



FINANCE DEPARTMENT

Finance provides key services to the City Council, the City Manager, all departments, and the public. The department manages the City's financial operations in accordance with industry standards and established fiscal policies. Prudent fiscal stewardship, customer service, compliance, strategic planning, transparency, and effective financial reporting are key elements of its mission.



Functional Areas:

- ✓ Accounting and Financial Reporting
- ✓ Budgeting and Contractual Bargaining Support
- ✓ Emergency Medical Services

- ✓ Accounts Payable and Payroll
- ✓ Revenue, Treasury, and Tax Compliance Auditing
- ✓ Risk and Safety Management
- ✓ Purchasing

Contact Us:

📞 831-420-5030

✉ finance@santacruzca.gov

🌐 <https://www.cityofsantacruz.com/government/city-departments/finance>

📍 809 Center St., Santa Cruz

Core Services

- Act as an advisor to the City Council, City Manager, and departments in the areas of financial planning and fiscal analysis. Provides leadership in the development and implementation of sound financial policies for the City
- Develop and maintain the City's long-range financial forecast
- Prepare the Annual Financial Report in accordance with Generally Accepted Accounting Principles and pronouncements of the Governmental Accounting Standards Board
- Prepare and maintain accurate financial records including grants, capital projects, enterprise funds, governmental funds, and capital assets
- Invest the City's idle cash in accordance with the council-approved Investment Policy to ensure that there is sufficient cash available to meet operating needs while maintaining safety, liquidity, and competitive returns on the investment portfolio
- Assist City departments with the procurement of goods and services at competitive prices and in compliance with federal and state laws and City ordinances
- Process all payments for goods and services timely and accurately
- Issue payroll checks and benefits payments bi-weekly and files all the required Federal and State payroll tax withholding reports
- Manage the administration of the City's self-insurance program, property insurance program, and develops and administers insurance specifications for City contracts
- Prepare salary and benefit estimates for negotiations with the City's bar-gaining units
- Oversee the City's safety program
- Collect and record all City revenues including property tax, sales tax, various service fees, utility users' taxes, business licenses, franchise fees, transient occupancy taxes, and cannabis business taxes. Oversees updates to the citywide Master Fee Schedule
- Develop the annual Operating and Capital Improvement Budget and Capital Investment Program on behalf of the City Manager. Projects revenues and expenditures; coordinates the preparation and publication of the budget document; and makes the annual budget available through its transparency tool, OpenGov
- Develop and manage the Cost Allocation Plan and Internal Service Funds allocations
- Manage the City's and Successor Agency's outstanding bonds by ensuring timely payments, performance of arbitrage calculations, and filing of required continual disclosure reports
- Manage all claims against the City and represents the City in small claims court
- Audit business owners and operators for compliance with City tax ordinances (i.e., transient occupancy tax, cannabis business tax, admission tax)

Accomplishments and Goals

FY 2024 Accomplishments	Fiscal Sustainability & Transparency	Strong Business es & Vibrant Downtown	Housing	Homelessness Response	Public Safety & Community Well-Being	Natural & Built Infrastructure	Thriving Organization
Completed long-range financial plan	X						X
Increased number of Council Staff Agenda Reports that explicitly connected to HiAP goals 🏛️ 🌲 ❤️							
Implemented updated STR compliance auditing process	X				X		X
Implemented Phase II of creating equity in budgeting	X				X		X
Added a form to the CIP Access database for department entry	X						X
Added rubric to CIP requests to prioritize those that support HiAP goals 🏛️ 🌲 ❤️	X				X		X
Implemented an eProcurement platform to drive transparency and open competition for city contracts.	X						X
Held the City's first Virtual Vendor Open House	X	X					X
Developed an internal procurement training series to educate on best practices and integrate into new-employee orientation							X
Earned the Governmental Finance Officers' Association (GFOA) Award of Financial Reporting Achievement (AFRA)	X						X
Earned the Distinguished Budget Presentation Award from the GFOA	X						X
Migrated to new timekeeping software							X
Implemented GASB 96	X						X
Upgraded fraud protection and ACH protocols	X	X					X
Participated in selection and preparation of a new accounting software ERP solution	X						X
Collaborated on implementation of Land Management ERP	X	X	X		X		X
Selected an Investment Advisor through a competitive RFP process	X						X

