

ATTACHMENT A

Economic Vitality Team of Santa Barbara County
A Division of: The Chamber of the Santa Barbara Region
 104 W. Anapamu Street, Suite A
 Santa Barbara, CA 93101
 Phone: 805/965-3023, Ext. 106
www.evtsb.com ❖ Email: zoe@sbchamber.org

Board of Directors

Tracy Beard
Solvang Chamber

Tom Davidson
Lee & Assoc. Comm RE

Joyce Donaldson
Carpinteria Chamber

Dr. Ken Harwood
Economist

Tim Harrington
California SBDC

Michael Holliday
DMHA Architecture

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Santa Maria Chamber

Ken Oplinger
The Chamber of SB
Region

Ken Ostini
Lompoc Valley Chamber

Chris Slaughter
SMV Discovery Museum

Cameron Stephens
SM Tire

Joseph Toney
County of SB

Jim Turner
Radius Commercial RE

Jaime Valdez
City of Goleta

Kathy Vreeland
Buellton Chamber

Kirsten Zimmer Deshler
UCSB

March 21, 2016

TO: SANTA BARBARA COUNTY SUPERVISORS
STAFF

FROM: KEN OPLINGER, PRESIDENT/CEO, THE CHAMBER OF THE SANTA
BARBARA REGION
ZOE J. TAYLOR, DIRECTOR ECONOMIC DEVELOPMENT

SUBJECT: FIRST ANNUAL REPORT OF THE ECONOMIC VITALITY TEAM
(EVT) OF SANTA BARBARA COUNTY

Discussions were held for several years by various groups and individuals of the need of a County-wide economic development entity. The Santa Barbara Chamber entered into discussion with members of the Board of Supervisors in 2014 regarding a chamber driven economic development group. These discussions culminated in a signed contract on October 1, 2014. Zoe Taylor was hired on January 12, 2015 as the Director of Economic Development and staff for the EVT. Ms. Taylor has over thirty years in the chamber industry with a strong background in economic development and coalition building. The official office of the EVT is located in the offices of The Chamber of the Santa Barbara Region.

The first official meeting of the EVT Board of Directors was convened in January as an organizational meeting with the express purpose to develop a business plan. This Plan was adopted in May of 2015. A copy of the 2015 Plan is attached as well as the 2016 Strategic Plan. The focus of the 2015 Plan was on business retention/expansion and recruitment with the individual chambers of commerce playing a key role. A list of the 2016 board members is included in the report packet. The Santa Maria Chamber officially joined the board in December 2015.

A county-wide Economic Development Roundtable was convened in June 2015. This group includes city and county economic development agencies/organizations, housing organizations, Small Business Development Center, Women's Economic Ventures, SCORE, Workforce Development, chambers of commerce, city economic development commissions, North County Economic Alliance, education, tourism organizations plus others as issues arise, i.e. transportation and water. See attached EVT Activities for a list

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of topics that already have been discussed. A housing task force is being convened in 2016 to carry forward workforce housing for a job/housing balance.

The new county-wide Commercial Real Estate Brokers Advisory Council was convened in June 2015. This group is working with EVT to help facility potential businesses to identify locations available within the county. They are also working with EVT in adding context to the EVT website.

The EVT website www.santabarbaracountybusiness.com and www.evtsb.com went live in July 2015. EVT in conjunction with the Santa Maria Economic Development Commission purchased a half-page ad in the 2015 and 2016 California Investment Guides. Focus for 2016 is to market Santa Barbara County as “A Place For Your Business”. EVT has published the first county-wide Economic Profile that hit the streets on March 24.

The Santa Barbara County Broadband initiative is a participating partner with the Broadband Consortium-Pacific Coast that includes Ventura and San Luis Obispo Counties. A tri-county broadband event in April 2015 in Buellton was the kick-off for the Santa Barbara effort. A steering committee, mapping task force, policy & standards task force and an infrastructure & adoptive grants task force were created in 2015. A follow up tri-county conference was held in Buellton on October 2015. A broadband vision statement and action plan was adopted in June 2015. The Broadband Consortium Annual Report is attached to this report.

The Broadband Consortium Coordinator and Ms. Taylor have met with members of the Board of Supervisors and county staff to discuss the creation of a county broadband ordinance that embraces and facilitates building a fiber infrastructure that meets the needs of the future for business, education, healthcare, public safety. They are also setting up meetings with the cities within the county to facilitate city ordinances to meet these same needs. The focus for 2016 is to facilitate creating “Model Cities” throughout the county that will increase the speeds and encourage providers to increase and improve services. Mapping of current fiber infrastructure is in process and provided to a Consortium consultant that will provide us with a roadmap for the future. In the course of these meetings, several opportunities have been made available to meet with the countywide GIS group.

The City Lompoc has been identified by the California Public Utilities Commission (CPUC) as a priority city in Santa Barbara County. The grant for the

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Broadband Consortium work is provided by the CPUC with a specific scope of work. The Consortium applied for a second year of funding in April 2016.

During the course of our first meeting with the county GIS team, we had the opportunity to be briefed on the Everbridge Awareness and Prepare program by the County OEM. Chamber executives throughout the county will be briefed on the program to share with their respective business community. Mr. Oplinger and Ms. Taylor also met with Technical Specialist Michael Dyer regarding the economic impacts of a disaster.

Economic Vitality Team of Santa Barbara County
Oct 2015-Sept 2016 YTD P/L

INCOME	Budget 15-16	Actual 15-16
County Funding	75,000.00	75,000.00
In-Kind from Chamber of SB Region	12,000.00	12,000.00
Regional Chamber Funding	7,500.00	7,500.00
Private Sector Funding	75,000.00	136,250.00
Total	169,500.00	230,750.00

PERSONNEL EXPENSES	Budget 15-16	Actual 15-16
Wages	85,000.00	42,500.00
Employee benefits	20,000.00	12,250.00
Commission	15,000.00	12,250.00
Total Personnel	120,000.00	67,000.00

OPERATING EXPENSES	Budget 15-16	Actual 15-16
Broadband Partnership	5,000.00	3,735.00
Dues and Subscriptions	2,800.00	1,138.00
Computers / Equipment	1,000.00	726.00
Insurance	500.00	500.00
Legal and auditing	2,500.00	627.00
Mileage	7,500.00	3,795.00
Office supplies	500.00	376.00
Postage	500.00	307.00
Printing	5,000.00	1,835.00
Economic Profile	10,000.00	10,000.00
Regional Marketing	7,500.00	5,250.00
Telephone/Cell Phone	3,600.00	2,150.00
FishSB Start-Up	0.00	52,640.00
Travel	2,500.00	1,945.00
Utilities	600.00	485.00
Total Operating	49,500.00	85,509.00
GRAND TOTAL EXPENSES	169,500.00	152,509.00