



TO: Mayor and Councilmembers

SUBMITTED BY: Robert Nisbet, City Manager

PREPARED BY: Shannon Kirn, Assistant to the City Manager

SUBJECT: Economic Development Strategic Plan – Old Town Initiatives

RECOMMENDATION:

- A. Receive an update on the 2023-2028 Economic Development Strategic Plan and provide direction to staff on initiatives for Old Town.
- B. Direct staff to implement certain initiatives in the Economic Development Strategic Plan proposed as the Old Town Small Business Assistance Program.
- C. Direct staff to send notice to Women’s Economic Ventures to request the return of a designated amount of funding identified for the Streamlined Small Business Loan Program per Agreement No. 2020-58.
- D. Direct staff to allocate a designated amount of funding for an Old Town Small Business Assistance Program.
- E. Find that the Old Town Small Business Assistance Program is not a gift of public funds.

BACKGROUND:

Last year in June 2023, the City Council adopted the 2023-2028 Economic Development Strategic Plan (Plan) as a roadmap for implementing the City’s economic development initiatives over the next five years. In August 2023 the Plan’s Core Planning Team met to develop and initially sequence all the strategies into three phases: Year 1, Year 2-3, and Year 4+. At the January 29, 2024, Economic Development & Revitalization Committee (Committee) Meeting staff presented the sequencing of the strategies that the Core Planning Team developed, and the Committee provided feedback on ongoing and new initiatives. One of those initiatives included the Business Recognition Program, which Council approved at the City Council meeting on July 16, 2024. The updated sequencing spreadsheet can be found in Attachment 1 and serves as a general timeline to help guide the Plan’s work efforts.

On June 18, 2024, as part of the adopted Fiscal Year 2024-25 (FY 2024-25) Mid-cycle Budget, the City Council allocated \$100,000 for economic development initiatives in the City Manager's Professional Services General Ledger account.

Over the last few months, Old Town businesses, residents, and patrons have provided public comment on the specific needs and issues involving Old Town. At the September 3, 2024, meeting during Council Comments/Standing Committee Reports, Councilmember Kyriaco requested an item to be brought to the full Council on a status report of the Economic Development Strategic Plan and to discuss specific Old Town initiatives that could be implemented sooner to be responsive to the comments made and to help identify initiatives to revitalize the Old Town neighborhood. Councilmember Kyriaco received concurrence and staff have prepared this report for the October 1, 2024, City Council meeting.

DISCUSSION:

2023-2028 Economic Development Strategic Plan Update

On July 30, 2024, the Committee received an update on the Plan and the sequencing spreadsheet which includes new columns describing the status of each initiative. At this meeting, the Committee provided direction to staff on the draft expenditure plan for economic development initiatives for FY 2024-25. Table 1 below summarizes the FY 2024-25 initiatives the Committee recommended with the estimated funding allocations and the corresponding imperatives and/or strategies. See Attachment 2 for full the Committee Agenda Packet from July 30, 2024, with details on the initiatives and the sequencing spreadsheet that were presented.

Table 1. EDRC FY 2024-25 Economic Development Recommended Expenditure Summary			
Imperative	Strategy	Initiative	Estimated Amount
Amplify the reputation of Goleta as a world-class center of innovation and technology.	Support marketing and branding campaigns designed to position Goleta as a technology and innovation hub.	1. Innovation and technology branding	\$25,000
Improve access to economic opportunity by increasing the availability of livable-wage jobs and enhancing support for local BIPOC and women-owned small businesses and entrepreneurs.	Invest in relationship development with and support of culturally focused organizations to better support women-owned and BIPOC-owned small businesses.	2. Mexican Independence Day	\$10,000
Enhance the experience of Goleta for both residents and visitors by leveraging Old Town's unique historical and cultural identity and investing in district placemaking.	Explore the feasibility of a Business Improvement District (BID) through the Old Town Visioning Process.	3. Business Improvement District Analysis/ Survey	\$7,000
	N/A	4. Meet Me in Old Town Events	\$20,000
		5. Old Town Open for Business Campaign	\$8,000

Improve City Government support of local businesses and relationships with economic development stakeholders.	N/A	6. GoodLand GoodShopping Business Directory Platform	\$3,000
		7. Business Recognition Program	\$1,000
		8. Sponsorships for events/ programs	\$10,000
		9. Update City's Economic Development webpage	\$1,000
		10. Business events/support in other parts of City	\$10,000
TOTAL			\$100,000

Economic Development Initiatives for Old Town

One of the six overarching imperatives of the Plan is to “Enhance the experience of Goleta for both residents and visitors by leveraging Old Town’s unique historical and cultural identity and investing in district placemaking.” Under that imperative are a total of six strategies and three of which are in progress or plan to be in progress this FY 2024-25. While progress is being made on those three strategies, there are still three other strategies that have not been started yet.

One of those strategies is to “Study, identify, and implement anti-displacement tools and strategies for Old Town Businesses and residents.” As improvements take place in Old Town, careful steps must be taken to minimize the displacement of residents and businesses. Staff researched anti-displacement tools and strategies and found several reports and examples from other jurisdictions. Several themes identified included promoting programs that equip small business owners with tactical financial support, skills, and knowledge they need to maintain and grow their businesses. Programs included strategies such as commercial tenant protections, educational business training, façade improvements, technical and financial assistance, marketing support, and tax credits and incentives.

It is important to note that the City has already established some of the programs identified above. In 2015 the City Council approved Resolution No. 15-18 waiving all fees associated with processing sign permits for the businesses located in the Old Town Heritage District. In December 2023 the City amended the Memorandum of Understanding (MOU) Agreement No. 2020-058, the City’s ReStart Loan Program with Women’s Economic Ventures (WEV) to the Small Business Loan Program with WEV. The Old Town Open for Business campaign was launched in May 2024 and for the past four months the City’s Community Relations team has been showcasing different businesses in Old Town on the City’s social media channels to help encourage residents and visitors to support the Old Town businesses and learn about new businesses they may not have known about.

The current Small Business Loan Program with WEV has one active loan funded in 2023 and one loan funded in 2021 that has since defaulted.

Staff is proposing to reallocate funding from the Small Business Loan Program to an Old Town Small Business Assistance Program for businesses within the Old Town neighborhood. It is important to note, the Old Town neighborhood can have multiple definitions and can be different depending on who is asked. For the purposes of the proposed program, the Old Town neighborhood is roughly defined as the area between Fairview Ave, the 217 Highway, and the 101 Freeway.

Listed below in Table 1. are the estimated number of businesses categorized by types of major business industry within the Old Town neighborhood. Please note this list may not be comprehensive and some businesses may have been counted in multiple industries.

Table 1. Old Town Neighborhood Businesses by Industry Group

Major Industry Group	Number of Businesses
Autos and Transportation	66
Building and Construction	19
Business and Industry	110
Food and Drugs	22
Fuel and Service Stations	4
General Consumer Goods	89
Restaurants and Hotels	44
Transfers and Unidentified	17
Grand Total	371

The purpose of the Old Town Small Business Assistance Program is to help micro and small businesses continue to thrive and help revitalize the Old Town neighborhood. An Old Town Small Business Assistance Program could include the following initiatives:

1. Grant Program

- a. Businesses within the Old Town neighborhood could qualify to apply for a grant of up to \$5,000.
- b. Criteria:
 - i. For-profit small and micro businesses located in the Old Town neighborhood.
 - ii. Provide financial records (e.g. gross receipts, payroll taxes, bank statements, tax returns, or other financial information) and demonstrate a net profit/loss.
 - iii. Be currently in operation, in good standing with the City and any applicable state and federal agencies, and not have filed for bankruptcy during the duration of the application process.

- iv. Not be in the following categories: non-profits, gambling/gaming businesses; franchisors; sexually oriented businesses; payday & auto loan providers; liquor stores and businesses in which a City employee or officer has a financial interest.
- v. Applicant must be majority owner of the business, or equal share owner with a partner.
- vi. All recipients will be required to complete follow-up surveys and report on how the grant funds were utilized.

