Management	122	219,995	220,000	220,000	217,567	220,000
Kiosk Maintenance	123	47,103	33,625	33,625	39,024	39,010
HOME Rehabilitation Projects	251	4,859	6,200	6,200	4,800	4,800
HOME Investment Partnership	253	782,444	250,000	250,000	533,191	260,000
Community Development Block Grant	261	468,446	509,900	509,900	492,439	493,400
Affordable Housing Trust Fund	279	165,776	57,760	57,760	64,017	11,000
SA (H) LMIH-Merged 2-1-12	281	-	-	-	38,465	-
Total Resources		2,635,739	1,457,985	1,649,689	1,771,465	1,409,210
Net General Fund Cost		(1,171,195)	(3,373,102)	(3,713,568)	(2,823,626)	(3,244,654)
		FY 2016			FY 2017	FY 2018
TOTAL AUTHORIZED PERSONNEL:		12.00			12.00	12.00



# Community Promotion-Downtown Business Promotion

Activity Number: 1502  
Fund(s): General Fund (101)  
Department: 51

## ACTIVITY SUMMARY

### 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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	238,559	240,000	240,000	240,000	240,000
Total Expenditures	238,559	240,000	240,000	240,000	240,000
ACTIVITY RESOURCES:					
Taxes	237,051	240,000	240,000	240,000	240,000
Total Resources	237,051	240,000	240,000	240,000	240,000

# Community Promotion-Arts Council-SC County

Activity Number: 1503  
Fund(s): General Fund (101)  
Department: 51

## ACTIVITY SUMMARY

### 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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
	Adopted Budget	Amended Budget	Estimated Actual	

### EXPENDITURES BY ACTIVITY:

Services, Supplies, and Other Charges	70,000	75,000	75,000	75,000	75,000
Total Expenditures	<u>70,000</u>	<u>75,000</u>	<u>75,000</u>	<u>75,000</u>	<u>75,000</u>



## Cafe Extensions & Kiosks

Activity Number: 1504 & 1505

### ACTIVITY SUMMARY

Fund(s): Kiosk Maintenance (123)

Department: 51

#### 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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	10,000	15,000	15,000	15,000	15,000
Total Expenditures	10,000	15,000	15,000	15,000	15,000
<b>ACTIVITY RESOURCES:</b>					
Charges for Services	26,077	24,000	24,000	29,324	29,300
Fines and Forfeitures	599	-	-	-	-
Rents, & Misc Revenues	131	125	125	200	210
Total Resources	26,807	24,125	24,125	29,524	29,510

## Cafe Extensions & Kiosks

**Activity Number: 1504 & 1505**

### ACTIVITY SUMMARY

**Fund(s): Kiosk Maintenance (123)**

**Department: 51**

**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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	14,101	22,700	22,700	22,700	22,700
Total Expenditures	14,101	22,700	22,700	22,700	22,700
<b>ACTIVITY RESOURCES:</b>					
Rents, & Misc Revenues	20,297	9,500	9,500	9,500	9,500
Total Resources	20,297	9,500	9,500	9,500	9,500



# Housing & Community Development

Activity Number: 5201

## ACTIVITY SUMMARY

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

Department: 51

### 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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	2,548,214	1,919,000	2,202,092	2,730,500	1,026,120
Total Expenditures	2,548,214	1,919,000	2,202,092	2,730,500	1,026,120
ACTIVITY RESOURCES:					
Charges for Services	12,272	5,000	5,000	11,257	5,000
Rents, & Misc Revenues	153,504	52,760	52,760	52,760	6,000
Total Resources	165,776	57,760	57,760	64,017	11,000

## CDBG Programs

**Activity Number: 5204, 5205 & 6203**

### ACTIVITY SUMMARY

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

**Department: 51**

**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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
	Adopted Budget	Amended Budget	Estimated Actual	

**EXPENDITURES BY ACTIVITY:**

Services, Supplies, and Other Charges	88,254	101,780	123,945	101,780	98,780
Total Expenditures	<u>88,254</u>	<u>101,780</u>	<u>123,945</u>	<u>101,780</u>	<u>98,780</u>

## CDBG Programs

**Activity Number: 5204, 5205 & 6203**

### ACTIVITY SUMMARY

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

**Department: 51**

**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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
	Adopted Budget	Amended Budget	Estimated Actual	

**EXPENDITURES BY ACTIVITY:**

Services, Supplies, and Other Charges	14,089	15,500	15,500	15,500	15,500
Total Expenditures	<u>14,089</u>	<u>15,500</u>	<u>15,500</u>	<u>15,500</u>	<u>15,500</u>



# HOME Program Administration

Activity Number: 5207

## ACTIVITY SUMMARY

Fund(s): HOME Investment Partnership (253)

