



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Submitted on:
(COB Stamp)

Department Name: CEO
Department No.: 012
For Agenda Of: October 14, 2014
Placement: Administrative
Estimated Time: 5 minutes
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors 
FROM: Department Director(s) Mona Miyasato, County Executive Officer, 568-3400
Contact Info: Terri Maus-Nisich, Assistant CEO, 568-3400 
SUBJECT: Santa Barbara Region Chamber of Commerce Contract for Services

County Counsel Concurrence

As to form: Yes

Auditor-Controller Concurrence

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

Recommended Actions:

That the Board of Supervisors:

1. Approve and authorize the Chair to execute an Agreement for Services of Independent Contractor with Santa Barbara Region Chamber of Commerce (a local vendor) to provide for an Economic Vitality Task Force, and all associated activities, in an amount not to exceed \$150,000; and
2. Determine that the above action is not a project under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15378(b)(4) because it consists of the creation of government funding mechanisms or other government fiscal activities which do not involve any commitment to any specific project which may result in a potentially significant physical impact on the environment.

Summary Text:

This item is on the agenda for the Board of Supervisors to consider an agreement with the Chamber of the Santa Barbara Region to provide for an Economic Vitality Task Force and related services.

Background:

On June 11, 2014, via the adoption of the 2014/2015 fiscal year budget, the Board of Supervisors approved an allocation of \$150,000 for the Economic Vitality Task Force (EVT) hosted by the Chamber of the Santa Barbara Region. The EVT was originally brought before the Board of Supervisors for consideration by Ken Oplinger, Executive Director of The Chamber of the Santa Barbara Region. Modeled after the Economic Development Collaborative in Ventura County and the San Luis Obispo County Economic Vitality Corporation, the Santa Barbara County EVT is slated to provide the

mechanism to both seek and grow jobs across the region. This agreement presented for consideration and adoption outlines the parameters of this task force, and provides a mechanism for distributing the funding to the Chamber. There are several key components of the work of the EVT. These include but are not limited to:

- Acting as a central point of contact for business working to locate in Santa Barbara County.
- Assisting local businesses working to expand in surrounding communities.
- Facilitating process whereby local jurisdictions work together to retain businesses focusing on regional and countywide benefits.
- Providing information for start-up companies and serving as the link between organizations, programs and educational organizations helping grow businesses in our County.
- Serving as a clear voice from the community about overall economic development needs and bringing local economic development organizations together to develop long-term strategic plans for the entire County.
- Creating and overseeing implementation of a regional economic development strategy for the Santa Barbara County region. The strategy will include marketing outreach, in-market business support and entrepreneur support.
- Coordinating economic development information funding and other leads developed at local, state, and national levels among all communities in the County.
- Developing relationships with surrounding Economic Development Corporations and Economic Vitality Task Forces in order to address broader infrastructure issues (i.e., telecommunications, energy, transportation, etc.)
- Providing quarterly updates on progress toward goals and general activities, to the full Board of Supervisors.
- Providing an annual report to the County utilizing standard and acceptable accounting practices to report on the sources and uses of funds in compliance with the program budget.
- Provide assistance to businesses expanding to the area.

The Economic Vitality Task Force will be overseen by the Chamber of the Santa Barbara Region. The following structure has been determined by The Chamber in partnership with agencies throughout the County. The governance and structure includes the following:

- The Chamber of the Santa Barbara Region will house the EVT and will serve in an administrative and fiduciary capacity and provide direct oversight to the daily operations of the EVT.
- The Santa Barbara Chamber of Commerce will serve as the employer of record for the Economic Vitality Team Director of Economic Development who will oversee work on a day-to-day basis. (Attachment A – Job Description)
- The EVT will be administered by the participating organizations which will be the local Chambers of Commerce across the County as well as the County of Santa Barbara.
- The EVT will have a Board made up of representation from the northern and southern parts of the County, and the Chair will rotate between the north and the south as well. In addition, the County Executive Officer will appoint a liaison to the Board who will serve as a full voting member.

The County of Santa Barbara has provided funding for a 12-month period as shown in the program budget attached. It is understood by the Chamber that this is a one-time allocation of funds and that any future allocation must be requested as a part of the County' annual budget process. As noted, to ensure

on-going representation and involvement from the County, it is anticipated that the County will establish a liaison and designate a representative to the Board of the EVT in order to provide guidance and input on the achievement of goals and objectives.

Performance Measure:

Key deliverables as a part of the Economic Vitality Program include in year one:

- A. Develop a Countywide/Regional Economic Development Strategic Plan to include key performance indicators.
- B. Conduct evaluation of need for inclusion of economic development element of the County Comprehensive Plan.
- C. Develop centralized County economic development website.

Fiscal and Facilities Impacts:

Budgeted: Yes

Fiscal Analysis:

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized</u> <u>On-going Cost:</u>	<u>Total One-Time</u> <u>Project Cost</u>
General Fund			\$150,000
State			
Federal			
Fees			
Other:			
Total	\$ -	\$ -	\$ 150,000.00

Narrative:

Funding for the EVT was approved as a part of the Fiscal Year 2014/2015 budget process.

Key Contract Risks:

The County will provide ¼ of the total \$150,000 allocation upon execution of the contract. The total \$150,000 is to fund the work of the EVT which includes the costs associated with the Economic Vitality Director. Contractor is aware of the one-time allocation of funds for this effort and any future allocation must be approved by the Board of Supervisors.

Special Instructions:

Clerk of the Board to forward one fully executed original contract and minute order to: County Executive Office, Attn.: Sonia Thompson.

Attachments:

- Attachment A - Job Description
- Attachment B - Contract

Authored by:

Terri Nisich, Assistant CEO

cc:

Jette Christiansson, Business Manager