

# **ATTACHMENT D**



Economic Vitality Team of Santa Barbara County  
**A Division of:** The Chamber of the Santa Barbara Region  
 104 W. Anapamu Street, Suite A  
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**TO:** TERRI MAUS-NISICH  
**FROM:** KEN OPLINGER, PRESIDENT/CEO  
 ZOE J. TAYLOR, DIRECTOR, ECONOMIC DEVELOPMENT EVT  
**SUBJECT:** QUARTERLY REPORT  
**DATE:** March 1, 2016

**REPORT:** January through March 2016

**Mission Statement:** The mission of the Economic Vitality Team of Santa Barbara County is to enhance the quality of life throughout Santa Barbara County by promoting economic vitality through the generation of jobs, increased capital investment, business retention, expansion and attraction while promoting and supporting entrepreneurs. Attended the North County Economic Alliance WAHLI event in Guadalupe- topic education and a skilled workforce.

**EVT Business Plan:**

**Meeting/Events:**

January: Attended the Santa Barbara Vintners Annual Membership meeting. Participated in the Workforce Development Board meeting as a newly appointed board member. Met with Tom Flavin (Economic Development Santa Maria) and Ray Bowman, Director of the Small Business Development Center (SBDC). Met with Laurel Schockley, Southern California Edison Business Division, regarding opportunities for the economic analysis for EVT as requested. Attended the Ventura County AG Forum.

February: Attended the Western Association of Chamber Executives in San Francisco. Was awarded the “Core Competency” award for best new program in building a strong local economy. Attended the “Growing Possibilities” AG Forum in Santa Maria. Attended business roundtable meeting with Santa Barbara Mayor. Attended a transportation forum in Camarillo sponsored by the Chamber Alliance of Ventura and Santa Barbara County Chambers.

March: Scheduled meeting/events – Westmont’s President’ Breakfast, Downtown Santa Barbara Annual Meeting, Workforce Development Board meeting, and North County Alliance Board of Directors meeting

**Program Activities**

**EVT Board Meetings:** January board meeting in Santa Barbara was a planning session with the board to develop the action plan the 2016. Convened a meeting with north and central-county chamber representatives with Ray Bowman (SBDC) to discuss a stronger presence in north and central-county. February board meeting was held in Lompoc to finalize the 2016 action plan.

**Economic Development Roundtable:** Meeting of January 7 was the second meeting on housing. Direction by the group – initiate a task force to define workforce housing, develop a vision statement and action plan for jobs/housing balance throughout the county, and to work in collaboration with housing organizations/agencies throughout the county.



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**Commercial Real Estate Brokers Advisory Council:** No meeting held first quarter. Council members providing data for the Economic Profile.

**Marketing/Website Committee:** The countywide Economic Profile editorial task force met January 13 in Buellton to determine content for this first edition. 10,000 copies to be printed in March for distribution throughout the county. On March 7<sup>th</sup> the marketing task force will begin their discussion on the creation of a marketing strategy to market Santa Barbara County. This will include but not limited to: branding EVT, enhancing the website, expand social media opportunities, identify advertising opportunities for maximum ROI, explore feasibility of trade shows, and opportunities for FAM (familiarization trips) for potential businesses to locate in the county.

**Santa Barbara County Broadband:** The Santa Barbara Broadband participants provided support letters for the Broadband Consortium-Pacific Coast application to the California Public Utilities Commission (CPUC) for funding for the second year.

**Steering Committee** – Chris Chirgwin, Lanspeed, Chair – This group conducts a conference call on a quarterly basis. Members of the committee participate on a monthly tri-county conference call.

**Vision Statement:** The Vision of the **Santa Barbara County Broadband Connect** is to increase the availability and adoption of broadband connectivity to our residents and businesses, resulting in enhanced economic and educational vitality.

**Mapping Task Force** – 225 respondents from throughout the county have responded to the survey. In January, consortium coordinator, Bill Simmons and I met with the county GIS team to discuss GIS mapping of industrial/commercial areas within the county and local cities. A second meeting with the group is set for March 23. This information is forwarded to the consultant who is compiling data for the tri-county area. The mapping task force met in February and will move forward after receiving the consultant’s report. The American Planning Association has provided us with their report on “Smart Cities and Sustainability Initiative” that outlines the criteria for “Model Cities”. The focus is still on Lompoc as a model city, however, dialogue is being initiated with the City of Santa Maria to also work toward becoming a model city.

**Policy & Standards Task Force:** Bill Simmons and I met with Supervisors Peter Adams and Steve Lavagnino in February. We have meetings set with Supervisors Wolfe and Farr on March 11. These discussions are centered on the creation of a county ordinance (modeled after Santa Cruz County) and the “Model Cities” criteria. We also met with the City of Santa Barbara and Lompoc regarding ordinances for their respective cities. Meetings will be set up with the other cities within the county.



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**Project & Grants Task Force** – Jenelle Osborn (Lompoc) is the chair. Following continued conference call meetings within the tri-county, it has been determined that we will continue to focus on Lompoc but initiate a plan wherein any city/community within the county can become a “model” city for broadband. A meeting with the City of Lompoc and Comcast was held in February with a discussion on current services and opportunities for new service. This is following research of other model cities within California and throughout the country. In February Bill Simmons and I had a meeting in San Luis Obispo with John Shoals, mayor of Grover Beach, for a discussion of how we can coordinate building the infrastructure from the fiber they have in their city to Santa Maria and Lompoc.

**EVT Funding Partners:** Meetings and communications continue with existing and potential funding partners. Pacific Western Bank is a new funding partner with both Aera Energy and Union Bank continuing their commitment. Other meetings are scheduled for late March.

**Commercial Fishermen of Santa Barbara (CFSB):** Funding from Plains All American Pipeline has provided Chamber/EVT to develop and MOU between the two organizations to assist the association with marketing and management of the association. A job description has been developed to hire a person to serve in that position. Resumes are being received and will be reviewed by the Chamber and the association.

**Media Stories:** See Attachments