2. General Business License Fee Waiver

- a. Businesses within the Old Town neighborhood would receive a fee waiver for a general business license.
- b. The fee waiver would not apply to those applied under a specialty business license, which includes cannabis, short-term vacation rental, firearms, taxicab, tobacco, and non-certified massage establishments and technicians.
- c. Registration for a business license would still be required, including annual renewal and ongoing compliance with city zoning, building, and safety laws.
- d. The cost per year would be \$133 multiplied by 370 (estimated number of businesses in the Old Town Neighborhood), which equals \$49,210 per year.
- e. The proposed timeframe to start the waiver will commence upon the approval of the Old Town Small Business Assistance Program.
- f. The number of businesses is estimated and could change depending on the determined boundary and/or qualified businesses or if the user fee gets adjusted.

3. Events and promotions to help bring community members to shop and dine in Old Town. Examples include:

- a. "Dish It Out" with District 2 Councilmember (and/or Mayor and City Manager). A series of informal meetings that would take place at various Old Town eateries and given an opportunity to discuss issues facing Old Town businesses while supporting Old Town businesses.
- b. A series of Community Walks that feature Old Town businesses with discounts on food, drinks, and merchandise as well as pop up art displays and live music.
- c. "Flip the Switch" Holiday Lights in Old Town, a community event in November to celebrate the installation of Holiday Lights in Old Town courtesy of a donation from the Greater Goleta Santa Barbara Lions Club.

4. Other Agency Resources

- a. Promote resources through the Economic Development Collaborative Small Business Development Center (EDC SBDC) including business

coaching and one-on-one technical assistance available at no cost to businesses.

Should the Council approve moving forward, staff will develop performance metrics to evaluate the program's effectiveness and will provide a comprehensive report to the Council within one year. Performance metrics may include the number of businesses that benefited from the grants and/or fee waivers, changes in overall sales tax revenue in the Old Town area, metrics related to business retention, including openings and closing, and visitor traffic. Final performance metrics will depend on what data is available.

Not a Gift of Public Funds

The expenditure of funds for the proposed Old Town Small Business Assistance Program would not constitute a gift of public funds. Article XVI, section 6 of the California Constitution prohibits expenditures of public funds when not used for a public purpose. However, incidental benefits to private individuals do not transform an expenditure for a public purpose into a private gift. In adopting this program, the City Council should find and determine that the program is not a gift of public funds because it promotes economic development within the City of Goleta and maintains the character of a historically significant area. As discussed in this staff report, the program is consistent with and promotes the goals of the Plan. As improvements take place in Old Town, the City desires to minimize disruption to residents and businesses. One of the goals of the program is to prevent the closure of businesses for economic reasons, and the program will provide helpful capital to support continued operation.

The program, therefore, is designed to prevent blight in Old Town and maintain it as a productive commercial area for the City, drawing both residents and visitors to the area. The Old Town Small Business Assistance Program will help allow businesses to stay in Old Town with the aim of maintaining and creating jobs in Goleta. Moreover, the existent businesses in Old Town add to the unique character of the area, and this program would be implemented in part to preserve that character for current residents and visitors. This program will enable the City to promote a sustainable local economy and implement related imperatives and strategies of the Economic Development Strategic Plan. Therefore, the proposed program will have significant public benefits for the City.

GOLETA STRATEGIC PLAN:

City-Wide Strategy: 4. Support Economic Vitality

Strategic Goals:

- 4.1 Promote a sustainable local economy
- 4.3 Encourage residents, neighboring shoppers, and tourists to support locally owned businesses in Goleta

FISCAL IMPACTS:

Old Town Small Business Assistance Program

The potential economic benefits of this program include increased business activity, job retention and creation, long-term tax base improvement, business attraction and retention, and assistance with streamlining business operations. The MOU with WEV for a Small Business Loan Program was originally funded at \$200,000 in 2020 via General Fund Account 101-60-6100-54012. As of the latest financial update, approximately \$185,000 remains available in the Small Business Loan Program. The City Council has the option to approve the use of the remaining funds for the Old Town Small Business Assistance Program.

Grant Program:

If a grant program is desired, staff recommends allocating half (50%) of the remaining funds to stay with WEV to administer the grant program, and the other half be returned to the City to implement the other approved initiatives within the Old Town Small Business Assistance Program, which include general business license fee waivers, event promotions, and other agency resources.

General Business License Fee Waiver:

The City operates a regulatory business license program. This means the fees associated with the business license are not a business tax like most other cities. The fees associated with the business license are not revenue generation and are cost-recovery user fees for regulatory reviews such as for local zoning and code compliance reviews. On April 16, 2024, the City Council took action and approved the staff recommendation on regulatory user fees for General Business Licenses, reducing the fee from \$241 to \$137 (\$133 user fee + \$4 state fee). The fee reduction was a direct result of streamlining the business license application review process, leading to quicker processing times for issuing a general business license. The fee reduction went into effect July 1, 2024.

It is important for the City and the public to understand that another revenue source, such as the General Fund, must cover any type of fee waiver or subsidy related to a regulatory fee. Therefore, the general taxpayer will potentially help fund private benefits, and or/other City services will not receive funds that are otherwise directed to cover subsidies.

The proposed fee waiver for Old Town neighborhood businesses is estimated to cost \$49,210 annually and will impact the General Fund. The total General Business license fee revenues are projected to be \$300,000 in FY 2024/25, and with the proposed fee waiver, net cost recovery is estimated at approximately \$250,790. Staff will closely monitor the financial impact of this fee waiver and may recommend adjustments to the budget during future quarterly financial reviews if necessary.

Event Promotions and Other Agency Resources:

Estimated costs are unknown and will vary depending on the direction of the City Council. Events can range from \$2,000 to \$5,000 and will be updated once known.

ALTERNATIVES:

Council could choose to provide different directions, such as creating a forgivable loan or an interest-free loan program or terminating the MOU with WEV completely, therefore requiring the non-disbursed funds to be returned to the City and provide different directions to staff on how to allocate the funding.

LEGAL REVIEW BY: Megan Garibaldi, City Attorney

APPROVED BY: Robert Nisbet, City Manager

ATTACHMENTS:

1. Updated Sequencing Spreadsheet
2. July 30, 2024, Economic Development & Revitalization Committee Agenda Packet
3. Power Point Presentation

ATTACHMENT 1

Updated Sequencing Spreadsheet

Imperative	Objectives	Phase 1: Year 1 Strategies	Phase 2: Year 2-3 Strategies	Phase 3: Year 4+ Strategies	Status	Notes	FY 24-25 Draft Expenditure List
Amplify the reputation of Goleta as a world-class center of innovation and technology.	<ul style="list-style-type: none"> Increased number of jobs in technology-based and innovation-led sectors Increased brand recall/awareness for Goleta as a center of innovation and technology Increased number and dollar amount of local financing deals (angel, seed, venture capital, SBIR/STTR) 	Support marketing and branding campaigns designed to position Goleta as a technology and innovation hub.			Plan to Start this Year		Tech Tours and branding and marketing of Goleta tech businesses
			Re-envision and expand the GEM program to better support high-growth startups.		In Progress		
			Update local zoning to encourage the development of light industrial space.		Not Yet Started		
				Study and launch a publicly backed equity investment fund.	Not Yet Started		
Improve access to economic opportunity by increasing the availability of livable-wage jobs and enhancing support for local BIPOC and women-owned small businesses and entrepreneurs.	<ul style="list-style-type: none"> Increased number and size of grants, loans, and investments from City supported programs to minority-owned small businesses Increased number of BIPOC-owned and women-owned small businesses Decreased underemployment of historically marginalized populations in the city 	Invest in relationship development with and support of culturally focused organizations to better support women-owned and BIPOC-owned small businesses.			In Progress		Mexican Independence Day, Business recognition program, Digital Equity Grant Program
			Establish a micro-enterprise loan fund to help close capital access gaps for local small businesses.		In Progress	WEV streamlined business loan program	
			Partner with local workforce development stakeholders to support career pathway opportunities for historically marginalized populations.		Not Yet Started		
Position Goleta as a local leader of high-quality, innovative affordable child-care and housing solutions.	<ul style="list-style-type: none"> Increased number of housing units accessible to residents with Area Medium Income (AMI) or less for a family of four Decreased deficit of affordable childcare slots by 2028 	Partner regionally to identify actionable strategies to improve access to affordable childcare.			In Progress	Human Services committee - FY 23/24 and 24/25 Childcare initiative	
		Evaluate and streamline local zoning and permitting processes to increase the diversity and availability of housing.			In Progress	PER Work Program-Implement Housing Element Programs	
			Partner with local employers to identify innovative solutions and funding opportunities to increase the availability of workforce housing.		Not Yet Started		
			Partner with local organizations with the shared mission to incentivize employers to invest in childcare options, particularly for lower-income residents.		Plan to Start this Year	Human Services Committee - FY 24/25 Childcare initiative	
				Explore innovative solutions, best practices, and legal pathways to reserve affordable housing for Goleta's childcare workforce.	Not Yet Started		

