

City Manager's Weekly Update

October 12, 2018

ECONOMIC DEVELOPMENT

ED: Economic Development Office Update:

CHOOSE SANTA CRUZ POPUP MARKET: FALL EDITION IS A HIT!

Over 500 people came through the Cosmic studio on October 5th for the First Friday Choose Santa Cruz PopUp Market: Fall Edition. Our 4th annual event drew an exciting mix of community members who came to shop from our seven local vendors ([Fybr Bamboo](#), [The Closet Shopper](#), [The Flower Shack](#), [Yoso Wellness](#), [11th Hour Coffee](#), [Mike Bencze](#) and [Stephanie Michelet](#)), sample wine from [Birichino](#), beer from [Sante Adairius](#) and Humble Sea, and pizza from [Woodstock's](#).



We also partnered with Coastal Watershed Council and Arts Council Santa Cruz County to help promote their efforts and held a raffle with all proceeds to be split between the two organizations. We were able to raise just over \$480 to give back to the groups. Arts Council also had coloring pages from Open Studios available for kids and the young at heart as well as Open Studios guides to promote the kickoff of that program.



Vice Mayor Martine Watkins participated in the [Urban Land Institutes' Urban Plan](#) for Public Officials program on September 28th. The workshop enables public officials to work on a case study example of a city-led redevelopment effort where compromise needs to be met between the locality, development team selected in the RFP, and the community. The case study presents an opportunity for public officials to better understand the trade-offs and risk at play in the entitlement and negotiation process associated with land use, especially in public/private partnerships. Participants work in teams with each member taking on a specific role to play and work towards a final proposal that is presented to a selection committee.

Vice Mayor Watkins was able to participate in this program through the Economic Development Department's membership in the Silicon Valley Economic Development Alliance.



ECONOMIC DEVELOPMENT SUPPORTS THINK LOCAL FIRST INDIE BIZ FAIR

The Economic Development team partnered with the County of Santa Cruz Economic Development team and Small Business Development Center for a booth at the 2nd annual Think Local First Indie Business Fair on Wednesday, October 10th. We were able to share our resources and connect with the community at this well attended event at the Civic Auditorium. Think Local First is a fantastic organization doing great work to promote our local and independent businesses in Santa Cruz County and we appreciated the opportunity to support their efforts at the Business Fair.



SANTA CRUZ CHAMBER OF
COMMERCE HOSTS 2018
ANNUAL GALA
CELEBRATION



The Santa Cruz Area
Chamber is proud each

year to award the Santa Cruz Man of the Year, Santa Cruz Woman of the Year, Santa Cruz Business of the Year, and Santa Cruz Organization of the Year to outstanding members of the Santa Cruz County community. This year's Gala is October 25, 2018.

- Join the Chamber for a **delicious banquet dinner** in the historic Cocoanut Grove **overlooking Monterey Bay**
- Celebrate the **honorees at the awards ceremony** in the Grand Ballroom
- Enjoy the **reception with more than 300 local business** and community leaders attending

CITY OF SANTA CRUZ HOSTING NDC ECONOMIC DEVELOPMENT TRAINING

Economic Development is excited to bring a training course from the National Development Council to Santa Cruz to provide an opportunity for our team and our colleagues in the Monterey Bay region and Silicon Valley to take an Economic Development Credit Analysis training course close to home rather than having to travel to Los Angeles or even further away. This training is also a great lead up to our Economic Development conference happening in town the following day.

This hands on two-day course will include the following topics:

- Economic Development Credit Finance Concepts
- Introduction to Business Credit Analysis
- The Balance Sheet
- The Profit and Loss Statement
- Quality Indicators
- Small Business Real Estate
- Developer Real Estate Financing
- Community Development Principals
- Key Financial Analysis Documents

The following are the details for the course: Dates: 10/30/2018 to 10/31/2018

Schedule: Tuesday: 08:00 AM - 05:30 PM | Wednesday: 08:30 AM - 04:30 PM

Registration for both days:

<https://nationaldevelopmentcouncil.asapconnected.com/classdetail.aspx?org=1364&pk=1287455>

Registration for only one day:

<https://nationaldevelopmentcouncil.asapconnected.com/classdetail.aspx?org=1364&pk=1287453>

SAVE THE DATE: 2018 SVEDA CONFERENCE – NOV. 1 & 2

We liked it so much the first time, we're doing it again! We have outstanding speakers on today's most relevant economic development topics, plus venues and tours to complement the conversation - all in beautiful Santa Cruz. The City of Santa Cruz is hosting the second annual Silicon Valley Economic Development Alliance conference.