Department: 51

### 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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
	Adopted Budget	Amended Budget	Estimated Actual	

### EXPENDITURES BY ACTIVITY:

Services, Supplies, and Other Charges	32,427	34,980	34,980	34,980	29,500
Total Expenditures	32,427	34,980	34,980	34,980	29,500

# Economic Development-Project Admin

Activity Number: 5401 & 5590

## ACTIVITY SUMMARY

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

Department: 51

### 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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Personnel Services	1,000,433	1,281,513	1,281,513	1,104,137	1,511,435
Services, Supplies, and Other Charges	238,742	577,589	678,776	488,058	642,719
Total Expenditures	1,239,174	1,859,102	1,960,289	1,592,195	2,154,154
<b>ACTIVITY RESOURCES:</b>					
Rents, & Misc Revenues	1	-	-	-	-
Total Resources	1	-	-	-	-

## Property Acquisition

Activity Number: 5531  
Fund(s): General Fund (101)  
Department: 51

### ACTIVITY SUMMARY

**Activity Description:**

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

	Fiscal Year 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Capital Outlay	-	500,000	500,000	-	-
Total Expenditures	-	500,000	500,000	-	-



# Economic Development-Project Admin

Activity Number: 5401 & 5590

Fund(s): General Fund (101)

Department: 51

## ACTIVITY SUMMARY

### 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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
EXPENDITURES BY ACTIVITY:					
Services, Supplies, and Other Charges	493,914	789,500	1,082,243	898,393	759,500
Capital Outlay	-	-	-	-	-
Total Expenditures	493,914	789,500	1,082,243	898,393	759,500
ACTIVITY RESOURCES:					
Grants	44,786	-	191,704	-	-
Fines and Forfeitures	433	-	-	-	-
Rents, & Misc Revenues	11,895	-	-	462	-
Total Resources	57,114	-	191,704	462	-

# Property Management

Activity Number: 5591

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

Department: 51

## Activity Description:

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

## ACTIVITY SUMMARY

	Fiscal Year 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	31,878	270,000	270,000	250,000	225,000
Total Expenditures	31,878	270,000	270,000	250,000	225,000
<b>ACTIVITY RESOURCES:</b>					
Charges for Services	875	500	500	1,500	1,000
Fines and Forfeitures	950	-	-	-	-
Rents, & Misc Revenues	143,355	140,000	140,000	140,000	140,000
Transfers In & Other Financing Sources	7,770	-	-	-	-
Total Resources	152,950	140,500	140,500	141,500	141,000

# Rental Assistance Programs

Activity Number: 5604, 5605 & 6204

## ACTIVITY SUMMARY

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

Department: 51

### 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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
	Adopted Budget	Amended Budget	Estimated Actual	

### EXPENDITURES BY ACTIVITY:

Services, Supplies, and Other Charges	11,820	11,000	11,000	11,000	11,000
Total Expenditures	11,820	11,000	11,000	11,000	11,000



# Rental Assistance Programs

Activity Number: 5604, 5605 & 6204

## ACTIVITY SUMMARY

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

Department: 51

### 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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
	Adopted Budget	Amended Budget	Estimated Actual	

### EXPENDITURES BY ACTIVITY:

Services, Supplies, and Other Charges	10,108	11,000	11,000	11,000	11,000
Total Expenditures	10,108	11,000	11,000	11,000	11,000

# Low & Moderate Housing Production

Activity Number: 5650

## ACTIVITY SUMMARY

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

Department: 51

Activity Description:

	Fiscal Year 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	-	89,200	89,200	89,440	89,440
Capital Outlay	-	75,000	75,000	-	-
Total Expenditures	-	164,200	164,200	89,440	89,440

## CDBG Programs

**Activity Number: 5204, 5205 & 6203**

### ACTIVITY SUMMARY

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

**Department: 51**

**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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
		Adopted Budget	Amended Budget	Estimated Actual	
<b>EXPENDITURES BY ACTIVITY:</b>					
Services, Supplies, and Other Charges	357,360	115,000	115,000	115,000	115,000
Total Expenditures	<u>357,360</u>	<u>115,000</u>	<u>115,000</u>	<u>115,000</u>	<u>115,000</u>



## Rental Assistance Programs

Activity Number: 5604, 5605 & 6204

### ACTIVITY SUMMARY

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

Department: 51

#### 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 2016 Actuals	Fiscal Year 2017			Fiscal Year 2018 Adopted
	Adopted Budget	Amended Budget	Estimated Actual	

#### EXPENDITURES BY ACTIVITY:

Services, Supplies, and Other Charges	38,248	25,000	25,000	25,000	25,000
Total Expenditures	38,248	25,000	25,000	25,000	25,000

## Economic Development Department

