



Economic Development Committee's 2013 Strategic Plan Second Quarterly Report

**Presented by
Economic Development Committee
July 2, 2013**



The Committee

Executive Committee

Stephen Pepe, Chairman
Robert Manning
Rick Rantz

Jenelle Osborne, Vice-Chair
Debbie McComb
Dawn Thomas

Committee

Jeremy Ball
Maria Hall
Julie Menicucci
Dulcie Sinn

Tom Davidson
Alice Milligan
Don Pommerville
Colin Walch

Associate Members

Margaret Lau
Ken Ostini, Ex officio

Carol Newsome

Teresa Gallavan, Asst City Administrator/Eco Dev Director

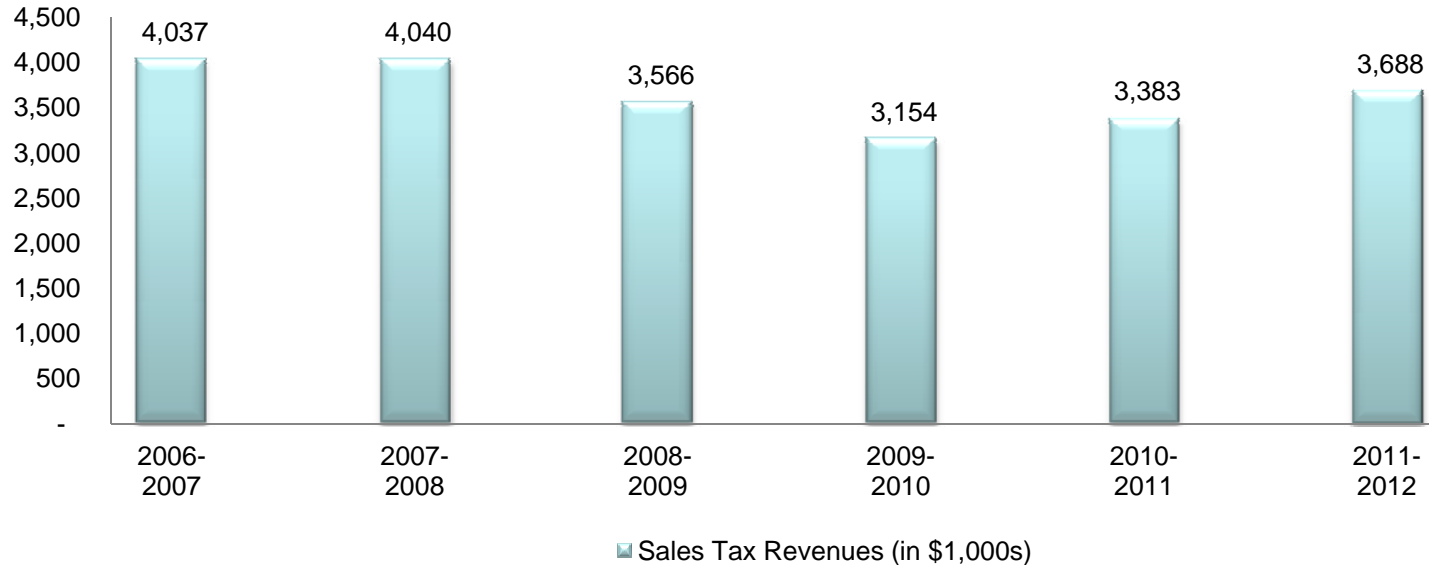


Economic Development Report

- Review Economic Indicators
- Economic Development Director Activities
- Economic Development Committee Activities