Imperative	Objectives	Phase 1: Year 1 Strategies	Phase 2: Year 2-3 Strategies	Phase 3: Year 4+ Strategies	Status	Notes	FY 24-25 Draft Expenditure List
Enhance the experience of Goleta for both residents and visitors by leveraging Old Town's unique historical and cultural identity and investing in district placemaking.	<ul style="list-style-type: none"> •Annual increase in service and retail sales in Old Town •5-year increase in the number of visitors to Old Town as measured by cell phone location data •Increased positive neighborhood perception of businesses in Old Town as measured by an annual business survey 	Invest in infrastructure and streetscape amenities in Old Town.			In Progress	Streetscape amenities	Meet Me in Old Town
		Explore the feasibility of a Business Improvement District (BID) through the Old Town Visioning Process.			Plan to Start this Year		Business Improvement District Survey
			Identify incentives to encourage property owners and businesses to activate underutilized properties in Old Town.		Not Yet Started		
			Activate the implementation of existing Old Town visions and plans.		In Progress	Project Connect, Interim Striping Project	
			Study, identify, and implement anti-displacement tools and strategies for Old Town businesses and residents.		Not Yet Started		
				Activate Old Town by studying the feasibility of relocating City services to the district and/or investing in community infrastructure.	Not Yet Started		
Promote and advocate for smart investments in essential community infrastructure.	<ul style="list-style-type: none"> Increased capacity to accommodate higher resident use and hosting of youth sports tournaments at Goleta's parks and sports-related facilities •Decreased number of blackouts and maintenance outages of the electricity supply •Increased ridership of public transit options and use of active transportation such as bicycles, scooters, walking, etc. •Increased percentage of residents who access high-speed internet (data disaggregated by demographics) 	Prioritize the implementation of existing City of Goleta Parks and Recreation plans to maximize the use of recreation and sports facilities.			In Progress	Stow grove, JDW, Armitos community garden, GCC strat plan, Evergreen Park Master Plan	
		Prioritize investments in transit, bicycling, and pedestrian infrastructure city-wide.			In Progress	Goleta Train Depot, Interim Striping Project, Vision zero, San Jose Creek Multi-Purpose Path	
			Increase incentives and streamline the process for green alternative energy projects that improve the stability of electricity supply.		Not Yet Started		
			Promote stronger collaboration with the Santa Barbara Airport to foster industrial land opportunities		Not Yet Started		
			Partner with broadband providers to support access to high-speed internet for small businesses and low-income residents		Not Yet Started		
Improve City Government support of local businesses and relationships with economic development stakeholders.	<ul style="list-style-type: none"> •Increased business retention rates •Increased number of new businesses locating in Goleta •Increased resident and business community sentiment of Goleta as a place to do business 	Dedicate an economic development staff position within the City Manager's Office.			Not Yet Started		
		Analyze the City permitting process to identify and implement opportunities to improve efficiency and ensure appropriate staffing levels.			Not Yet Started		
			Collect and direct business license regulatory fees to support local businesses.		Not Yet Started		
			Partner with a third party to create an assistance program for businesses navigating City and other government entity processes.		Not Yet Started		
				Sign an intergovernmental agreement to fund regional tourism	Not Yet Started		
							<ul style="list-style-type: none"> • GoodLandGoodShopping Online Business Directory Platform • Business Recognition Program • Mics. Event Sponsorships • Econ Dev Website Update

ATTACHMENT 2

July 30, 2024, Economic Development & Revitalization Committee Agenda Packet



**ECONOMIC DEVELOPMENT AND REVITALIZATION
STANDING COMMITTEE MEETING
July 30, 2024**

**1:30-3:00 PM
City Hall – Conference Room 1
130 Cremona Drive, Suite B
Goleta, California**

Mayor Pro Tempore Luz Reyes-Martín
Councilmember James Kyriaco
Robert Nisbet, City Manager
Shannon Kirn, Assistant to the City Manager

OPTIONS FOR PUBLIC PARTICIPATION WILL BE IN PERSON OR ONLINE VIA ZOOM

If you wish to make a general public comment or to comment on a specific agenda item, the following methods are available:

Distribution to the Economic Development and Revitalization Standing Committee - Submit your comment via email prior to the Economic Development and Revitalization Standing Committee meeting. Please submit your comment to Shannon Kirn at: skirn@cityofgoleta.org. Your comment will be placed into the record and distributed appropriately.

Please register for Economic Development and Revitalization Committee Meeting on Tuesday, July 30, 2024, at 1:30 PM. PDT at:

For Electronic Participation:

Zoom Registration Link:

https://us06web.zoom.us/webinar/register/WN_kTo5QnsnTJecFFCuWP6Ifg

Zoom Webinar ID: 830 5221 2284

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After registering, you will receive a confirmation email containing information about joining the webinar. You will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

AGENDA

- I. Public Comment (5 Minutes)
- II. FY 2024-25 Economic Development Draft Expenditure Plan (60 Minutes)

Americans with Disabilities Act: In compliance with the ADA, if assistance is needed to participate in a City Council meeting (including assisted listening devices), please contact the City Clerk's office at (805) 961-7505. Notification at least 72 hours prior to the meeting helps to ensure that reasonable arrangements can be made to provide accessibility to the meeting.



MEMORANDUM

DATE: July 30, 2024

TO: Economic Development & Revitalization Standing Committee

FROM: Robert Nisbet, City Manager

CONTACT: Shannon Kirn, Assistant to the City Manager

SUBJECT: July 30, 2024, Economic Development & Revitalization Standing Committee Meeting

ITEM I. Public Comment (5 Minutes)

ITEM II. FY 2024-25 Economic Development Draft Expenditure Plan (60 Minutes)

RECOMMENDATION

Provide direction to staff on the draft expenditure plan for economic development initiatives for Fiscal Year 2024-25.

BACKGROUND

Last year in June 2023, the City Council adopted the Economic Development Strategic Plan (Plan) as a roadmap for implementing the City's economic development initiatives over the next five years. At the Economic Development & Revitalization Committee (Committee) Meeting on January 29, 2024, staff presented the Strategic Plan Initiative Sequencing that the Core Planning Team developed and initially sequenced all the initiatives into three phases: Year 1, Year 2-3, and Year 4+. The Initiative Sequencing spreadsheet serves as a general timeline to help guide the work efforts of the Plan. See Attachment 1 for the Initiative Sequencing spreadsheet with new columns to show the status and notes on the strategies.

On June 18, 2024, as part of the adopted Fiscal Year (FY) 2024-25 Mid-cycle Budget, the City Council allocated \$100,000 for economic development initiatives in the City Manager's Professional Services GL account.

DISCUSSION

Staff is proposing a draft expenditure list for this Fiscal Year 2024-25 based on current projects and new initiatives that could be pursued throughout the fiscal year. The draft expenditure list

in Table 1 is intended to serve as a jumping off point to help gain consensus on this fiscal year's economic development initiatives. Staff welcomes the Committee's feedback and direction on all the projects and potential initiatives identified.

Listed below in Tabel 1 is a summary of the proposed FY 24-25 initiatives with the estimated funding allocations and the corresponding imperatives and strategies. More details on the proposed initiatives are listed below numbered 1-10. Not all in-progress initiatives are listed below, see Attachment 1 for a comprehensive list of the initiatives and their statuses.