FY 2024 Accomplishments (continued)	Fiscal Sustainability & Transparency	Strong Business & Vibrant Downtown	Housing	Homelessness Response	Public Safety & Community Well-Being	Natural & Built Infrastructure	Thriving Organization
Revised Statement of Investment and Portfolio Policy to include connections to HiAP goals 🏛️ 🌱 ❤️	X						X
Continued to invest idle cash and diversify portfolio safely	X						X
Selected Citywide Municipal Financial Advisor through a competitive RFP process	X						X
Created and distributed first annual Popular Annual Financial Report (PAFR) 🏛️	X	X			X		X
Hired City Safety Officer to focus on employee occupational health and safety 🏛️ ❤️							X
Created and implemented a Citywide employee Workplace Violence Prevention Program 🏛️ ❤️							X
Provided a Citywide training on de-escalation and workplace violence prevention 🏛️ ❤️							X



FY 2025 Goals	Fiscal Sustainability & Transparency	Strong Business es & Vibrant Downtown	Housing	Homelessness Response	Public Safety & Community Well-Being	Natural & Built Infrastructure	Thriving Organization
Develop a policy for Operating Projects to encourage active utilization of General Fund commitments	X						X
Update Budget policy to include Climate and Equity initiatives 🌱	X				X		X
Continue implementation of adopted long-range financial plan	X						X
Develop a budget monitoring policy	X						X
Apply for the Achievement of Excellence in Procurement Award	X						X
Continue implementation of internal procurement training series to educate on procurement best practices	X						X
Prepare and implement new accounting software ERP solution	X						X
Receive Triple Crown Award from GFOA for ACFR, Budget, and PAFR	X						X
Implement Debt Management platform	X		X			X	X
Implement ACFR builder and tighten year-end schedule	X						X
Continue to Audit TOT and all tax revenue streams for compliance	X						X
Create a citywide employee safety policy 💖							X
Continue to review and update employee safety programs	X						X
Reduce citywide safety accidents and incidents 💖	X						X



Workload Indicators and Performance Measures

Workload Indicators	Strategic Plan Focus Area	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimate	FY 2025 Goal
Number of vendor invoices processed	Thriving Organization	31,956	34,051	34,207	37,228	36,500
Number of purchase orders issued	Thriving Organization	1,413	1,419	1,623	1,900	1,900
Number of Journal Entries	Thriving Organization	40,938	37,890	48,377	48,960	56,161
Number of liability claims processed 🏛️❤️	Public Safety & Community Well-Being	72	43	78	80	75
Number of Transient Occupancy Tax audits completed	Fiscal Sustainability & Transparency	42	26	32	20	30



Performance Measures	Strategic Plan Focus Area	FY 2021 Actual	FY 2022 Actual	FY 2023 Actual	FY 2024 Estimate	FY 2025 Goal
Payroll federal and state withholding reports filed on time	Fiscal Sustainability & Transparency	Yes	Yes	Yes	Yes	Yes
Certificate of Achievement for Excellence in Financial Reporting received for Annual Financial Report	Fiscal Sustainability & Transparency	Yes	Yes	Yes	Yes	Yes
Distinguished Budget Presentation Award received	Fiscal Sustainability & Transparency	Yes	Yes	Yes	Yes	Yes
Percent of tort claims resolved in 180 days 🏛️	Public Safety & Community Well-Being	97%	97%	99%	98%	98%