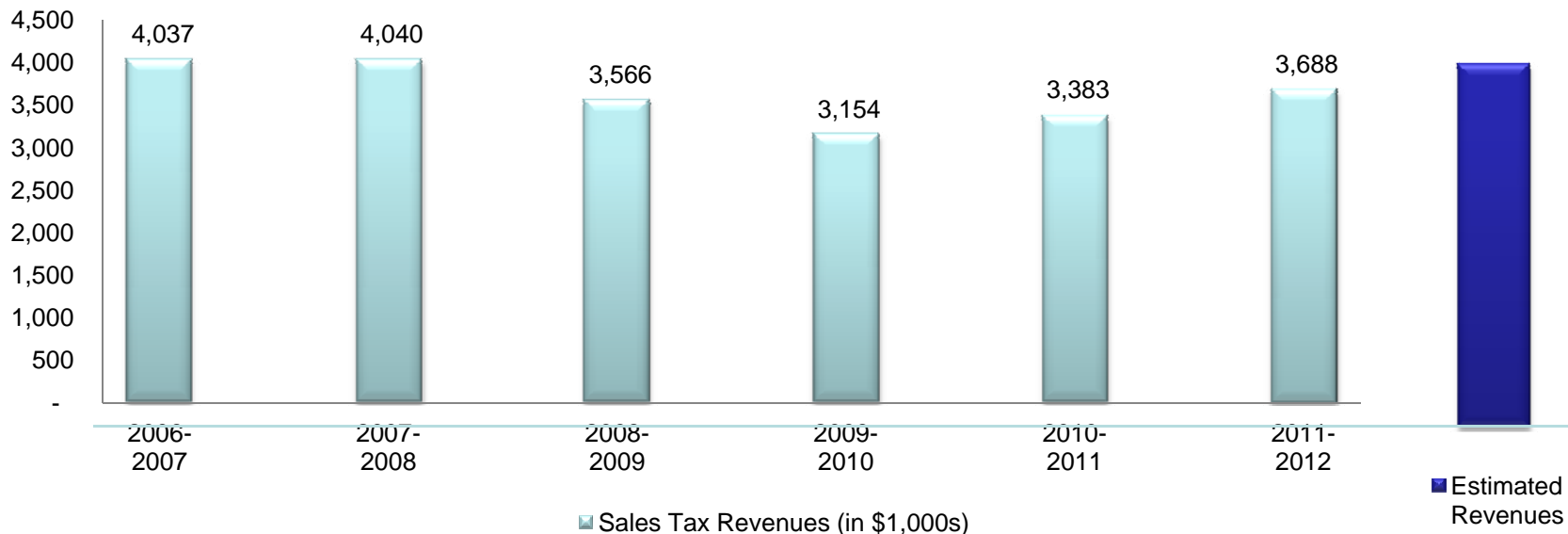
Annual Sales Tax



As of June 30, 2013, three months of remittances are still due to the City for Fiscal Year 2012-2013. Trends are indicating the Fiscal Year 2012-2013 total collections will exceed 2011-2012 but the magnitude of the increase is unknown at this time.



