



**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:

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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. <i>See below</i>	\$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.	<p>Increased capacity to accommodate higher resident use and hosting of youth sports tournaments at Goleta's parks and sports-related facilities</p> <ul style="list-style-type: none"> •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
<p>Improve City Government support of local businesses and relationships with economic development stakeholders.</p>	<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 	<p>Dedicate an economic development staff position within the City Manager's Office.</p>			<p>Not Yet Started</p>		
		<p>Analyze the City permitting process to identify and implement opportunities to improve efficiency and ensure appropriate staffing levels.</p>			<p>Not Yet Started</p>		
			<p>Collect and direct business license regulatory fees to support local businesses.</p>		<p>Not Yet Started</p>		
			<p>Partner with a third party to create an assistance program for businesses navigating City and other government entity processes.</p>		<p>Not Yet Started</p>		
				<p>Sign an intergovernmental agreement to fund regional tourism</p>	<p>Not Yet Started</p>		

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

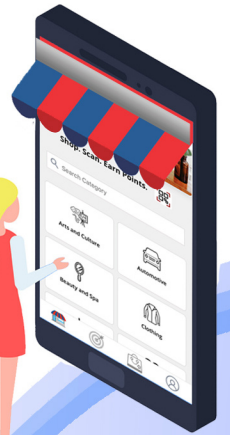
Show QR Code to Shoppers after purchase is made



*Dazzle New Shoppers
Win Loyal Customers*

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



*Compete with Friends
Check the Leaderboard*

Leaderboard	
	Red Fox 300
	Thinker 250
	EasyGoing 200
	Smily 185
	150



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.

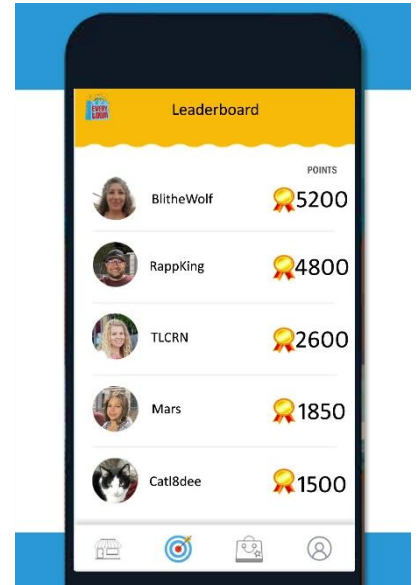
We are looking forward to exploring the options together.

Phebe Mansur
Founder / CEO



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



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.