Budget Summary - Finance

		Fiscal Year*	Fiscal Year 2024			Fiscal Year
		2023	Adopted	Amended*	Year-End	2025
		Actuals	Budget	Budget	Estimate	Adopted
EXPENDITURES BY CHARACTER:						
Personnel Services		3,710,854	3,979,878	4,004,394	4,266,924	5,182,580
Services, Supplies, and Other Charges		6,162,577	8,419,322	8,863,873	8,928,640	10,571,730
Capital Outlay		292,503	-	49,643	14,872	-
Total Expenditures		<u>10,165,934</u>	<u>12,399,200</u>	<u>12,917,910</u>	<u>13,210,436</u>	<u>15,754,310</u>
EXPENDITURES BY ACTIVITY:						
Finance	1241	<u>4,354,943</u>	<u>4,391,501</u>	<u>4,663,359</u>	<u>4,720,190</u>	<u>5,595,864</u>
Subtotal General Fund		4,354,943	4,391,501	4,663,359	4,720,190	5,595,864
Finance	1241	<u>54,335</u>	<u>-</u>	<u>-</u>	<u>55,000</u>	<u>55,000</u>
Subtotal Other General Funds		54,335	-	-	55,000	55,000
Liability Insurance	7821	<u>5,756,656</u>	<u>8,007,699</u>	<u>8,254,551</u>	<u>8,435,246</u>	<u>10,103,446</u>
Subtotal Other Funds		5,756,656	8,007,699	8,254,551	8,435,246	10,103,446
Total Expenditures		<u>10,165,934</u>	<u>12,399,200</u>	<u>12,917,910</u>	<u>13,210,436</u>	<u>15,754,310</u>
RESOURCES BY FUND:						
General Fund	101	<u>1,330,367</u>	<u>3,981,846</u>	<u>3,981,108</u>	<u>3,981,108</u>	<u>4,392,468</u>
Technology Surcharge	295	<u>-</u>	<u>-</u>	<u>49,000</u>	<u>20,000</u>	<u>25,000</u>
Liability Insurance	842	<u>4,554,285</u>	<u>8,088,253</u>	<u>8,088,253</u>	<u>8,088,253</u>	<u>9,970,884</u>
Total Resources		<u>5,884,652</u>	<u>12,070,099</u>	<u>12,118,361</u>	<u>12,089,361</u>	<u>14,388,352</u>
Net General Fund Cost		<u>(3,024,576)</u>	<u>(409,655)</u>	<u>(682,251)</u>	<u>(739,082)</u>	<u>(1,203,396)</u>
		FY 2023				FY 2024
TOTAL AUTHORIZED PERSONNEL:		<u>29.00</u>				<u>31.00</u>
						FY 2025
						<u>35.00</u>