Tabel 1. Draft FY 2024-25 Economic Development Expenditure Summary			
Imperative	Strategy	Initiative	\$ Estimate
Amplify the reputation of Goleta as a world-class center of innovation and technology.	Support marketing and branding campaigns designed to position Goleta as a technology and innovation hub.	1. Innovation and technology branding	\$15,000
Improve access to economic opportunity by increasing the availability of livable-wage jobs and enhancing support for local BIPOC and women-owned small businesses and entrepreneurs.	Invest in relationship development with and support of culturally focused organizations to better support women-owned and BIPOC-owned small businesses.	2. Mexican Independence Day	\$10,000
Enhance the experience of Goleta for both residents and visitors by leveraging Old Town's unique historical and cultural identity and investing in district placemaking	N/A	3. Meet Me in Old Town Events	\$20,000
	Explore the feasibility of a Business Improvement District (BID) through the Old Town Visioning Process.	4. Business Improvement District Analysis/ Survey	\$7,000
	N/A	5. Old Town Open for Business Campaign	\$8,000
Improve City Government support of local businesses and relationships with economic development stakeholders.	N/A	6. GoodLand GoodShopping Business Directory Platform	\$3,000
		7. Business Recognition Program	\$1,000
		8. Sponsorships for events/ programs	\$5,000
	N/A	9. Update City's Economic Development webpage	\$1,000
<i>Optional</i>	N/A	10. See below	\$30,000
TOTAL			100,000

Proposed Initiative Expenditure Descriptions:

1. Innovation and Technology Branding
 - a. To support marketing and branding campaigns designed to position Goleta as a technology and innovation hub, staff would leverage and build upon efforts through the existing Techtopia campaign established by the South Coast Chamber of Commerce. Funding would be used for social media marketing videos that highlight tech businesses in Goleta. This would also include a tour of a Goleta business, laboratory, research space, etc. for City Council to get a first-hand experience at what some of the businesses create and the wide variety of jobs and economic impact they have.
2. Mexican Independence Day Festival in Old Town
 - a. To invest in relationship development with and support of culturally focused organizations to better support BIPOC-owned businesses, staff would work with the Greater Santa Barbara Hispanic Chamber of Commerce (GSBHCC) to continue the second annual Mexican Independence Day Festival. Last year, this event debuted in Goleta and was a tremendous success, celebrating and promoting Hispanic businesses and community members.
3. Meet me in Old Town Events
 - a. To enhance the experience of Goleta for both residents and visitors by leveraging Old Town's unique historical and cultural identity staff would work with the South Coast Chamber of Commerce to continue the series of the Meet Me in Old Town summer block-party-style events in May, July, and August 2025. With two events already completed in 2024, continuing the series for next year would further enhance Old Town Goleta, activate local businesses and bring together the Goleta community. Staff would work with the South Coast Chamber to identify Old Town businesses that would be featured at each event. Funding for the July and August 2025 events would be subject to FY 2025-26 budget approval.
4. Business Improvement District Analysis/Survey
 - a. The GSBHCC is leading the exploration of a Business Improvement District (BID) to create a collective pool of funds that can be used for improvements within the district, such as safety and security, cleaning, wayfinding, and pedestrian and streetscape enhancements. A BID has the potential to provide merchants and other businesses in the area with some local control and funds for making the neighborhood a better place to do business and the GSBHCC is in position to bring key stakeholders and the BIPOC business community into the implementation process of this initiative. The GSBHCC applied for funding through the FY 2024-25 City Grant Program and their application for exploring a BID in Old Town was presented at the Committee on March 12, 2024. Staff would work with the GSBHCC to use the funding for exploring the feasibility of a BID in Old Town.
5. Old Town Open for Business Campaign
 - a. To enhance the experience of Goleta for both residents and visitors by leveraging Old Town's unique historical and cultural identity, Community Relations staff led the effort to create an Old Town Open for Business Campaign during Project Connect. This effort was originally proposed at the Committee meeting on January 29, 2024,

and the Committee supported this work effort. Staff would continue this campaign and funding would be used for marketing materials and other business support programs such as the Bike and Buy Local program. The Bike and Buy Local program is a shopping challenge through the Shop Everytown app to connect the cycling community with small businesses. Shop Everytown was founded by Old Town business owner, Phebe Mansur. Staff would work with Shop Everytown to support small businesses and promote the Bike and Buy Local program. See Attachment 2 for more details on the Shop Everytown and Bike and Buy Local program.

6. GoodLandGoodShopping Business Directory Platform

- a. The online business directory on the GoodLandGoodShopping webpage was rolled out during the holiday season last winter and is an interactive tool to promote local businesses. Business owners can update their information, upload their logo, highlight a promotion or sale, and list employment opportunities. Funding would continue to be used for access and maintenance of the digital platform.

7. Business Recognition Program

- a. 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. The Program guidelines and criteria were approved at the City Council meeting on June 18, 2024. Funding would be used for the printing of the certificate and the frame, and any other costs associated with the award presentation. The first award of this program was suggested to be given to Tom Mudungo, previous owner of the Santa Cruz Market whose family owned the iconic store since the 1960's. The Committee could choose to weigh in on the first award recipient. Moving forward, staff would select the awardees as defined in the guidelines.

8. Sponsorships for events/programs

- a. To improve city government support of local businesses and relationships with economic development stakeholders, the City has historically sponsored economic development related events ranging from \$500-\$1000 such as the Nature Track Film Festival, the Economic Development Collaborative Conference, Healing Justice SB Gala, and GSBHCC Gala. Funding would be used for sponsorships for events like these as they come up.

9. Update City's Economic Development webpage

- a. To help improve city government support of local businesses and relationships with economic development stakeholders the city's economic development website would be updated to help local businesses stakeholders access resources and other tools. Updates could include an interactive map showing available commercial and industrial property for sale/lease in the city, flowcharts and graphics on how to start a business in Goleta, FAQs, and other local resources. Funding would be used for graphic design and any data platform that would be needed.

10. *Optional – Potential strategies/initiatives for the Committee to consider.*

- a. Identify incentives to encourage property owners and businesses to activate underutilized properties in Old Town

- b. Partner with a third party to create an assistance program for businesses navigating City and other government entity processes
- c. Subscribe to a data dashboard for location intelligence and consumer trip behavior
- d. Alternative initiative(s) as proposed by the Committee

The Committee could provide direction to change any of the estimated allocated amounts listed Table 1. The Committee could also provide direction to pursue different initiatives that are not listed in Table 1.

ATTACHMENTS:

1. FY 2024-25 Initiative Sequencing Spreadsheet
2. Shop Everytown Bike and Buy Local Program Overview

ATTACHMENT 1

FY 24-2025 Initiative Sequencing Spreadsheet

Goals	Objectives	Phase 1: Year 1 Strategies	Phase 2: Year 2-3 Strategies	Phase 3: Year 4+ Strategies	Status	Notes	FY 24-25 Draft Expenditure List
Amplify the reputation of Goleta as a world-class center of innovation and technology.	<ul style="list-style-type: none"> •Increased number of jobs in technology-based and innovation-led sectors •Increased brand recall/awareness for Goleta as a center of innovation and technology •Increased number and dollar amount of local financing deals (angel, seed, venture capital, SBIR/STTR) 	Support marketing and branding campaigns designed to position Goleta as a technology and innovation hub.			Plan to Start this Year		Tech Tours and branding and marketing of Goleta tech businesses
			Re-envision and expand the GEM program to better support high-growth startups.		In Progress		
			Update local zoning to encourage the development of light industrial space.		Not Yet Started		
				Study and launch a publicly backed equity investment fund.	Not Yet Started		
Improve access to economic opportunity by increasing the availability of livable-wage jobs and enhancing support for local BIPOC and women-owned small businesses and entrepreneurs.	<ul style="list-style-type: none"> •Increased number and size of grants, loans, and investments from City supported programs to minority-owned small businesses •Increased number of BIPOC-owned and women-owned small businesses •Decreased underemployment of historically marginalized populations in the city 	Invest in relationship development with and support of culturally focused organizations to better support women-owned and BIPOC-owned small businesses.			In Progress		Mexican Independence Day, Business recognition program
			Establish a micro-enterprise loan fund to help close capital access gaps for local small businesses.		In Progress	WEV streamlined business loan program	
			Partner with local workforce development stakeholders to support career pathway opportunities for historically marginalized populations.		Not Yet Started		
		Partner regionally to identify actionable strategies to improve access to affordable childcare.			In Progress	Human Services committee - FY 23/24 and 24/25 Childcare initiative	
		Evaluate and streamline local zoning and permitting processes to increase the diversity and availability of housing.			In Progress	PER Work Program-Implement Housing Element Programs	