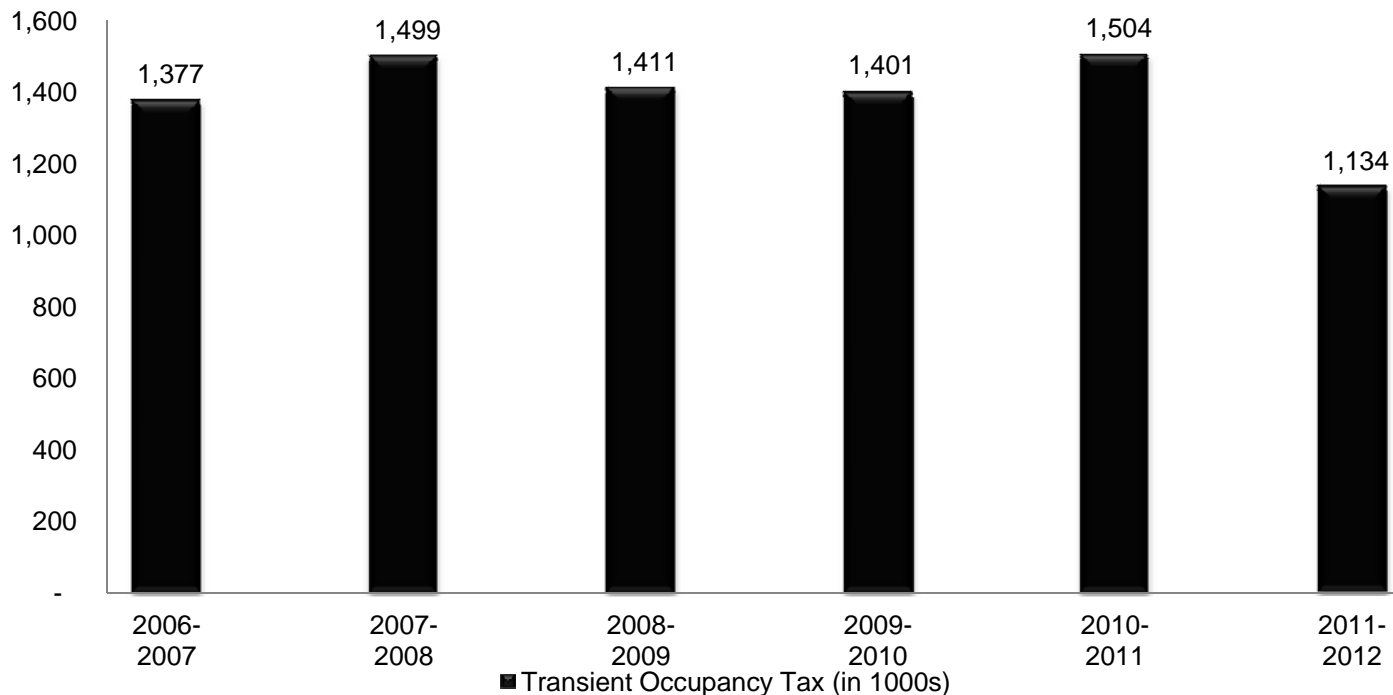
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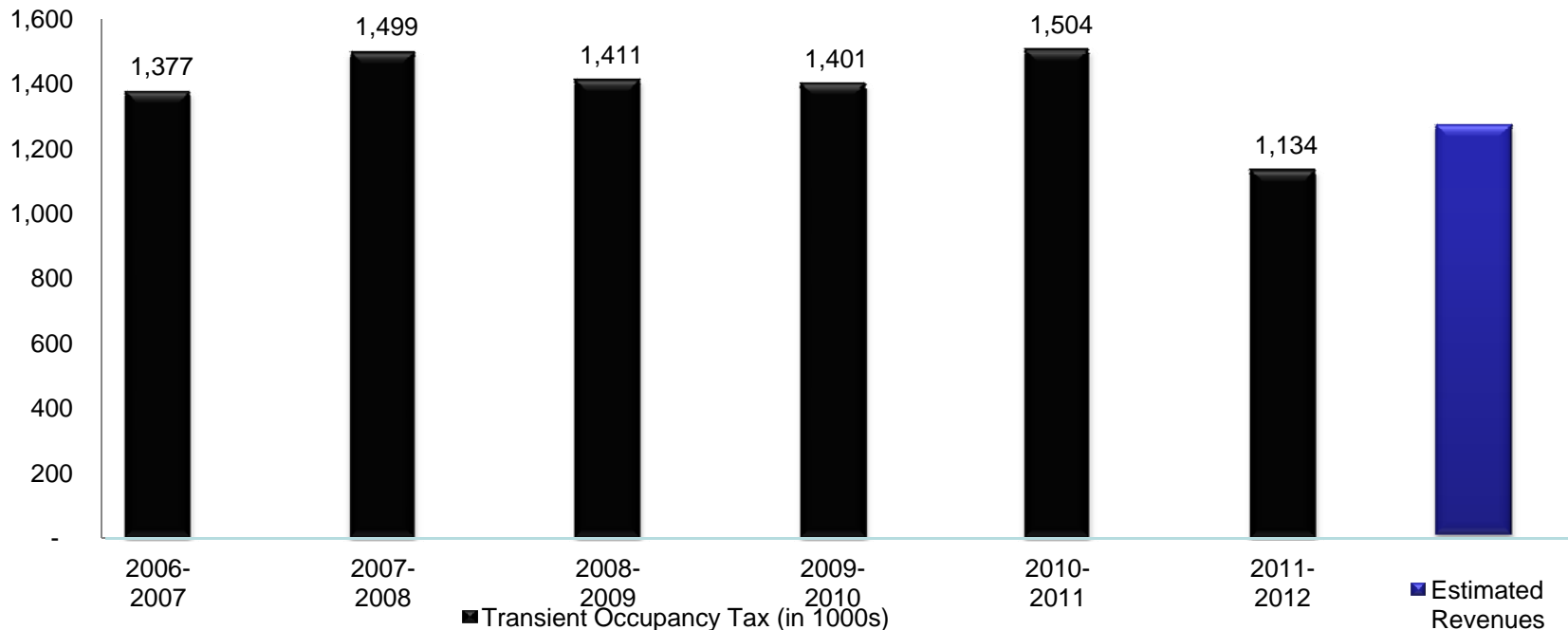
Annual TOT



Up to two months of the activity for Fiscal Year 2012-2013 has yet to be remitted; however, trends from the first nine months of the Fiscal Year indicate between 5% and 17.5% increase in revenue over Fiscal Year 2011-2012.



