



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

Transparency Portal:

<https://bit.ly/cosctransparencyportal>

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 (GASB)
- Prepare and maintain accurate financial records for 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 file federal and state payroll tax withholding reports
- Manage the administration of the City's self-insurance program, property insurance program, and develop and administer insurance specifications for City contracts
- Prepare salary and benefit estimates for negotiations with the City's bargaining units
- Oversee the City's safety program
- Collect and record all City revenues including property tax, sales tax, various service fees, utility users' tax, business licenses, franchise fees, transient occupancy taxes, and cannabis business taxes
- Oversee 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 by projecting revenues and expenditures, coordinating the preparation and publication of the budget document, and making 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, performing arbitrage calculations, and filing required disclosure reports

- Manage all claims against the City and represent 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)

FY 2025 Accomplishments

FY 2025 Accomplishments	<i>Fiscal Sustainability & Transparency</i>	<i>Strong Businesses & Vibrant Downtown</i>	<i>Housing</i>	<i>Homelessness Response</i>	<i>Public Safety & Community Well-Being</i>	<i>Natural & Built Infrastructure</i>	<i>Thriving Organization</i>
Began implementation of new software Enterprise Resource Program (ERP) solution for City financial management	X						X
Implemented internal procurement training series to educate on procurement best practices	X						X
Earned the Achievement of Excellence in Procurement Award	X						X
Received Triple Crown Award from the Government Finance Officers Association (GFOA) for earning top recognition for the Annual Comprehensive Financial Report (ACFR), Annual Budget, and Popular Annual Financial Report (PAFR) for FY 2023	X						X
Implemented Debt Management platform	X						
Implemented ACFR builder software and tightened year-end schedule	X						X
Created a citywide employee safety policy	X				X		

FY 2025 Accomplishments	<i>Fiscal Sustainability & Transparency</i>	<i>Strong Businesses & Vibrant Downtown</i>	<i>Housing</i>	<i>Homelessness Response</i>	<i>Public Safety & Community Well-Being</i>	<i>Natural & Built Infrastructure</i>	<i>Thriving Organization</i>
Implemented, reviewed, and updated employee safety programs					X		
Fully implemented GASB 96, on subscription-based information technology arrangements, in the City's general ledger and the FY 2024 ACFR	X						
Collaborated with the City Clerk and City Manager's Office, in addition to all City department leads, to add standardized fiscal impact statements on all City Council agenda items	X						X
Collaborated with the City Clerk to add Finance Department review and approval into the workflow of all City Council agenda items at the time of submission	X						X
Completed full implementation of Health in All Policies scores into the prioritization rubric for the Capital Investment Program projects needing General Fund contributions 🌲 ⚖️ ❤️	X						
Hosted a community webinar to inform the public on the components of the FY 2026 Annual Budget in advance of the formal public hearings	X						X
Created an online, interactive version of the FY 2026 Annual Budget and educated staff, City Council, and the public on its existence and possible ways to utilize the tool	X						X

FY 2026 Goals

FY 2026 Goals	<i>Fiscal Sustainability & Transparency</i>	<i>Strong Businesses & Vibrant Downtown</i>	<i>Housing</i>	<i>Homelessness Response</i>	<i>Public Safety & Community Well-Being</i>	<i>Natural & Built Infrastructure</i>	<i>Thriving Organization</i>
Continue implementing new software ERP solution for City financial management, meeting all project milestones within the planned timeframe	X						X
Earn the Achievement of Excellence in Procurement Award	X						X
Receive Triple Crown Award from GFOA for earning top recognition on the ACFR, Annual Budget, and PAFR for FY 2024	X						X
Implement compliance audit for all tax revenue streams	X						X
Reduce citywide safety accidents and incidents 🧡					X		X
Increase proportion of vendor payments made via automated clearing house (ACH)	X						X
Update recognition and measurement of compensated absences to implement GASB pronouncement 101 in the FY 2025 ACFR	X						X
Begin process to present the FY 2026 ACFR in accordance with GASB pronouncement 103, on financial reporting model improvements	X						X
Commence collection of Sugar Sweetened Beverage tax 🧡	X						X
Upgrade tax payment platform for receiving City tax revenues	X						X
Recommend merchant fee structure for all credit card payments	X						X

FY 2026 Goals	<i>Fiscal Sustainability & Transparency</i>	<i>Strong Businesses & Vibrant Downtown</i>	<i>Housing</i>	<i>Homelessness Response</i>	<i>Public Safety & Community Well-Being</i>	<i>Natural & Built Infrastructure</i>	<i>Thriving Organization</i>
Aid City Council decision-making by providing a comprehensive list of fees across the City that includes information on the degree to which they fully recover costs	X						X