Goals	Objectives	Phase 1: Year 1 Strategies	Phase 2: Year 2-3 Strategies	Phase 3: Year 4+ Strategies	Status	Notes	FY 24-25 Draft Expenditure List
Position Goleta as a local leader of high-quality, innovative affordable child-care and housing solutions.	<ul style="list-style-type: none"> Increased number of housing units accessible to residents with Area Medium Income (AMI) or less for a family of four Decreased deficit of affordable childcare slots by 2028 		Partner with local employers to identify innovative solutions and funding opportunities to increase the availability of workforce housing.		Not Yet Started		
			Partner with local organizations with the shared mission to incentivize employers to invest in childcare options, particularly for lower-income residents.		Plan to Start this Year	Human Services Committee - FY 24/25 Childcare initiative	
				Explore innovative solutions, best practices, and legal pathways to reserve affordable housing for Goleta's childcare workforce.	Not Yet Started		
Enhance the experience of Goleta for both residents and visitors by leveraging Old Town's unique historical and cultural identity and investing in district placemaking.	<ul style="list-style-type: none"> Annual increase in service and retail sales in Old Town 5-year increase in the number of visitors to Old Town as measured by cell phone location data Increased positive neighborhood perception of businesses in Old Town as measured by an annual business survey 	Invest in infrastructure and streetscape amenities in Old Town.			In Progress	Bike rack installation	Meet Me in Old Town
		Explore the feasibility of a Business Improvement District (BID) through the Old Town Visioning Process.			Plan to Start this Year		Business Improvement District Survey
			Identify incentives to encourage property owners and businesses to activate underutilized properties in Old Town.		Not Yet Started		
			Activate the implementation of existing Old Town visions and plans.		In Progress	Project Connect, Interim Stripping Project	
			Study, identify, and implement anti-displacement tools and strategies for Old Town businesses and residents.		Not Yet Started		

Goals	Objectives	Phase 1: Year 1 Strategies	Phase 2: Year 2-3 Strategies	Phase 3: Year 4+ Strategies	Status	Notes	FY 24-25 Draft Expenditure List
				Activate Old Town by studying the feasibility of relocating City services to the district and/or investing in community infrastructure.	Not Yet Started		
Promote and advocate for smart investments in essential community infrastructure.	Increased capacity to accommodate higher resident use and hosting of youth sports tournaments at Goleta's parks and sports-related facilities •Decreased number of blackouts and maintenance outages of the electricity supply •Increased ridership of public transit options and use of active transportation such as bicycles, scooters, walking, etc. •Increased percentage of residents who access high-speed internet (data disaggregated by demographics)	Prioritize the implementation of existing City of Goleta Parks and Recreation plans to maximize the use of recreation and sports facilities.			In Progress	Stow grove, JDW, Armitos community garden, GCC strat plan, Evergreen Park Master Plan	
		Prioritize investments in transit, bicycling, and pedestrian infrastructure city-wide.			In Progress	Vision zero, San Jose Creek Multi-Purpose Path	
			Increase incentives and streamline the process for green alternative energy projects that improve the stability of electricity supply.		Not Yet Started		
			Promote stronger collaboration with the Santa Barbara Airport to foster industrial land opportunities		Not Yet Started		
			Partner with broadband providers to support access to high-speed internet for small businesses and low-income residents		Not Yet Started		

Goals	Objectives	Phase 1: Year 1 Strategies	Phase 2: Year 2-3 Strategies	Phase 3: Year 4+ Strategies	Status	Notes	FY 24-25 Draft Expenditure List
Improve City Government support of local businesses and relationships with economic development stakeholders.	<ul style="list-style-type: none"> •Increased business retention rates •Increased number of new businesses locating in Goleta •Increased resident and business community sentiment of Goleta as a place to do business 	Dedicate an economic development staff position within the City Manager's Office.			Not Yet Started		
		Analyze the City permitting process to identify and implement opportunities to improve efficiency and ensure appropriate staffing levels.			Not Yet Started		
			Collect and direct business license regulatory fees to support local businesses.		Not Yet Started		
			Partner with a third party to create an assistance program for businesses navigating City and other government entity processes.		Not Yet Started		
				Sign an intergovernmental agreement to fund regional tourism	Not Yet Started		
							<ul style="list-style-type: none"> • GoodLandGoodShopping Online Business Directory Platform • Business Recognition Program • Mics. Event Sponsorships • Econ Dev Website Update

ATTACHMENT 2

Shop Everytown Bike and Buy Local Program Overview



Product Overview

Shop EveryTown is a dynamic and versatile mobile application and economic development tool. The Mobile App features a robust internal search engine to make it easy for shoppers to find products and services at small businesses. Participating small businesses create free profiles including address, hours, business description, profile photos, and search tags (descriptive search words for products and services).

The most successful way to incentivize shoppers to shop local is through our convenient system of *Challenges* (competitions). You can design *Challenges* around shopping, family fun (Halloween, Easter, etc.) or community service (volunteering, clean-up programs, etc.). *Challenges* are a fun way to promote shopping locally, instigate neighborly interaction, and create a sense of community. Shoppers can see relevant *Challenge* details in the App: participating businesses, personal ranking on the leaderboard, and a full list of rewards. Rewards can be gift certificates, products, certificates of recognition, reserved seating at events, etc. In addition, *Challenges* provide valuable economic development data such as who is shopping or volunteering, how often, which shops are most frequented, and when business peaks and ebbs.

One of the biggest dilemmas for small businesses is acquiring new customers. With limited to no funds for marketing, *Challenges* are a valuable mechanism to drive potential customers to the businesses. It is up to the business to turn them into loyal customers. *Challenges* allow for multiple repeat visits to the same business – a way to establish a habit of shopping.

Shop EveryTown is the solution to the frustrating dilemma cities face in their efforts to represent all small businesses equally. In our App, all small businesses have equal representation. *Challenges* can be created for specific business districts, business sectors (e.g. restaurants), or be all-inclusive.

The **Shop EveryTown** mobile application is the future of economic development tools for cities which prioritize supporting their small business community and increasing the velocity of money within the city. With **Shop EveryTown** in the pockets of potentially hundreds of thousands of shoppers, your city will be interconnected with shoppers and cities nationwide.

We would like to offer the City of Goleta use of the **Shop EveryTown** mobile application for the remainder of 2024. We will waive the setup and annual subscription fee. This no-cost offer includes creating *Challenges* (shopping, family, and service) and access to valuable data (date/time of purchase, consumer names, etc.). We believe that the incorporation of the App as part of the Economic Development Committee's toolbox will increase their programs' success and provide the data to prove it!

We appreciate you considering the possibility of using the **Shop EveryTown** mobile application for no cost as part of your economic development toolbox. Your small businesses will thank you!



Quick Start Guide

This brief overview shows the fast and easy setup process for both businesses and shoppers.

BUSINESSES

Create a Profile at
shopeverytown.com



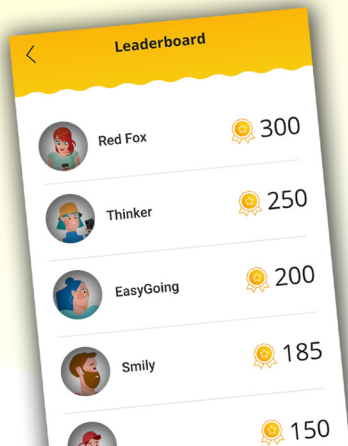
Add Business Info

Category | Contact
Hours | Address
Year business started
Upload profile photos
Add search tags

Print Unique QR Code
Enroll in Challenges

Promote to Customers

Show QR Code to Shoppers
after purchase is made



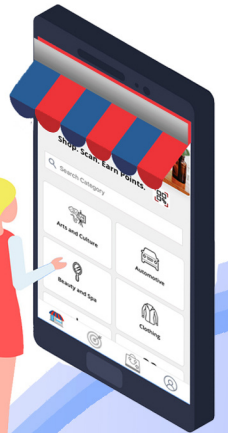
Dazzle New Shoppers
Win Loyal Customers



Compete with Friends
Check the Leaderboard

SHOPPERS

Download
Shop EveryTown



Create a Profile
Select user name
Upload profile picture

Enroll in Challenges
Search Products/Services

Shop to Win
Scan Business QR Code
after purchase is made

Earn Points





Bike and Buy Local

Building an Interconnected and Resilient Community

The goal of the proposed Bike and Buy Local program is to connect the cycling community with small businesses. The ideas for *Challenges* on the following page offer fun biking routes, some of which have a shopping component, and reward top individuals on the leaderboard with valuable prizes or discounts provided by MOVE or businesses, while others are oriented towards family fun.

Shop EveryTown specializes in moving people and building relationships. Getting them out of the house, whether on two wheels or two feet.