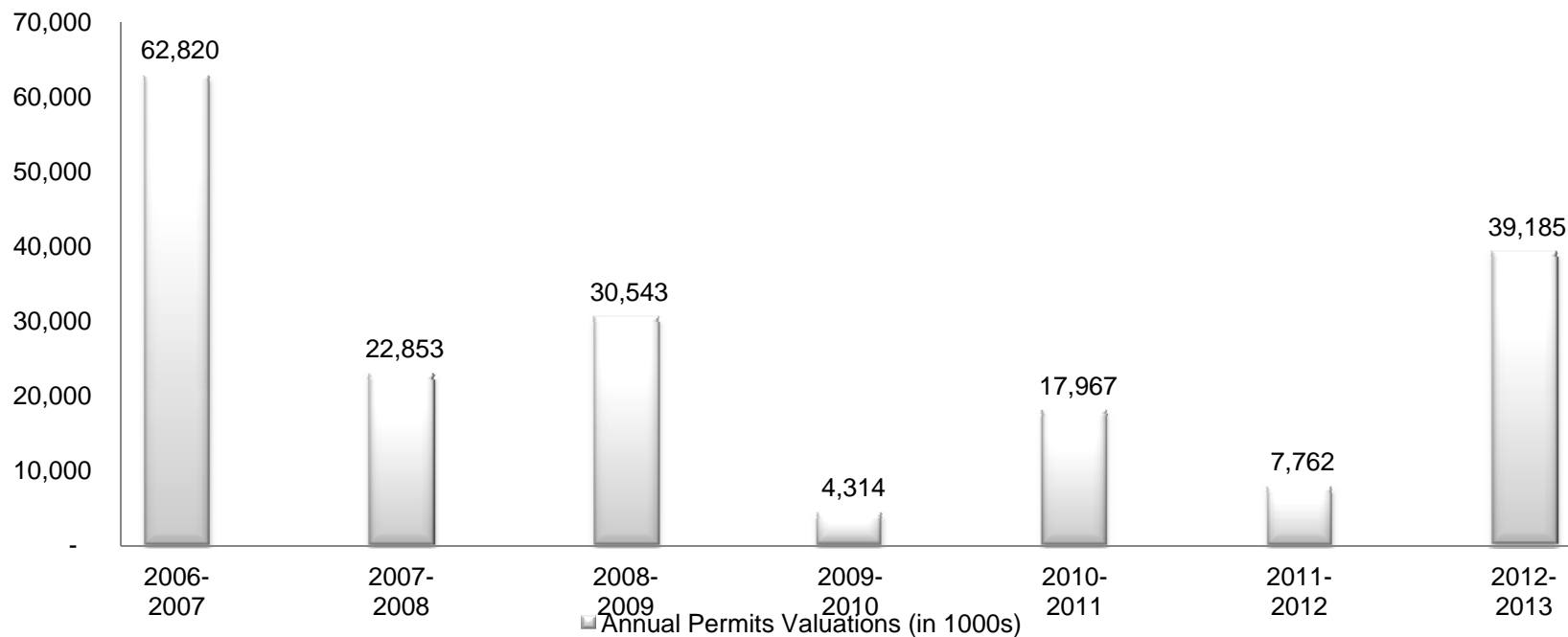
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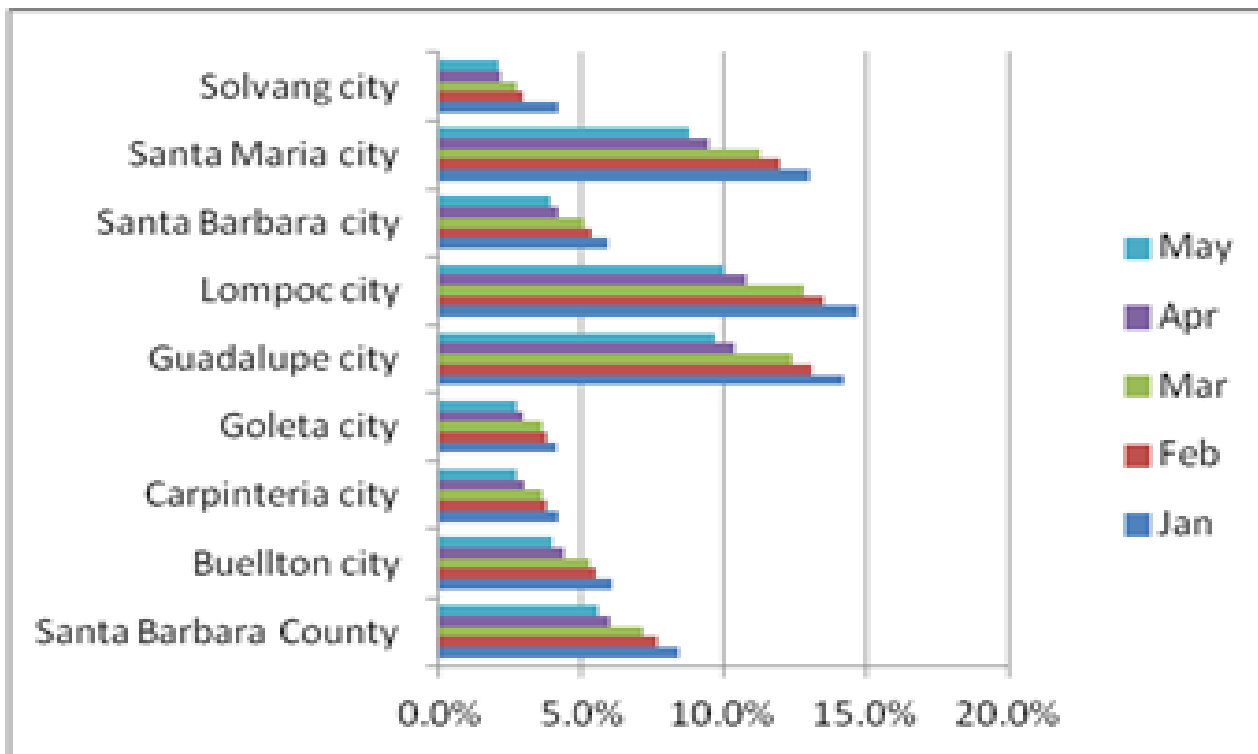
Capital Investment