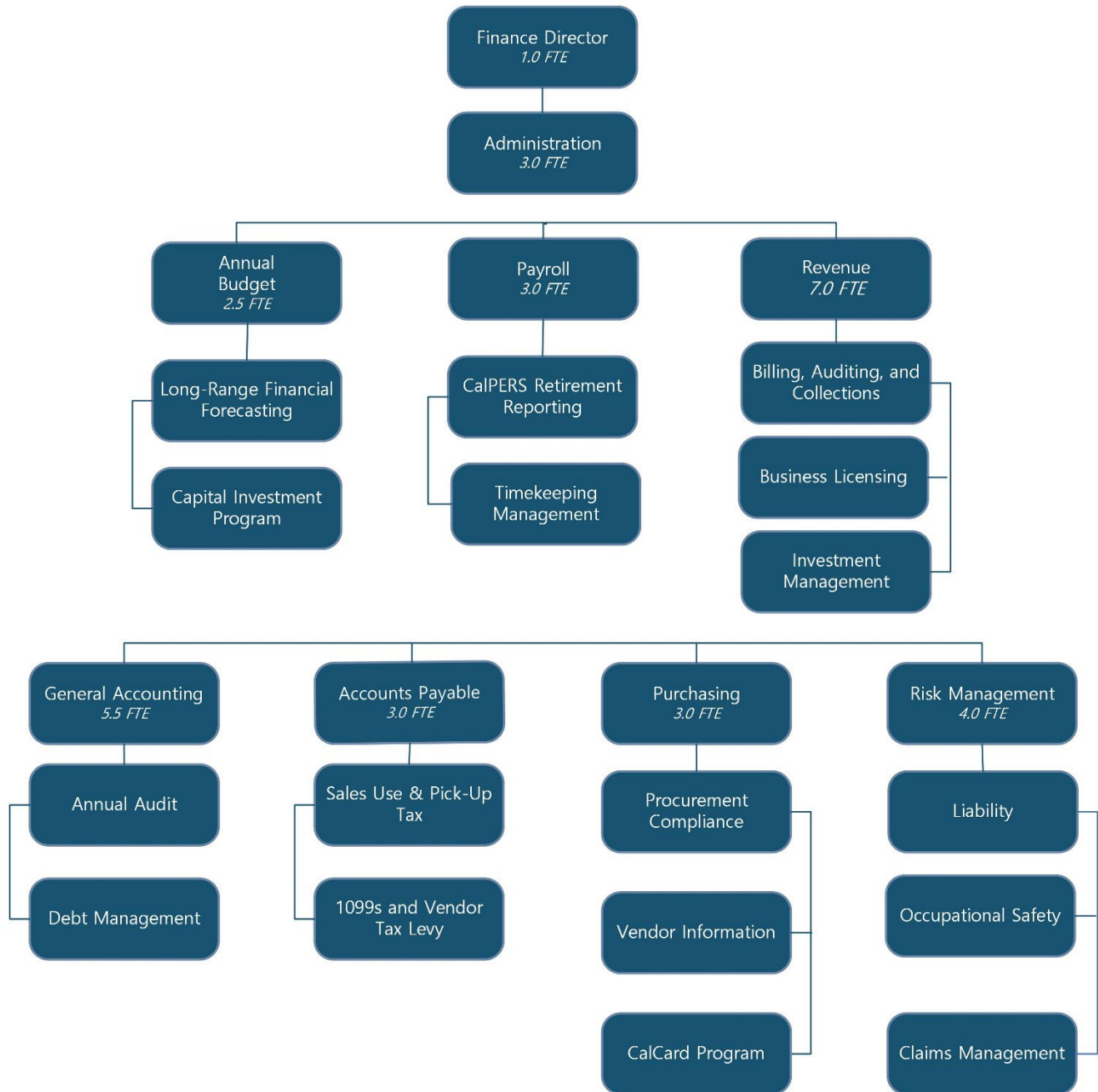
*Sums may have discrepancies due to rounding

Staffing

Positions	FY 2022 Amended*	FY 2023 Amended*	FY 2024 Amended*	FY 2025 Adopted	FY 2025 Change
Accountant I/II	4.00	4.00	4.00	4.00	-
Accounting Assistant II	4.00	4.00	4.00	4.00	-
Accounting Services Supervisor	1.00	1.00	1.00	1.00	-
Accounting Technician	2.00	2.00	4.00	4.00	-
Accounting Technician-Limited Term	-	-	-	3.00	3.00
Administrative Assistant III	2.00	2.00	2.00	2.00	-
Assistant Director of Finance	1.00	1.00	1.00	1.00	-
Buyer I/II	1.00	1.00	2.00	2.00	-
Director of Finance	1.00	1.00	1.00	1.00	-
Finance Manager	3.00	3.00	2.00	2.00	-
Management Analyst	-	-	1.00	1.00	-
Payroll Technician	2.00	2.00	2.00	2.00	-
Principal Management Analyst	3.00	1.00	1.00	1.00	-
Purchasing Assistant	-	-	-	-	-
Purchasing Manager	1.00	1.00	1.00	1.00	-
Revenue Collections Specialist	1.00	1.00	1.00	1.00	-
Risk and Safety Manager	1.00	1.00	1.00	1.00	-
Risk Management Technician	-	-	-	1.00	1.00
Safety Officer	-	1.00	1.00	1.00	-
Senior Accountant	1.00	2.00	2.00	2.00	-
Senior Payments Technician	1.00	1.00	-	-	-
	29.00	29.00	31.00	35.00	4.00

*Amended salary authorizations are adopted staffing plus any mid-year adjustments

Organization Chart



* The above chart reflects permanent employees only; 3.0 FTE for limited-term Accounting Technicians are not included in the FTE count.