Shopping Challenge – Biking and/or shopping challenges

Family Challenges – Youth oriented biking challenges and/or shopping

We want to get people on their bikes to relax, get fit, and enjoy the charm of our beautiful city all while rediscovering our amazing small businesses. These challenges are meant to bring the cycling community and small businesses together to build a stronger and more resilient community.

Using SET's technology, enjoyable challenges can be designed to engage existing cyclists and increase the cycling community.

We are looking forward to exploring the options together.

Phebe Mansur
Founder / CEO



SHOP EVERYTOWN
Powered by Small Town America



CHALLENGE IDEAS

Each ‘gameified’ cycling *Challenge* has a starting point and a destination. They are family friendly biking competitions. *Challengers* earn points when they scan strategically placed QR Codes along each route, such as at various scenic vista points or service stations where cyclists can put air in their tires. Make the *Challenge* a fundraiser and include businesses where cyclists can stop for snacks and beverages or bike parts or service.

CYCLING / SHOPPING

These longer routes allow serious cyclists a chance to stretch their legs.

Goleta Beach to Goleta Old Town

Starting point Goleta Beach. Bike to UCSB Lagoon then to Goleta Old Town via bike path on Ward Drive. Take Hollister to Kellogg to Thornwood to Pine Avenue. Stop for bike parts or tune up at Velopro or Bicycle Bob’s. Get a beverage and snack at Old Town Coffee or lunch at La Hacienda Grill on Pine Ave or visit Pepe’s for adult drinks and eats.

Monarch Fields Forever

Starting point Bluffs parking lot. Bike along the bluffs through the Coronado Butterfly Preserve along the Hollister bike path to Girsh Park.

Marketplace to Devereux Point

Starting point Camino Real Marketplace. Bike along Stork Road to Devereux Slough

Glen Annie Golf Course to Bluffs

Starting point Glenn Annie Golf Course. Bike along Cathedral Oaks to Hollister Avenue and enter the bluffs from the parking lot.

FAMILY/SHOPPING

These shorter routes end are designed for youth and start and end at parks.

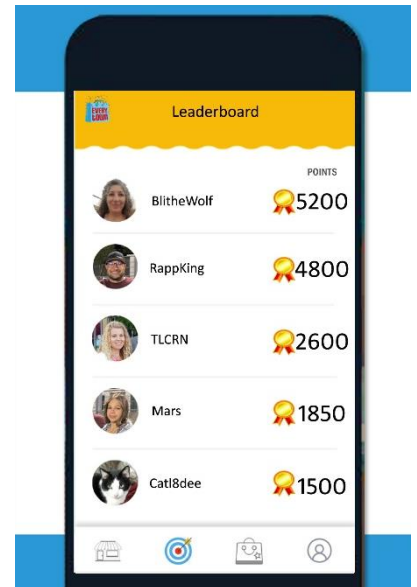
Goleta Beach to Johnny Wallace Park

Starting point Goleta Beach. Bike the path to Ward Drive to Hollister Avenue, to Kellogg Avenue, and end at the park.

Girsh Park to Devereux

Starting point Girsh Park. Bike along Hollister Avenue to Devereux Slough. Cool down after the ride with a smoothie from Blenders or a treat from Anna’s Baker

Bluffs to Monarch Grove





SHOP EVERYTOWN
Powered by Small Town America



Starting point Bluffs on Hollister Avenue. Enjoy a scenic ride along Goleta Bluffs and tour the Monarch Groves. Take a side trip to Cal Taco on Hollister Avenue for lunch or a refreshing beverage.

ATTACHMENT 3

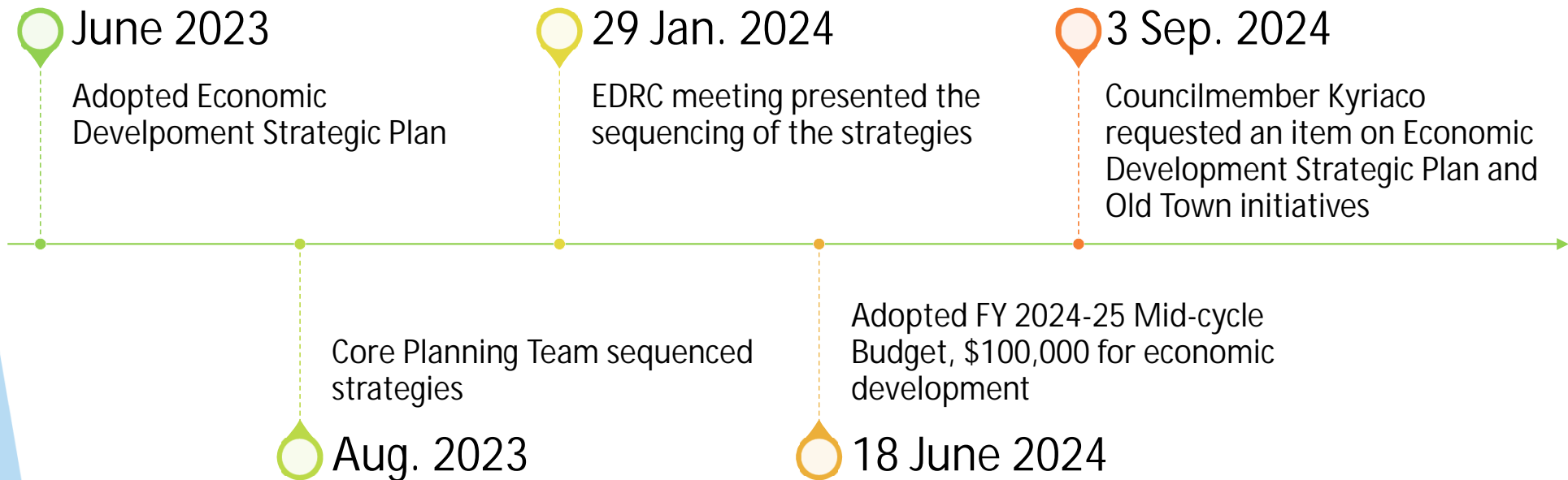
Power Point Presentation

Economic Development Strategic Plan – Old Town Initiatives

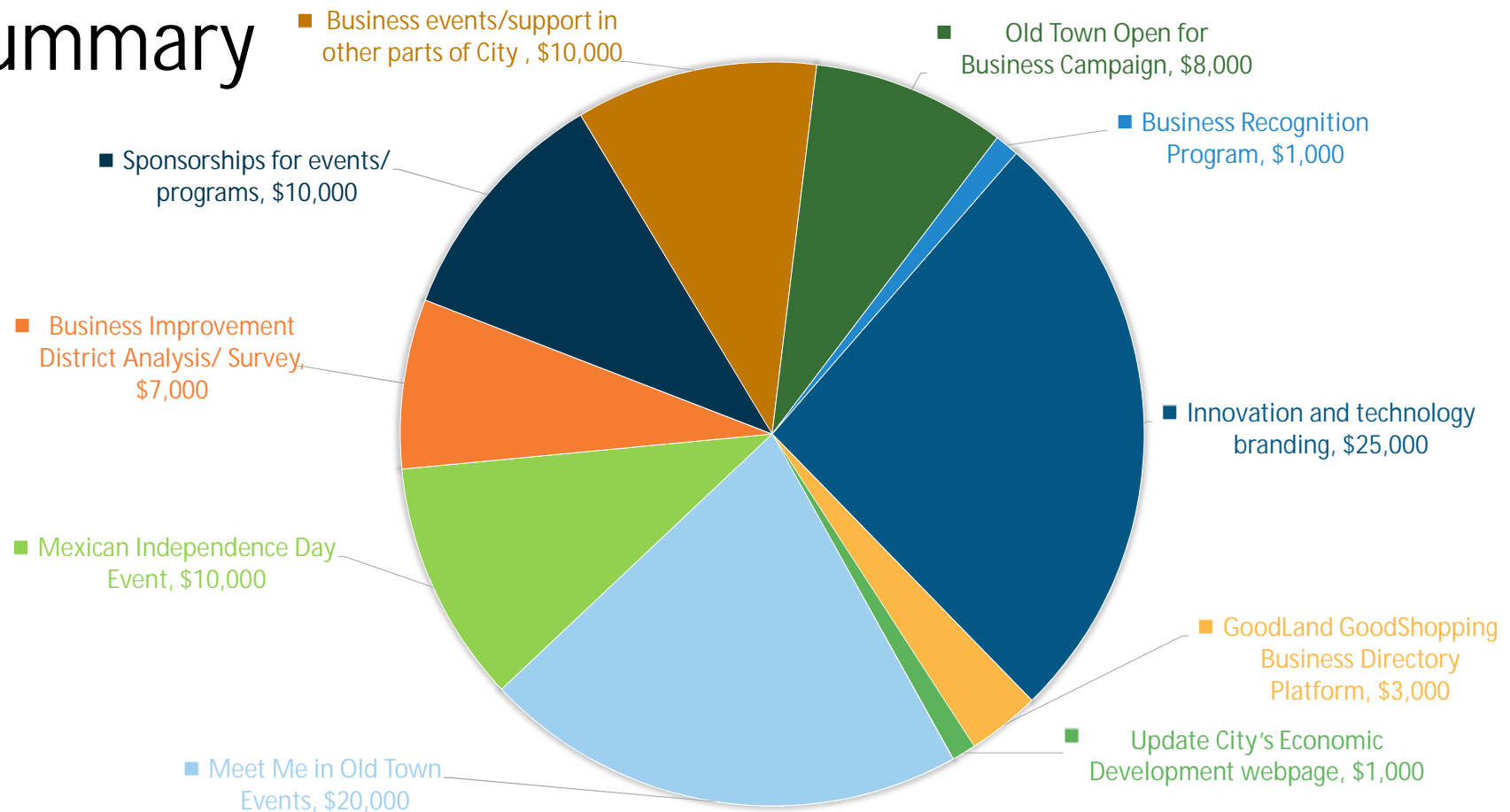
Submitted by: Robert Nisbet, City Manager
Prepared by: Shannon Kirn, Assistant to the
City Manager