The Lompoc District Hospital had two projects during this period. One project was valued at \$23 million in Fiscal Year 2006-2007 and the other project was valued at \$14 million in Fiscal Year 2012-2013. City of Lompoc had permits issued on projects valued at \$7 million in Fiscal Year 2010-2011.



Employment





Quarterly Update

- **Industrial/Airport/Technology**
 - DenMat consolidation complete & open house
 - Epic Cooling under construction
 - Met with developer
 - Conference calls & follow-up with developer of Spaceport in NM
 - Attended American Institute of Aeronautics and Astronautics (AIAA) Policy Symposium: Civilian Application of UAVs – A California Perspective
 - Support Ventura County's bid to be one of six FAA-designated UAV test sites
 - Held roundtable discussion with Dr. Delore Zimmerman, ED Strategist with Economic Alliance of Northern Santa Barbara County (EconNSBC)
 - Attended Energy Action Summit hosted by EconNSBC
 - Participated in Regional Innovation Advisory Council & Jobs & Economic Development Initiative Steering Committee
 - Board Member for UCSB Economic Forecast – Annual Forecast held May 3rd



Quarterly Update



July 2, 2013

Economic Development Strategic
Plan Update

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Quarterly Update



July 2, 2013

Economic Development Strategic
Plan Update

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Quarterly Update



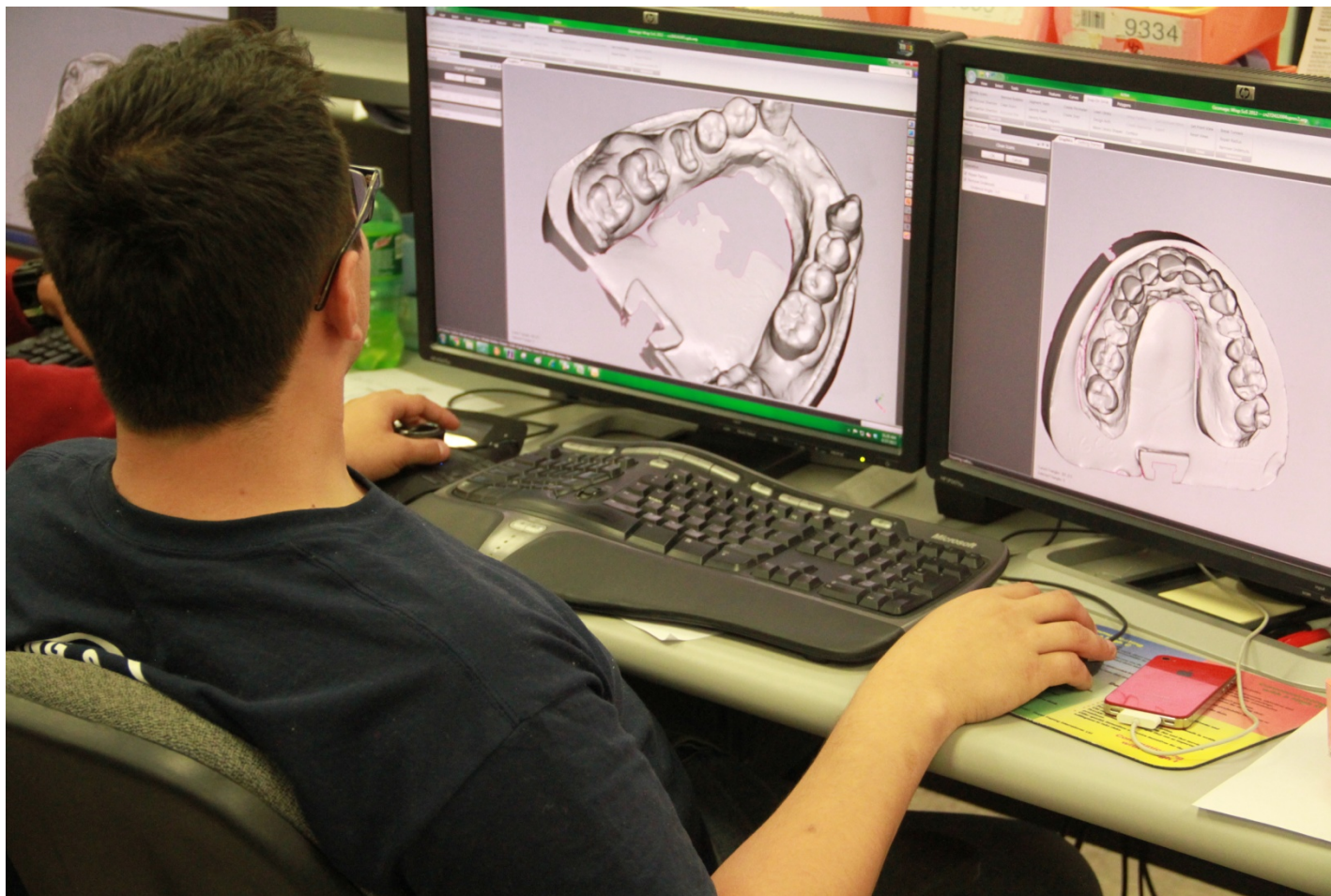
July 2, 2013

Economic Development Strategic
Plan Update

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Quarterly Update



July 2, 2013

Economic Development Strategic
Plan Update

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Quarterly Update

- **Retail**
 - Follow-up with multiple brokers
 - 4 leads
 - ED loan