November 1, 10:30-5, Hotel Paradox

- Opening Keynote: Irena Asmundson, Chief Economist for the State of California
- We are programming a whole afternoon of retail content with our partners at ICSC's P3 Committee that you will not want to miss, with keynotes and panels addressing changing demographics, markets, and more.
- Evening Reception at Santa Cruz Food Lounge



November 2, 8:30-1:30, Seymour Marine Discovery Center, UC Santa Cruz

- Hotels in the Bay Area: tourism, business, and beyond
- Land that Works, in Policy and Implementation
- Fireside Chat on the Value of Repurposing Real Estate
- Tours of the Wrigley Building and Tannery Arts Center



[Check out SiliconValleyOnline for more information, and register now!](#)

ED: Housing & Community Development Update:

KICKING OFF AFFORDABLE HOUSING WEEK 2018

This year during affordable housing week, the Economic Development Department is happy to host another one of our famous [Affordable Housing Trolley Tours](#).

During this tour you will:

- see different housing projects throughout the City of Santa Cruz
- learn about affordable housing funding
- be able to ask questions from City Economic Development and Planning Staff about how housing is built in our community
- learn about new and upcoming housing projects
- enjoy a housing themed playlist (always a fan favorite)



Please RSVP via email to Jessica Mellor at jmellor@cityofsantacruz.com to reserve a spot. **Please include your name and contact information so we can send you a reminder for the tour!**

Date: Thursday October 18, 2018

Time: 8 AM – 11AM (please arrive BEFORE 8 AM)

Location: Meeting location provided following RSVP

NOTE: We cannot accommodate walk-ups; you MUST rsvp if you wish to attend the tour.

Come to the Access2Employment Job Fair!

Access2Employment
the job fair people!
JOB FAIR 2018
Thurs. Oct 18th
Free Event!
•Top Employers
•Staffing Agencies
•Community Services
•Jobseeker Resources
•Sign Language Interpreter Available
•Profile Photo Booth
•Resume Reviews
•Prizes & more!
SC Boardwalk's
Cocoanut Grove
With Free Validated Parking!
400 Beach St., Santa Cruz
5:00 – 7:00pm
4:30pm Disability Access
Logos: WORKFORCE Santa Cruz, bayphoto, DOBBER, Caville College, Santa Cruz, DOR, PEOPLE SERVICES, CARROLL
Register on Eventbrite or Visit:
www.Access2Employment.com

Free Job Fair next week at the Cocoanut Grove from 5-7pm!

Register on Eventbrite or Visit:

www.Access2Employment.com

PUBLIC WORKS

Traffic Engineering/Community Relations

Visit us this Sunday at our Open Streets booth! Kids can learn bike hand signals from our Street Smarts and Santa Cruz Warriors' mascot Mav'Riks along with traffic safety spin wheel and prizes. And everyone can learn about our upcoming Go Santa Cruz transportation projects.



The long version of our Street Smarts weekly tip addresses safety for cyclists and can be read [here](#) or viewed on [YouTube](#).



Resource Recovery Collections

Staff conducted a waste audit for the MAH to add the museum to our food waste program. Out of the 15 yard compactor we identified 3 to 4 yards of recoverable food waste that we can divert from the landfill.



Resource Recovery Operations/Engineering

Landfill staff finished the installation of the West Canyon bench swales as part this year's storm water pollution prevention effort. Vegetation was cleared, benches were graded to 5 percent, cocomat for erosion control was laid, and gabion rock dams were installed along the benches to slow down storm water flow.

Granite Rock Company has finished grading the Cell 3B access road and will be completing the erosion control installation within the next two weeks.



Green Business

We attended the Green Business statewide event in San Luis Obispo. We are on target for meeting the City's sustainability milestone of 200 certified Green Businesses by 2020 with 167 currently certified. The Velvet Yeti/Bistro at the Tannery is our newest certified Green Business.

Wastewater Treatment Facility

Every year various tanks at the treatment facility undergo inspection that checks surfaces that are continuously submerged by water for integrity. In the case of the secondary clarifiers, all metal surfaces are also sandblasted and recoated. Operations staff conducted a walk-through with the contracted painters doing a final inspection of spot repairs in the coating before

placing it back into service. Mechanics are continuing with their routine preventative maintenance, including greasing bearings on the sludge trolley and conveyor system. The UV bulbs and channels used for final disinfection received their weekly maintenance and operational check.



Engineering

We began the Cedar Street Rehabilitation Project on Monday. The project, funded by Measure H tax dollars, is rehabilitating and reconstructing Cedar Street from Church Street to Laurel Street and is expected to conclude in early 2019. Here are the [details](#).



LIBRARY



Downtown Branch Library • 224 Church St. • Saturday, October 27th • 10AM to 12PM

The Santa Cruz community is invited to come hear the arguments, both for and against, the statewide propositions to be voted on during the November 6, 2018 General Election. Free copies of the League's Easy Voter Guide will be available. This event is free and open to the public. Program hosted by the Santa Cruz County League of Women Voters.

