

ATTACHMENT C

EXHIBIT A

STATEMENT OF WORK

The County of Santa Barbara is providing an amount not-to-exceed \$150,000 for the Economic Vitality Task Force which includes the following services provided under the direct oversight of the Contractor (Santa Barbara Region Chamber of Commerce):

- A. Act as a central point of contact for businesses working to locate in Santa Barbara County.
- B. Assist local businesses working to expand in surrounding communities.
- C. Facilitate process whereby local jurisdictions work together to retain businesses focusing on regional and countywide benefits.
- D. Provide information for start-up companies and serve as the link between: Senior Core of Retired Executives (SCORE), Santa Barbara Development Corporation (SBDC), Workforce Investment Board (WIB), Goleta Entrepreneurial Magnet (GEM), Alan Hancock Community College, Santa Barbara City College (SBCC), University of California Santa Barbara (UCSB); and every other organization, program or educational organization helping to grow businesses in our County.
- E. Serve as a clear voice for the community about overall economic development needs and bring local economic development organizations together to develop long-term strategic plans for the entire County.
- F. Create, approve, and oversee 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.
- G. Coordinate leads developed at local, state, and national levels amongst all communities in the county.
- H. Develop relationships with surrounding Economic Development Corporations and Economic Vitality Task Forces in order to address broader infrastructure issues (i.e., telecommunications, energy, transportation, etc.)
- I. Provide quarterly updates on progress, to the full Board of Supervisors.
- J. Provide 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.
- K. Provide guidance in matters relating to economic development to the County of Santa Barbara.
- L. Provide assistance to businesses expanding to the area.

The County as a partner in the effort agrees to

- A. Provide funds as shown in the program budget (\$150,000) subject to the applicable and required budgetary approval process annually for the County. This is a one-time allocation of funds.
- B. Establish a liaison and designate a representative to the Board of the EVT and provide guidance as to achievement of its goals and objectives.
- C. Provide County representative on Executive Committee.

ORGANIZATIONAL STRUCTURE

- A. The Santa Barbara Region Chamber of Commerce will house the EVT, and will serve in a fiduciary capacity and provide direct oversight to the daily operations of the EVT. The Chamber will serve as the employer of record for the Economic Vitality Director.
- B. 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.
- C. 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 locations.

- D. The County Santa Barbara will have a voting member on the EVT appointed by the County Executive Officer.

YEAR ONE DELIVERABLES FOR THE EVT AND ECONOMIC VITALITY EFFORT

- A. Develop 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.

OPERATIONS OF EVT

EVT Council will have 19 voting members, with one being from the County Executive Office, and the rest broken down as follows:

South County (8 members):

Santa Barbara: 3
Goleta: 2
Carpinteria: 2

Central & North County (10 members)

Santa Maria: 3
Lompoc: 3
Solvang: 2
Buellton: 2

If they are not included as one of the voting members of their Chamber, the President/CEO of each Chamber in the County will have an ex-officio seat on the EVT Council.

EVT Members are chosen by each Chamber for a one-year term (July – June), using their own selection process. Members may serve 5 consecutive years before being termed out. Termed out members are eligible to serve again after a one-year hiatus.

SB Chamber will be responsible for all administration, fiscal and personnel items as they pertain to the EVT.

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Economic Vitality Team Annual Report to Board of Supervisors March 2016

	Contract Statement of Work - 10-14-14	Activities to Date 3-15-16
A.	Act as a central point of contact for businesses working to locating in Santa Barbara County	Website developed second quarter of 2015 promoting county - Advertised in the California Investment Guide Mission Statement and Business Plan adopted second quarter
B.	Assist local businesses working to expand in surrounding communities	Business Plan addresses process. Local chambers take lead with support of EVT & collaborative partners through the Economic Development Roundtable and the Commercial Brokers Advisory Council
C.	Facilitate process whereby local jurisdictions work together to retain businesses focusing on regional and countywide benefits	Local chambers take lead. Established relationships with Santa Barbara Development Corporation (SBDC), Workforce Development Board (WDB), Goleta Entrepreneurial Magnet (GEM), Alan Hancock Community College, Santa Barbara City College (SBCC), University California of Santa Barbara (UCSB), Senior Core of Retired Executives (SCORE), housing and economic development organizations in a countywide Economic Development Roundtable
D.	Provide information for start-up companies and serve as the link between agencies and education organizations and facilities throughout the county	See Item C - the link with the agencies is additionally initiated through the Economic Development Roundtable, through the website and the relationships with each agency/organization. Local Chambers taking the lead on linking with K-12 system
E.	Serve as a clear voice for the community about overall economic development needs and bring local economic development organizations together to develop long-term strategic plans for the entire County	Engaged the Economic Development Roundtable in identifying opportunities in industrial/commercial development within each community - Initiated discussion on workforce housing with the action item of developing a jobs/housing balance vision and action -coordinating work plan in concert with housing organizations throughout the county - coordinating the Broadband Initiative for Santa Barbara County as part of the tri-county consortium
F.	Create, approve, and oversee implementation of a regional economic development strategy for the Santa Barbara County region - to include marketing outreach, in-market business support and entrepreneur support	Focus of 2015 was to bring a cohesive board of directors together with representation from each chamber of commerce, develop a mission statement and business plan and to initiate the creation of the Economic Development Roundtable, the Commercial Real Estate Brokers Advisory Council, and the SB Broadband Steering Committee and task forces. The focus of 2016 is to market SB County through an enhanced website, branding EVT, advertising, FAM trips, industry cluster focus groups and selected trade shows. Support each community in the County with their efforts in retention, expansion and recruitment.
G.	Screen applicants for new economic development funding from the County and provide assessment to the Board of Supervisors	The County has not asked for assistance on this item, but we stand ready to provide input at your pleasure.
H.	Coordinate leads developed at local, state, and national levels amongst all communities in the county	The focus of the 2016 Strategic Plan is to engage each chamber/community to determine the type of businesses they want to attract to their community. We will be building a working relationship with the Governor's Office of Business and Economic Development "GO-Biz" and other economic development organizations to promote Santa Barbara County as the place to locate new businesses
I.	Develop relationships with surrounding Economic Development Corporations and Economic Vitality Task Forces in order to address broader infrastructure issues	In addition to the EVT's countywide Economic Development Roundtable, the EVT's Commercial Real Estate Brokers Council, and the Tri-County Broadband Consortium-Pacific Coast, EVT staff and board members have a working relationships with the North County Economic Alliance, the Economic Vitality Corporation of SLO County, the Economic Development Collaborative-VC along with housing organizations, transportation and other infrastructure agencies.
J.	Provide quarterly updates on progress to the full Board of Supervisors	These written reports have been provided quarterly to the CEO's office and all members of the Board of Supervisors
K.	Provide an annual report to the County utilizing standard and acceptable account practices to report on the sources and uses of funds in compliance with the program budget	EVT staff provides a quarterly report of private sector funding partners, and an annual financial report on the EVT. The EVT has far exceeded its promised match from the private sector for this fiscal year, bringing in over \$200,000 in private sector funding to match the County's \$75,000 investment.
L.	Serve in an advisory capacity to the Santa Barbara County Board of Supervisors	EVT has met on a regular basis with County staff and elected officials, and is prepared to provide any assistance needed in the areas of economic vitality, investment of County funds, or economic impact of certain industry sectors. The EVT has formed a partnership with Southern California Edison to provide scientifically accurate economic impact data for the County as requested