 - 2 openings – RocketTown, Fallas
- **Downtown**
 - Worked with 2 leads
 - Featured properties as part of 2 property tours
 - Spoke with Executive Director of Paso Robles Downtown/Main Street
 - D’Vine Wine Bar opened
 - Transit Center Site meeting & Council approval on May 14
 - Sidewalk Project with CalTrans for review
- **Housing**
 - Met with 3 developers
 - Follow-up with 1
 - Cypress Court held grand opening



Quarterly Update

- **Restaurants**
 - 8 restaurant leads
 - 3 meetings
 - 2 site tours
 - 4 opened – Umami Ya Sushi, Papa John's, Ike's Barbeque, & D'Vine Wine Bar
- **Wineries**
 - 4 projects
 - 1 expansion
- **Resort/Hotel**
 - 3 leads
 - 1 meeting



Quarterly Update

• Recreation

- Criterium
- OHV Grant for \$998,107 – Intent to Award
- July 4th Fireworks Show
- JM Ballpark Completed
- Snack Shack at Aquatic Center
- Bike Skills Park
- Kids MotoPark

• Other Investment

- Chamber Contract Approved & meeting set to start Strategic/Marketing Plan
- Participated in Chamber panel for Economic Development



Quarterly Update

QUARTERLY SUMMARY

<u>PROJECT</u>	<u>JOBS</u>	<u>SQUARE FOOTAGE</u>	<u>FACILITY INVESTMENT</u>
DenMat	400	46,000	\$1,254,492.80
Fallas	Currently unavailable	25,852	\$75,000.00
Berry Cooler	10	31,165	\$3,200,000.00
Rocket Town Chrysler	10	3,452	\$520,000.00
Umami	8	2,340	\$557,657.60
Papa Johns	32	1,710	\$95,000.00
Ike's	10	1,616	\$20,000.00
D'Vine	4	No sq ft available	\$10,000.00
<u>TOTALS</u>	<u>474</u>	<u>112,135</u>	<u>\$5,732,150.40</u>



Quarterly Update

Valley of Flowers Criterium





Reporting Tools

- **During our February annual report, council requested we report on projects, their progress and volunteer time dedicated to the EDC**
- **As a result the EDC has developed two reports, copies are provided for council.**