Background



FY 24-25 Economic Development Expenditure Summary



October 1, 2024, City Council Meeting

3

Sequencing Spreadsheet (Old Town Imperative only)

Imperative	Objectives	Phase 1: Year 1 Strategies	Phase 2: Year 2-3 Strategies	Phase 3: Year 4+ Strategies	Status	Notes	FY 24-25 Draft Expenditure List
Enhance the experience of Goleta for both residents and visitors by leveraging Old Town's unique historical and cultural identity and investing in district placemaking.	<ul style="list-style-type: none"> Annual increase in service and retail sales in Old Town 5-year increase in the number of visitors to Old Town as measured by cell phone location data Increased positive neighborhood perception of businesses in Old Town as measured by an annual business survey 	Invest in infrastructure and streetscape amenities in Old Town.			In Progress	Streetscape amenities	Meet Me in Old Town
		Explore the feasibility of a Business Improvement District (BID) through the Old Town Visioning Process.			Plan to Start this Year		Business Improvement District Survey
			Identify incentives to encourage property owners and businesses to activate underutilized properties in Old Town.		Not Yet Started		
			Activate the implementation of existing Old Town visions and plans.		In Progress	Project Connect, Interim Striping Project	
			Study, identify, and implement anti-displacement tools and strategies for Old Town businesses and residents.		Not Yet Started		
				Activate Old Town by studying the feasibility of relocating City services to the district and/or investing in community infrastructure.	Not Yet Started		

Anti-displacement Tools and Strategies

- Commercial tenant protections
- Educational business training
- Façade improvements
- Tax credits and incentives
- Technical/financial assistance
- Marketing support



