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## ECONOMIC DEVELOPMENT DEPARTMENT

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**Department Description:** The Department serves to develop, update and implement economic development programs that improve economic conditions in the city and redevelopment area. The Economic Development Department provides various services including demographic, market data and site selection assistance to businesses interested in locating or expanding in the Santa Paula area. The department facilitates the procurement of employment, job development and financial assistance. In addition, the department is responsible for coordinating the implementation of the Downtown Improvement Plan.



**Department Goals:**

- ✓ Preserve and enhance the economic prosperity of the community and aid business development and retention through the implementation of the city's economic plan.
- ✓ Provide a positive business environment that will encourage and promote planned economic development and physical growth of the community.
- ✓ Initiate Business Retention and Attraction Programs for retail, industrial, and agricultural businesses.
- ✓ Develop and implement business assistance programs
- ✓ Design and implement directional signage
- ✓ Update and Implement a Façade Improvement Program

**Budget Commentary:**

The Economic Development budget is funded entirely by the RDA General Fund.

## Economic Development

**Program Description:** The principal function of the Economic Development Program is to develop, maintain and implement the city's Economic Development and Downtown Improvement Plans. The overall goal of the department is to promote and strengthen job and economic opportunities within the City of Santa Paula.

**Program Performance Areas:**

Improve economic environment in the Downtown and city to encourage tourism, local shopping, and location of vital businesses within the City of Santa Paula. Create a consistent community image to facilitate easy access to businesses and locations of interest. Understand local business needs and provide support services when possible.

**Specific Objectives:**

Implement directional signage program

Implement business retention and attraction program

Implement business assistance program.

Implement a façade improvement program.

Administer city property lease and development agreements.

**Budget Commentary:** The Economic Development program is funded through the Redevelopment Agency. The Redevelopment/Economic Development Department consists of a Management Analyst for Housing (Assistant to the City Manager), and an Economic Development Specialist for retail and business. Heritage Valley Tourism is budgeted in the Redevelopment Agency budget.

**CITY OF SANTA PAULA  
 2007 - 2008 BUDGET PLAN  
 DEPARTMENTAL SUMMARY**

**Department: ECONOMIC DEVELOPMENT**

**Program: ECONOMIC DEVELOPMENT**

**100.060.6001**

<b>EXPENDITURES</b>	<b>03/04 Actual</b>	<b>04/05 Actual</b>	<b>05/06 Actual</b>	<b>'06/07 Estimated</b>	<b>07/08 Adopted</b>
SALARIES	0	0	0	0	0
BENEFITS & OVERHEAD	0	0	0	0	0
SALARIES AND BENEFITS	0	0	0	0	0
SUPPLIES/SRVS/MAINT	2,500	2,500	0	2,500	2,500
CAPITAL OUTLAY	13,791	0	0	0	0
<b>TOTAL COST</b>	<b><u>\$16,291</u></b>	<b><u>\$2,500</u></b>	<b><u>\$0</u></b>	<b><u>\$2,500</u></b>	<b><u>\$2,500</u></b>
 <b>AUTHORIZED POSITIONS:</b>	 0.00	 0.00	 0.00	 0.00	 0.00
<b>REVENUE/RESOURCES:</b>					
> General Fund	16,291	2,500	0	2,500	2,500

**CAPITAL OUTLAY/SPECIAL PROJECTS**

**Explanation and Dollar Impact:**

- > Special Project for Heritage Valley Tourism includes \$2,500 from the General Fund. There is also \$2,500 budgeted in the Redevelopment Agency Budget for Heritage Valley for a total of \$5,000 2,500

**OTHER NOTES:**