Workload Indicators

Workload Indicators	Strategic Plan Focus Area	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimate	FY 2026 Goal
# of vendor invoices processed	Thriving Organization	34,051	34,207	37,228	35,500	35,000
# of purchase orders issued	Thriving Organization	1,419	1,623	1,796	1,800	1,800
# of journal entries completed	Thriving Organization	37,890	48,377	50,734	50,069	54,979
# of liability claims processed	Thriving Organization	43	78	60	70	75
# of Transient Occupancy Tax audits completed	Fiscal Sustainability and Transparency	26	32	18	21	25

Performance Measures

Performance Measures	Strategic Plan Focus Area	FY 2022 Actual	FY 2023 Actual	FY 2024 Actual	FY 2025 Estimate	FY 2026 Goal
Payroll federal and state withholding reports filed on time	Thriving Organization	Yes	Yes	Yes	Yes	Yes
Awarded Certificate of Achievement for Excellence in Financial Reporting for Annual Financial Report	Fiscal Sustainability and Transparency; Thriving Organization	Yes	Yes	Yes	Yes	Yes
Earned Distinguished Budget Presentation Award	Fiscal Sustainability and Transparency; Thriving Organization	Yes	Yes	Yes	Yes	Yes
Award for Outstanding Achievement in Popular Annual Financial Reporting received	Fiscal Sustainability and Transparency; Thriving Organization	N/A	N/A	Yes	Yes	Yes
Percent of tort claims resolved in 180 days	Fiscal Sustainability and Transparency	97%	99%	100%	100%	100%



Staffing

Positions	FY 2023 Amended*	FY 2024 Amended*	FY 2025 Amended*	FY 2026 Adopted	FY 2026 Change
Accountant I/II	4.00	4.00	4.00	3.00	(1.00)
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	4.00	4.00	4.00	-
Accounting Technician-Limited Term	-	-	3.00	3.00	-
Administrative Assistant III	2.00	2.00	2.00	1.00	(1.00)
Assistant Director of Finance	1.00	1.00	1.00	1.00	-
Buyer I/II	1.00	2.00	2.00	2.00	-
Director of Finance	1.00	1.00	1.00	1.00	-
Finance Manager	3.00	2.00	3.00	3.00	-
Management Analyst	-	1.00	1.00	1.00	-
Payroll Technician	2.00	2.00	2.00	2.00	-
Principal Management Analyst	1.00	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	1.00	-
Senior Accountant	2.00	2.00	2.00	2.00	-
Senior Payments Technician	1.00	-	-	-	-
Total	29.00	31.00	36.00	34.00	(2.00)

* "Amended" refers to the FTE count as of the adopted budget of the indicated fiscal year, plus any adjustments authorized by City Council within the course of the year