October 1, 2024

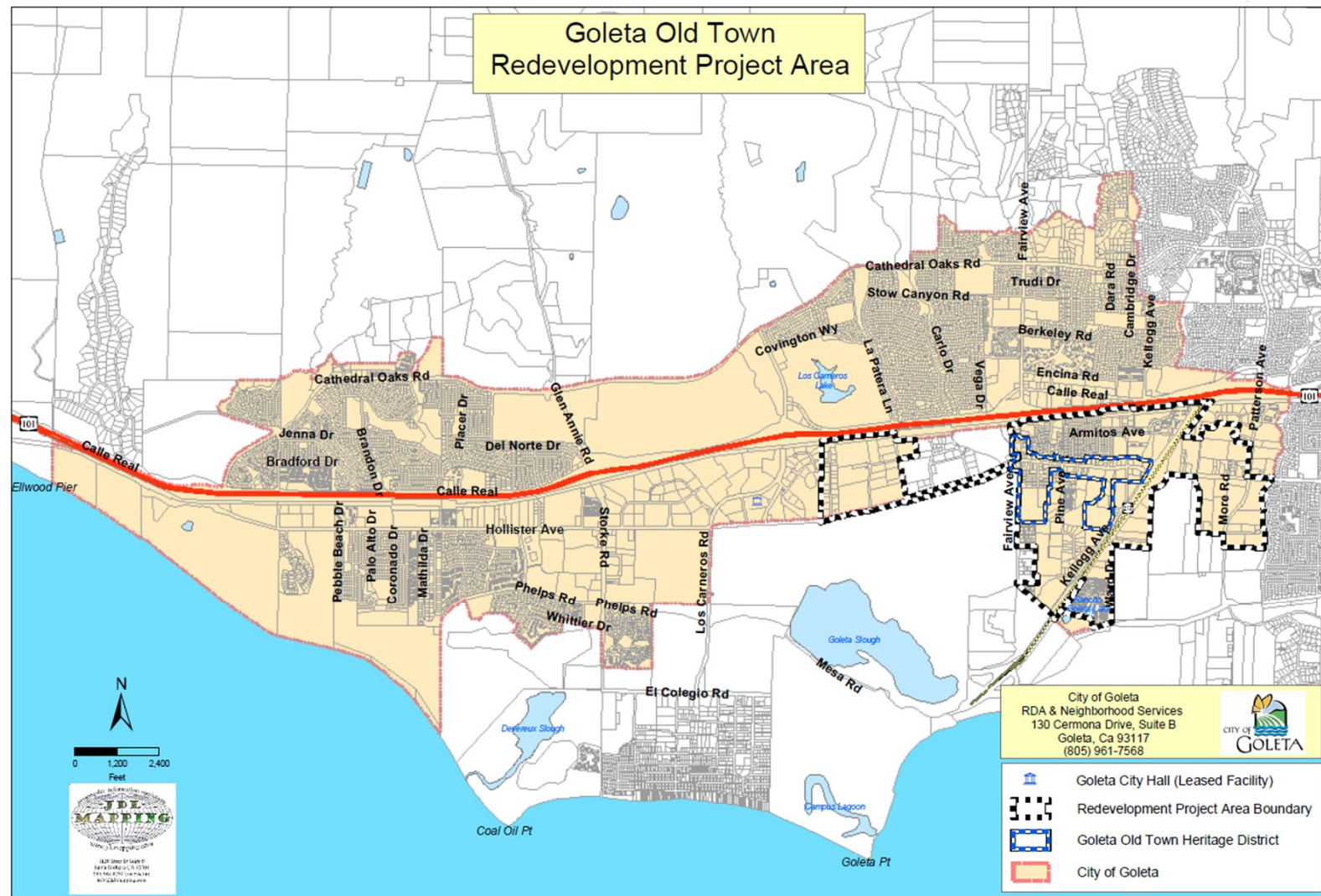
Existing Programs/Efforts

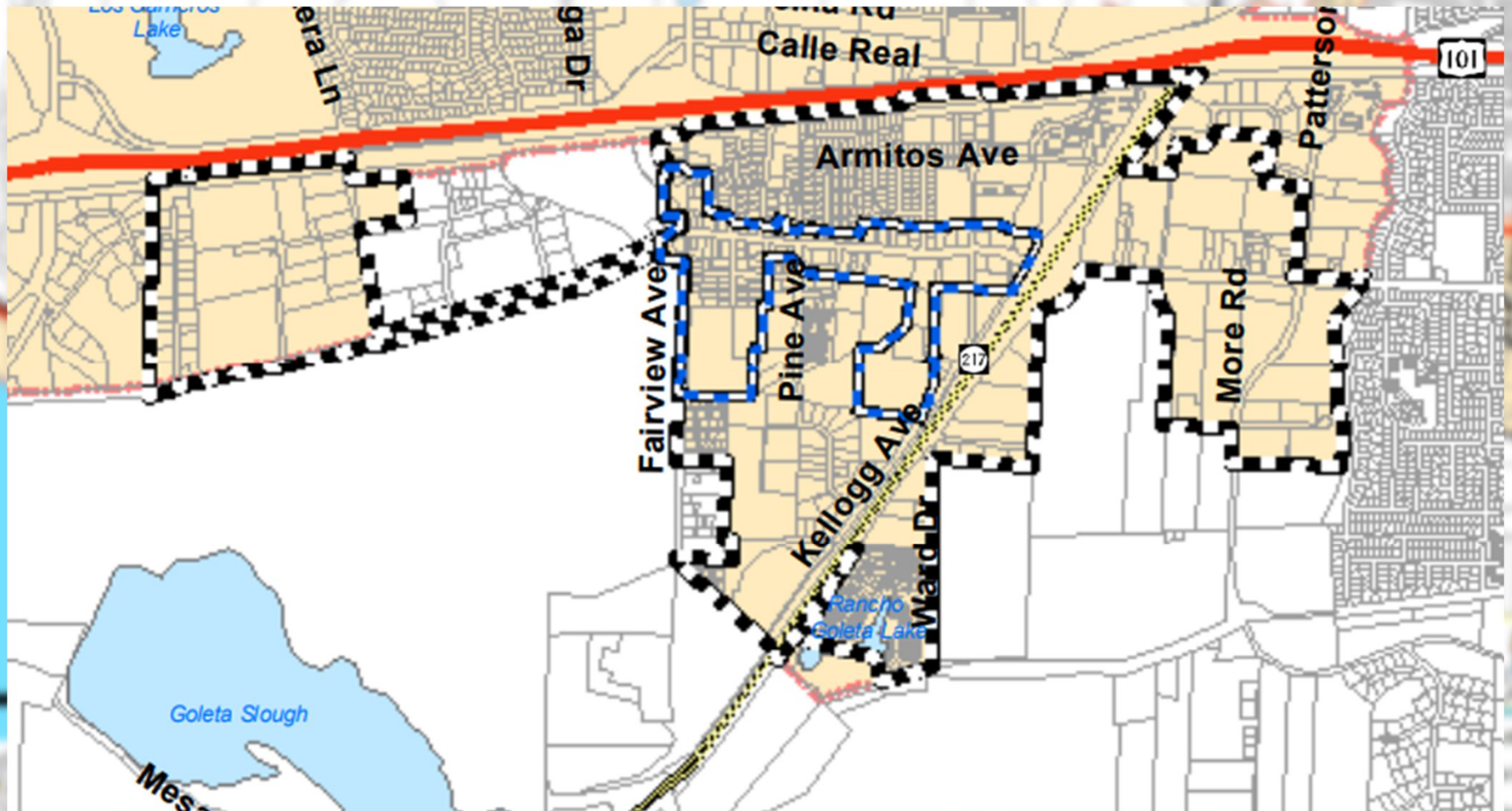
- Old Town Heritage District sign permit fee waivers (Resolution No. 15-18)
- WEV Small Business Loan Program
 - Amended in Dec 2023 to be more streamlined
 - One current loan funded in 2023, and one loan funded in 2021 that has defaulted
- Old Town Open for Business Campaign

Old Town Small Business Assistance Program

- Recommend to reallocate funding from the Small Business Loan Program to establish an Old Town Small Business Assistance Program for businesses with the Old Town Neighborhood (area between Fairview Ave, the 217 Highway, and the 101 Freeway)
- 4 key initiatives:
 1. Grant Program
 2. Business Licenses Waiver
 3. Events/Promotions
 4. Other Agency Resources

- Goleta Old Town Redevelopment Project Area map used for reference to see RDA boundary, Heritage District, and Old Town neighborhood





October 1, 2024, City Council Meeting

Table 1. Old Town Neighborhood Businesses by Industry Group

Major Industry Group	Number of Businesses
Autos and Transportation	66
Building and Construction	19
Business and Industry	110
Food and Drugs	22
Fuel and Service Stations	4
General Consumer Goods	89
Restaurants and Hotels	44
Transfers and Unidentified	17
Grand Total	371*

*Estimated number of businesses and categories of businesses within the Old Town neighborhood.

Old Town Small Business Assistance Program Grant Program



- Business within Old Town neighborhood could qualify to apply for a grant up to \$5,000
- Criteria:
 - i. For-profit small and micro businesses located in the Old Town neighborhood.
 - ii. Provide financial records (e.g. gross receipts, payroll taxes, bank statements, tax returns, or other financial information) and demonstrate a net profit/loss.
 - iii. Be currently in operation, in good standing with the City and any applicable state and federal agencies, and not have filed for bankruptcy during the duration of the application process.
 - iv. Not be in the following categories: non-profits, gambling/gaming businesses; franchisors; sexually oriented businesses; payday & auto loan providers; liquor stores and businesses in which a City employee or officer has a financial interest.
 - v. Applicant must be majority owner of the business, or equal share owner with a partner.
 - vi. All recipients will be required to complete follow-up surveys and report on how the grant funds were utilized.

Old Town Small Business Assistance Program

Business License Waiver



- Businesses within the Old Town neighborhood would receive a fee waiver for a general business license.
- The fee waiver would not apply to those applied under a specialty business license, which includes cannabis, short-term vacation rental, firearms, taxicab, tobacco, and non-certified massage establishments and technicians.
- Registration for a business license would still be required, including annual renewal and ongoing compliance with city zoning, building, and safety laws.
- The cost per year would be \$133 multiplied by 370 (estimated number of businesses in the Old Town Neighborhood), which equals \$49,210 per year.
- The proposed timeframe to start the waiver will commence upon the approval of the Old Town Small Business Assistance Program.
- The number of businesses is estimated and could change depending on the determined boundary and/or qualified businesses or if the user fee gets adjusted.

Old Town Small Business Assistance Program Events/Promotions



- “Dish It Out” with District 2 Councilmember and/or Mayor and City Manager (see example flyer from City of Pismo Beach)
- A series of Community Walks that feature Old Town business
- “Flip the Switch” Holiday Lights in Old Town

You're Invited To

**‘DISH IT OUT’
WITH THE CITY**

Monday, August 5, 2019
5:00 - 6:00 p.m.
Shell Beach Brew House
1527 Shell Beach Rd.
Pismo Beach, CA 93449

WE HOPE TO SEE YOU THERE!

Join City Manager Jim Lewis for an opportunity to discuss the Shell Beach Improvements and other City interests.

THE CITY WELCOMES YOUR

- Questions
- Concerns
- Suggestions

This is the third 'Dish it Out' in a series of meetings that will take place at various Shell Beach eateries.

Old Town Small Business Assistance Program

Other Agency Resources



- Promote resources through the Economic Development Collaborative Small Business Development Center (EDC SBDC) including business coaching and one-on-one technical assistance available at no cost to businesses.



EDC SBDC
Small Business Development Center

In 2023, EDC SBDC provided NO-COST consulting to a record-breaking 2,550 small businesses across Ventura, Santa Barbara and Los Angeles Counties, EDC's highest client count to date. In addition, EDC SBDC consistently outperformed national census benchmarks, offering exceptional assistance to women, minority groups and other underserved entrepreneurs in Southern California.

As a leading member of the California Network of 49 SBDC service centers supporting 91 locations, EDC SBDC was:

- 1st in Capital Accessed for Women-Owned Firms
- 2nd in Capital Accessed for Hispanic-Owned Firms
- 2nd in Capital Accessed for African American-Owned Firms
- 4th in Capital Accessed for All Business Owners

EDC SBDC 2023 IMPACT

- 2,550**
Clients Served
- 11,882**
Hours of Consulting
- 70**
Start-Ups
- 500**
Jobs Created
- 14,252**
Jobs Supported
- Over \$72M**
In Capital Infusion

Fiscal Impacts

- MOU with WEV for a Small Business loan program was originally funded at \$200,000 in 2020.
- Council could reallocate the non-disbursed funding for the Old Town Small Business Assistance Program

Recommendations

- A. Receive an update on the 2023-2028 Economic Development Strategic Plan and provide direction to staff on initiatives for Old Town.
- B. Direct staff to implement certain initiatives in the Economic Development Strategic Plan proposed as the Old Town Small Business Assistance Program.
- C. Direct staff to send notice to Women's Economic Ventures to request the return of a designated amount of funding identified for the Streamlined Small Business Loan Program per Agreement No. 2020-58.
- D. Direct staff to allocate a designated amount of funding for an Old Town Small Business Assistance Program.
- E. Find that the Old Town Small Business Assistance Program is not a gift of public funds.

Questions?