

## Key to EDC Committee Progress Workbook

This workbook has 4 worksheets - the first is the key to understand any abbreviations or shorthand being used by the committee within the document and the other three sheets represent the three areas of focus (originally four) in the 2012 Five Year Strategic Plan.

<b>For each worksheet</b>	Represents one Initiative from Original 2012 Five Year Strategic Plan
<b>Project</b>	Brief project description
<b>Status</b>	Where committee's progress stands on this item
<b>Lead Committee Member &amp; Team Members</b>	First name is the member of the Committee who has taken on the lead to drive this project, additional names are additional committee members volunteering support to the project
<b>Exec Committee Liaison</b>	Representative from the Executive Committee who assists, supervises and monitors teams progress

### Supportive Business Environment

Project	Status	Lead Committee Member & Team	Exec Com Liaison
<b>Five Year Strategic Plan Initiatives</b>			
Boost Your Bottom Line program	ongoing	Dulcie Sinn	Teresa
Business Incentives Document	identified/marketing piece being developed	Teresa	Bob
Business Visitation Program	ongoing (5 to date)	Teresa	Steve
Career Exploration Day with LAHC	onhold until Spring 2014	Julie	Rick
Identify businesses to recruit	designing - budget?	Teresa, Maria	Bob
Intern Program with LAHC	Setup: contact on campus: Pam Storie	Julie	Rick
Presentation Folder	designing	Julie	Jenelle
Research Fiber optic expansion	mayor to update	Tom	Teresa
<b>2013 Strategic Plan Update</b>			
Research grant opportunities/maintian list and data	researching	Dulcie Sinn	Debbie
Startup Weekend	Preparing to launch. Tenative Fall date.	Rick Rantz, Maria Hall	Jenelle
Major university recuitment with expansion plans	ongoing (1 site visit)	Rick Rantz	Steve

**Launching Lompoc into 21st Century**

<b>Project</b>	<b>Status</b>	<b>Lead Committee Member &amp; Team Members</b>	<b>Exec Com Liaison</b>
<b>2013 Strategic Plan Update</b>			
Vibrant Valley Initiative - funding for redevelopment	researching	Debbie McComb	Steve
<b>Directive from City Council</b>			
Ad-hoc with Planning Commission on OTSP review	ongoing: 5 dates to meet with PC	Debbie, Jeremy, Alice, Bob, Dawn	Steve
Airport Expansion/Improvements	Establishing liaison with commission	Dawn Thomas	Steve
EEG ENA for California Space Enterprise Center	terminated by council	Jenelle Osborne, Dawn Thomas	Bob Manning
RFP for project on City's 96 acres by AHCCLV	researching	Jenelle	Teresa
Sports Complex	Mayor to update	Dawn Thomas	Steve
<b>Opportunity Presented to Area</b>			
Allan Hancock Public Safety Center	internal/external marketing ongoing	Jenelle Osborne	Rick
Beautification of town	Partner with Beautification Committee	Alice Milligan	Bob Manning
Bicycle Skills Park	Charge Completed	Jenelle Osborne	Dawn
Food in Wine Ghetto	COMPLETED	Steve Pepe	Dawn

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<b>Project</b>	<b>Status</b>	<b>Lead Committee Member &amp; Team Members</b>	<b>Exec Com Liaison</b>
Hotel Business Improvement District	Hired Consultant	Colin Walch	Steve
JM Ball Park funds	COMPLETED	Steve Pepe	Teresa
Motorsports Park	Grant Submitted	Dawn Thomas	Bob Manning
Trees in Ocean Avenue median	need to meet with BC	Alice Milligan	Bob Manning
Vintner's Park	Dormant	Steve Pepe	Dawn
Winery Parking Regulations via Planning Commission	COMPLETED	Tom Davidson	Steve
UAV partnership with Ventura County Airport	waiting for FAA appointments	Teresa Gallavan	Dawn
<b>Five Year Strategic Plan Initiatives</b>			
Advertising at Pool/Parks	Correlating data from other cities, researching grants	Don Pommerville, Ken Ostini	Jenelle
Aquatic Center Timers	COMPLETED	Don Pommerville	Debbie
Destination Resort	0-4	Steve Pepe, Dawn Thomas	Rick
Drive-in frontage aesthetic improvements	contacting owners	Debbie McComb	Steve
Improve Art Alley	2013 OTM to utilize	Teresa Gallavan	Debbie
Old Town Business Improvement District	Researching: contacted Orcutt and Paso Robles	Bob Manning, Ken Ostini	Debbie

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<b>Project</b>	<b>Status</b>	<b>Lead Committee Member &amp; Team Members</b>	<b>Exec Com Liaison</b>
Old Town office use on 1st floor	COMPLETED	Debbie McComb	Steve
Old Town Specific Plan review	Participating in PC review mtgs: 2 to date	Debbie, Alice, Dawn	Teresa
Old Town theme	vetting	Debbie McComb, Ken Ostini, Dawn	Jenelle
Old Town: Lights in trees on 100 blk North and South H	South H lights installed	Alice Milligan	Dawn
Pool Snack Shop	researching	Don Pommerville	Dawn
Sign Ordinance	on hold per PC	Debbie McComb, Maria Hall	Dawn

**Marketing and Public Relations**

<b>Project</b>	<b>Status</b>	<b>Lead Committee Member &amp; Team</b>	<b>Exec Com Liaison</b>
<b>2013 Strategic Plan Update</b>			
City app	researching	Jeremy Ball	Jenelle
Monthly fun facts/talking points for EDC members	compiling	Jeremy Ball	Dawn
<b>Opportunity Presented to Area</b>			
Ad in Oct/Nov BevWorld	COMPLETED	Jenelle Osborne	Steve
Guest Editorials in local paper	published 1 to date	various members	Steve
Allan Hancock Public Safety Center	internal/external marketing ongoing	Jenelle Osborne	Rick
Reviving Lompoc Valley Magazine	Formatting to be determined/ partnership with Chamber?	Jenelle Osborne, Carol Newsome	Teresa
TAPTV shows/promos	Evaluating benefits		Teresa
Vet Bldg Funding w/ Home Depot Aprons in Action	COMPLETED/ \$5k awarded	Alice Milligan	Steve
Wind Festivals	Awaiting personnel availability	Jenelle Osborne, Carol Newsome	Debbie
<b>Five Year Strategic Plan Initiatives</b>			
City calendar	Awaiting personnel availability		Debbie
Demographics for 2010	drafting	Jenelle Osborne	Bob

**Marketing and Public Relations**

<b>Project</b>	<b>Status</b>	<b>Lead Committee Member &amp; Team</b>	<b>Exec Com Liaison</b>
Facebook/Twitter for EDC	FB page launched	Jenelle Osborne, Maria Hall	Teresa
Presentation Folder	designing	Julie	Jenelle
Marketing Surveys: commuters, residents, visitors	designing	Jenelle, Jeremy	Bob
New Tagline/logo for city	in discussion	Jenelle, Maria	Steve
Press release form	created	Jenelle	Steve
Speakers' Bureau	ongoing: 12 to date	Ken Ostini	Rick
Website for EDC	need funding	Jenelle Osborne	Teresa