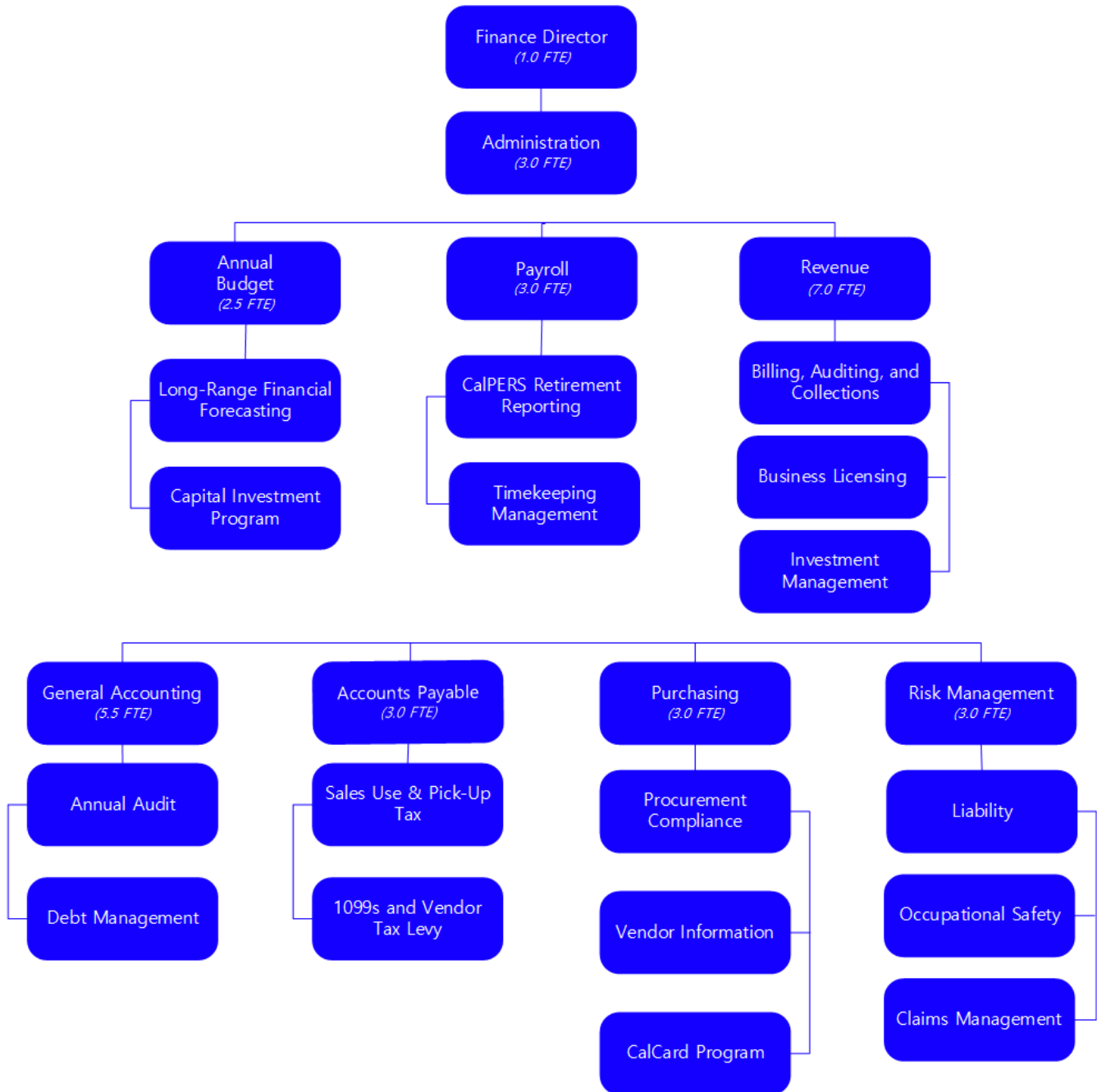


Budget Summary - Finance

		Fiscal Year 2024 Actuals*	Fiscal Year 2025			Fiscal Year 2026 Adopted*
			Adopted Budget*	Amended Budget*	Year-End Estimate*	
EXPENDITURES BY CHARACTER:						
Personnel Services		4,333,655	5,182,580	4,810,379	4,174,209	4,826,807
Services, Supplies, and Other Charges		6,353,827	10,571,730	11,923,990	8,335,377	11,624,218
Capital Outlay		9,872	-	39,771	-	-
Total Expenditures		10,697,354	15,754,310	16,774,141	12,509,586	16,451,025
EXPENDITURES BY ACTIVITY:						
Finance	1241	4,826,447	5,595,864	5,355,389	3,833,155	5,395,421
Subtotal General Fund		4,826,447	5,595,864	5,355,389	3,833,155	5,395,421
Finance	1241	58,493	55,000	61,563	55,000	55,000
Subtotal Other General Funds		58,493	55,000	61,563	55,000	55,000
Transportation Development Act	6301	-	-	1,200,000	-	-
Liability Insurance	7821	5,812,415	10,103,446	10,157,189	8,621,430	11,000,604
Subtotal Other Funds		5,812,415	10,103,446	11,357,189	8,621,430	11,000,604
Total Expenditures		10,697,354	15,754,310	16,774,141	12,509,586	16,451,025
RESOURCES BY FUND:						
General Fund	101	3,981,632	4,392,468	4,392,468	4,392,467	5,664,577
Transportation Development Act	291	-	-	1,200,000	-	-
Technology Surcharge	295	23,995	25,000	41,704	35,000	36,000
Liability Insurance	842	8,088,253	9,970,884	9,970,884	9,970,884	8,667,003
Total Resources		12,093,881	14,388,352	15,605,056	14,398,351	14,367,580
NET GENERAL FUND COST:		1,396,526	(1,365,958)	(1,169,085)	1,888,765	(2,083,445)
TOTAL AUTHORIZED PERSONNEL:		FY 2024		FY 2025		FY 2026
		31.00		36.00		34.00

*Sums may have discrepancies due to rounding

Organization Chart



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