A. Project Tracking Workbook

- **Each project is categorized under one of the three goals developed in the original 2012 strategic plan and then identified as falling into one of the following areas:**
 - Original Five Year Strategic Plan Initiative
 - 2013 Strategic Plan Update
 - Directive from City Council
 - Opportunity Presented to Lompoc
- **Additional information in this document includes:**
 - Brief description
 - Status
 - Members working on the project

B. EDC Meetings In Addition to Standing Committee Dates

- **This report contains meeting category, topic, date, number of members participating, and notes.**

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Project Tracking Workbook

Supportive Business Environment Initiative

Project	Status	Lead Committee Member & Team Members	Exec Com Liaison
Five Year Strategic Plan Initiatives			
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	on hold until Spring 2014	Julie	Rick
Identify businesses to recruit	designing - budget? Setup: contact on campus: Pam	Teresa, Maria	Bob
Intern Program with LAHC	Storie	Julie	Rick
Presentation Folder	designing	Julie	Jenelle
Research Fiber optic expansion	mayor to update	Tom	Teresa
2013 Strategic Plan Update			
Research grant opportunities/maintain list and data	researching	Dulcie Sinn	Debbie
Startup Weekend	Preparing to launch. Tentative	Rick Rantz, Maria	Jenelle
Major university recruitment with expansion plans	Fall date. ongoing (1 site visit)	Hall Rick Rantz	Steve

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Project Tracking Workbook

Launching Lompoc into the 21st Century Initiative

Project	Status	Lead Committee Member & Team Members	Exec Com Liaison
2013 Strategic Plan Update			
Vibrant Valley Initiative - funding for redevelopment	researching	Debbie McComb	Steve
Directive from City Council			
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 AHCLLV	researching	Jenelle	Teresa
Sports Complex	Mayor to update	Dawn Thomas	Steve
Opportunity Presented to Area			
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
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

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Project Tracking Workbook

Launching Lompoc into the 21st Century Initiative

Five Year Strategic Plan Initiatives

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
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

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Project Tracking Workbook

Marketing and Public Relations Initiative

Project	Status	Lead Committee Member & Team Members	Exec Com Liaison
2013 Strategic Plan Update			
City app	researching	Jeremy Ball	Jenelle
Monthly fun facts/talking points for EDC members	compiling	Jeremy Ball	Dawn
Opportunity Presented to Area			
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
TAPT TV 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
Five Year Strategic Plan Initiatives			
City calendar	Awaiting personnel availability		Debbie
Demographics for 2010	drafting	Jenelle Osborne	Bob
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

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EDC Meetings in Addition to Standing Committee Dates

January – April 2013

Meeting/Initiative/ Opportunity	Topic	Date	#/Members	Note
City Council	Upcoming projects	1/29/13	2	
City Council	EEG	2/5/13	2	
City Council	EDC Quarterly Report	2/19/13	2	
City Council	Expansion Area B	2/26/13	2	
City Council	Expansion Area D	3/5/13	2	
City Council	EEG	4/16/13	2	
LL21	EEG Techbrew	1/12/13	1	attended EEG event Sissy's & Larry Fay Head SB Public Health Department
LL21	Food in the Ghetto	2/8/13	1	
LL21	PSTC review and SBDC support	2/26/13	1	Met w/ Tim Harrington of SBDC
LL21	Adhoc review of OTSP	2/27/13	5	EDC ad hoc to prep for PC mtg
LL21	University Satellite Campus in Lompoc	3/15/13	2	Site Tour & Host Lunch at Vineyard
LL21	JM Field Opening Day	3/23/13	2	
LL21	Transit Center	4/9/13	5	mtg with City Staff
LL21	Met w/Delore Zimmerman	4/11/13	5	
LL21	Destination Resort	4/22/13	1	Mtg in SB Hotel Investor
LL21	RFP for Space Center	4/24/13	1	mtg. with contact with Disney/ Universal/Entertainment Industry
Marketing Lompoc	Marketing Lompoc via Social Media	1/10/13	2	Met w/ Council Member Costa
Marketing Lompoc	Allan Hancock PSTC Marketing Group Meeting	1/17/13	4	kickoff meeting for marketing PSTC
Marketing Lompoc	Strategic partnership development meeting with GRID Alternatives/Steven Fernandez	1/22/2013	2	Meeting included tour of AHC LVC; exploration of solar PV workforce and Lompoc economic development possibilities

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EDC Meetings in Addition to Standing Committee Dates

