



TO: Mayor and Councilmembers

SUBMITTED BY: Robert Nisbet, City Manager

PREPARED BY: Shannon Kirn, Assistant to the City Manager

SUBJECT: Approval of Business Recognition Program

RECOMMENDATION:

Approve the City of Goleta’s Business Recognition Program Guidelines.

BACKGROUND:

On January 29, 2024, the Economic Development & Revitalization Committee (Committee) met and discussed potential new economic development initiatives, one of which was the Business Recognition Program. At this meeting, the Committee directed staff to conduct further research and return to the Committee with a policy outlining the full details of the program for review. This program aligns with the Economic Development Strategic Plan goal of improving “City government support of local businesses and relationships with economic development stakeholders.”

On March 12, 2024, the Committee met and discussed the draft Business Recognition Program and provided feedback to staff on the guidelines. The Committee recommended adding a criterion for specific recognition of black, indigenous, and other people of color (BIPOC) and women owned businesses. The Committee also recommended including the Santa Barbara South Coast Chamber of Commerce and the Greater Santa Barbara Hispanic Chamber of Commerce in the nomination and awarding processes.

DISCUSSION:

The Business Recognition Program is designed to highlight exceptional Goleta businesses throughout the year for special achievements or other unique contributions to the City such as economic development, prosperity, sustainability or resilience, or other activities fostering continuous community enrichment. Based on the Committee feedback, staff updated the following guidelines for the City of Goleta’s Business Recognition Program as listed below.

1. Eligibility Requirements:

- a. Must be located in the City of Goleta.
- b. Hold a valid City Business License (if applicable).
- c. In good standing with the City (i.e. no outstanding taxes or fees).
- d. Not a previous award recipient of the City of Goleta Business Recognition Program.

2. Criteria for Recognition. A nominee must demonstrate accomplishments relating to one or more of the following areas:

- a. **Longevity in the City:** The business has operated within the City for ten (10) or more consecutive years.
- b. **Business growth:** The business shows substantial growth in the City (e.g., number of employees, revenue, investment attraction, additional locations, etc.),
- c. **Environmental sustainability leadership:** The business has voluntarily developed new or adopted existing clean technology, practices or standards that measurably improve its environmental footprint in the City (e.g., reducing carbon emissions, water conservation, waste reduction, etc.).
- d. **Community Enrichment/Supporter:** The business offers a community benefit, product or service that uniquely adds to the City's overall economic vibrancy or exquisite character. The business details voluntary service or contributions serving Goleta residents such as a community project, partnering with local university to provide internship/hiring opportunities to local talent, or other likeness.
- e. **Industry Innovator:** The business has demonstrated an innovative approach to service delivery, emerging technologies, increased operational efficiencies, or community-focused outcomes that address economic, social, or community impacts.
- f. **Minority- or Women- Owned:** The business is at least 51% owned and controlled by: individuals who are socially and economically disadvantaged according to Title 13 Part 124 Subpart A of the Code of Federal Regulations, or by women and have women manage day-to-day operations.

3. Nomination/Application:

- a. Submit Business Recognition Award Nomination Form online (Attachment 1).
- b. Nominations are open to the public and self-nominations are accepted.
- c. Nominations are accepted on a rolling basis.
- d. Awardees will be selected by the City Manager's Office staff in collaboration with the Greater Santa Barbara Hispanic Chamber of Commerce and the Santa Barbara South Coast Chamber of Commerce.
- e. Awards will be given on a quarterly basis, at most four (4) per year (subject to change based on the number of nominations received).

4. Recognition Perks:

- a. **Formal City Council recognition:** The City Council will recognize the awardee selected for that quarter during a City Council meeting.
- b. **The Award:** The award will consist of a framed certificate acknowledging the business of the quarter.
- c. **Written acknowledgments:** The awardee will be spotlighted on the City's Economic Development website, in the Monarch Press with a brief article highlighting key reasons for selection and recognized on the GoodLandGoodShopping Business Directory as applicable.
- d. **State of the City Address acknowledgment:** All awardees for the year, at most four (4), will be highlighted once more during the annual State of the City Address.

Upon Council approval, the Business Recognition Program guidelines and nomination form will be added to the current Economic Development webpage on the City's website.

GOLETA STRATEGIC PLAN:

City-Wide Strategy: 4. Support Economic Vitality

Strategic Goal: 4.1 Promote a sustainable local economy

FISCAL IMPACTS:

In addition to staff time, there will be minor fiscal impacts associated with this program such as printing services for certificates and awards. This program will be supported by the City Manager's Department FY 2024-25 budget under the Economic Development line item of Professional Services account 101-10-1200-51200 with a total approved budget of \$100,000. No appropriations are needed.

ALTERNATIVES:

Council could choose not to approve the Business Recognition Program guidelines and provide different directions to staff as necessary.

LEGAL REVIEW BY: Megan Garibaldi, City Attorney

APPROVED BY: Robert Nisbet, City Manager

ATTACHMENTS:

1. Draft Business Recognition Nomination Form

ATTACHMENT 1

Draft Business Recognition Nomination Form



City of Goleta Business Recognition Program Nomination Form

Eligibility Requirements

To be eligible for the Goleta Business Recognition Program, a Goleta business must:

- Be located in the City Goleta
- Hold valid City Business License
- Be in good standing with the City (i.e. no outstanding taxes or fees)
- Not be a previous award recipient of the City of Goleta Business Recognition Program

Business Information

Business Name:

Street Address:

City: State: Zip Code:

Total number of employees: Website:

Nominator Information

Name:

Relationship to business:

Email: Phone:

Recognition Criteria

A nominee must demonstrate accomplishments relating to one or more of the following criteria:

- Longevity in the City
- Business growth
- Environmental sustainability leadership
- Community Enrichment/Supporter
- Industry Innovator
- Minority- or Women- Owned Businesses

Accomplishment details: Provide explanation and supporting examples of how criteria is met:

Additional Supplemental Documents

Attach additional supplemental documents to completed form.