January – April 2013

Marketing Lompoc	Allan Hancock PSTC Marketing Group Meeting	1/29/13	3	Marketing tasks organized
Marketing Lompoc	Meet with Lois Capps	1/29/13	2	
Marketing Lompoc	Allan Hancock PSTC Marketing Group Meeting	1/31/13	1	met w/Deb and Andy
Marketing Lompoc	Allan Hancock PSTC Marketing Group Meeting	2/19/13	1	ongoing
Marketing Lompoc	Strategic partnership development between GRID Alternatives, Mary Kammer (Lompoc), and M Lau (AHC CCA ETC)	2/19/2013	1	Further exploration of solar PV partnership project to benefit Lompoc homeowner and support Lompoc econ dev
Marketing Lompoc	Allan Hancock PSTC Marketing Group Meeting	3/5/13	3	ongoing
Marketing Lompoc	Meeting with Citizens re EDC	3/6/13	1	Rotary Mtg re PSTC data
Marketing Lompoc	Adhoc review of PSTC presentation	3/12/13	2	
Marketing Lompoc	Attended LBWN Luncheon	3/13/13	2	promote March 18 presentation/PSTC
Marketing Lompoc	Meeting with Citizens re EDC	3/18/13	8	PSTC Business opps to public
Marketing Lompoc	Public Safety Training Academy	3/26/13	7	Mtg Petroleum Education Council
Marketing Lompoc	Meeting to discuss smartphone apps and websites for PSTC	3/29/13	1	

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EDC Meetings in Addition to Standing Committee Dates

January – April 2013

Marketing Lompoc	CCA ETC educational outreach and strategic partnership development meeting with Sanitation Agencies Managers' Association reps; promoting training opportunities and technical services at the LVC	4/10/2013	1	PSTC brochures included in educational outreach presentation
Marketing Lompoc	Meeting with Citizens re EDC	4/18/13	2	Presentation to Chamber Lunch
Marketing Lompoc	CCA ETC Educational outreach to Santa Maria Manufacturers Association – Hazcom Update: Globally Harmonized System	4/23/2013	1	Presentation packets included PSTC brochures; discussion centered on public safety/environmental training opportunities provided at the LVC
Marketing Lompoc	Promoting public safety/environmental health training opportunities at the PSTC	2/4-7/2013	1	Staffed outreach booth at the California Unified Program Agencies (CUPA) State Conference, Garden Grove, CA
Marketing Lompoc	Promoting advanced environmental/fire technology training opportunities at the PSTC to California Conservation Corps – Camarillo Center	3/25, 28, 30/13	1	Outreach was performed in conjunction with Confined Space Rescue Awareness course delivered to three crews of Corps members
Planning Commission		1/9/13	1	

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EDC Meetings in Addition to Standing Committee Dates

January – April 2013

Planning Commission	OTSP	1/23/13	2	
Planning Commission	Valley Haven	2/13/13	2	
Planning Commission	OTSP	2/27/13	3	
Supportive Bus Env	Wine Industry Forecast	1/29/13	2	Lompoc Ticket
Supportive Bus Env	Review of EDC projects to date	2/6/13	1	Met w/Council Member Holmdahl
Supportive Bus Env	Strategic partnership development teleconference with Petroleum Education Council	3/14/2013	2	Exploration of safety training opportunities at the PSTC
Supportive Bus Env	Start-up Weekend Mixer w/AHSM	3/28/13	2	
Supportive Bus Env	Attended Energy Summit	4/12/13	5	

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Current Project Update

- Old Town Sidewalk Status
 - Cal-trans has the project for review
- Swim Meet
 - First swim meet held at the Improved Aquatics Center by the Los Padres League in April 2013
- Transit Transfer Center
 - Met with city engineering staff and attended Council Meeting to support saw-tooth design in Old Town along Cypress Street, where council approved further development of recommended public restroom facility along with saw-tooth design
- RFP for City Land
 - Researching similar projects and their process, several consultants have recommended a Request for Information/Interest (RFI) as the first step
- Tagline – to be presented by Committee Member Jeremy Ball



Tagline for City

- Goal: to better represent the city's established industries and the initiative to attract additional businesses matching these
- Reason: current tagline focuses solely on tourism rather than the industries unique to Lompoc, it should be used by Visitor's Bureau
- Research results: Lompoc has a long and vital agricultural community combined with a strong and growing aerospace history. This is a unique juxtaposition that could draw interesting tech businesses to both areas as well as providing continued job growth for the local population's skill sets.
- Over 12 ideas were researched, five presented to the committee with the following two recommendations:
 - Valley of Wine, Space and Agriculture
 - Leading Edge of Aerospace and Agriculture

JB



Thank You

And We Welcome Your Questions and Suggestions

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