

# **CITY OF ATASCADERO**

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## **Economic Development Progress Report**

**FY 2003-2008**

**Economic Development Strategy**

# Economic Development Progress Report

Economic Development is a set of policies, programs and procedures undertaken to foster business attraction, business retention, business expansion, job creation, and progressive employment opportunities for the enhancement of the community's economic base.

The benefits of Economic Development include; increased employment, a broadened tax base, rising income levels, reduced unemployment and underemployment, upgraded labor force skill and productivity and a general improved standard of living for all community members.

The purpose of an Economic Development Strategy is to provide a framework for making sound decisions, allocate limited economic development resources among alternative projects; and improve the coordination among the many organizations responsible for implementing economic development activities in Atascadero.

By dedicating City resources and staff to an Economic Development Strategy, the City of Atascadero signaled that economic development is a high priority. However, this Strategy is only one of several documents that, linked together, set the overall direction for Atascadero economic development. The others documents are the **General Plan**, the **Redevelopment Plan**, **Downtown Revitalization Plan**, and **Economic Investment Strategy**.

The strategy requires that a process commence to update and/or propose a new five year strategy for fiscal years 2008 – 2013. As a precursor to fulfilling that requirement, following is a report detailing the effectiveness of the 2003 – 2008 Economic Development Strategy.

## Economic Development Progress Report

### Business Development:

#### Businesses with the City of Atascadero

Fiscal Year	2003	2004	2005	2006	2007
*Active Businesses	2197	2184	2219	2320	2310
*New Businesses	140	140	179	243	175
*Closed Businesses	172	153	144	142	185

\* This information is dependent upon the limited capacity of the business license software to provide accurate reporting.

**For Attraction, Expansion and Retention Activity, please see Evaluation of Plan Effectiveness below.**

### Commercial Development Update:

#### Finished New Commercial Development/Buildings:

Calendar Year	2003	2004	2005	2006	2007*
Retail		2	2	1	
Commercial	1	1	5	2	1
Industrial		1	11		
Office		2	1	2	3
Other		1	1	2	1

\*As of the date of this report.

#### Housing Production:

Calendar Year	2003	2004	2005	2006	2007*
Rentals	6	1	4	10	N/A
Owner	135	131	120	206	N/A
Total:	141	132	124	216	N/A

\*As of the date of this report.

### Employment:

Calendar Year	2003*	2004*	2005*	2006*	2007*
Labor Force	N/A	N/A	N/A	15,100	15,000
Employed	N/A	N/A	N/A	14,600	14,500
Unemployed	N/A	N/A	N/A	500	500
Unemployment Rate	N/A	N/A	N/A	3.2%	3.5%

\* Source: California Employment Development Department - County Data for January 2007 (Preliminary)

## Major Employers:

Employer*	Number of Employees*
Atascadero State Hospital	2,057
Atascadero Unified School District	674
Home Depot	155
Albertsons	130
City of Atascadero	120
Food For Less	100
Von's Market	96
Kennedy Club Fitness	75
K-Mart	75
Self Employed Persons	1,665

\*Source: Atascadero Chamber of Commerce

## Municipal Revenue:

Fiscal Year End June 30	Sales Tax Receipts	TOT Receipts
2007*	\$ 3,843,900.00	\$ 415,000.00 est.
2006	\$ 3,989,425.00	\$ 479,547.00
2005	\$ 3,646,009.00	\$ 386,164.00
2004	\$ 3,501,198.00	\$ 321,008.00
2003	\$ 3,682,751.00	\$ 282,988.00

\*As of the date of this report.

## Public Infrastructure/Capital Improvement Investment:

Fiscal Year	2003*	2004*	2005*	2006*	2007*
<b>Buildings</b>	\$ 248,378	\$ 146,409	\$2,559,574	\$3,381,562	\$ 335,086
<b>Roads</b>	\$2,296,481	\$ 195,006	\$1,700,276	\$ 521,483	\$ 507,304
<b>Bridge</b>	\$ 13,910	\$ 94,684	\$ 299,347	\$1,105,568	\$ 11,553
<b>Drainage</b>	\$ 20,402	\$ 75,612	\$ 221,732	\$ 127,500	\$ 69,952
<b>Parks &amp; Zoo</b>	\$ 166,512	\$ 308,569	\$ 260,422	\$1,242,952	\$ 787,764
<b>Wastewater</b>	\$1,625,880	\$ 491,689	\$ 374,694	\$1,384,451	\$ 605,807
<b>Downtown</b>	\$ 769,326	\$ 473,495	\$ 506,529	\$ 195,803	\$ 17,500
<b>Other</b>	\$ 132,924	\$ 0	\$ 572,211	\$ 64,586	\$ 665,303
<b>Plans</b>	\$ 39,394	\$ 0	\$ 50,623	\$ 38,701	\$ 10,746

\* Derived from finance records (2007 is as of the date of this report).

## Evaluation of Plan's Effectiveness:

The number of active businesses grew during the reporting period, as did commercial development and housing. The unemployment rate is very low at an average of 3.35%. Municipal revenues grew as did the City's investment in public infrastructure and capital improvement projects. On the whole, the City of Atascadero has performed very well indeed, thus demonstrating the Plan's effectiveness.

Following is a table that sets forth the status of the Action Plan Program components:

### BUSINESS DEVELOPMENT PROGRAM

Strategy	Activity
<b>Business Retention and Expansion</b>	
Local Business Outreach Program	Ongoing - City/Chamber/Main Street
Business retention survey(s)	
Public Relations Campaign "Shop Atascadero"	Ongoing - City/Chamber/Main Street
Work Closely with Chamber & Main Street	Ongoing - City
Initiate a new business welcome program	Ongoing - City/Chamber/Main Street
Education/Training - Trends/Demographics/Statistics	Economic Forecast Project - UCSB
Maintain database of Atascadero Business	
Market Financial Assistance Programs	Economic Vitality Corporation
Continue Permit and License Process Improvement	Ongoing - City
<b>Business Attraction</b>	
Develop Site Inventory and Referral Materials	Ongoing - City/Chamber/Main Street
Market Site Development	Ongoing
Create industrial, commercial, retail and housing fact sheet	Economic Forecast Project - UCSB
Establish a targeted industry marketing campaign	
Cooperatively or individually participate in trade shows & fairs	Ongoing - City/Chamber/Main Street
Obtain a display/exhibit booth	Chamber
Seek investment from outside County	Ongoing - City
<b>Target Industries</b>	
Wine-Related Business and Industry	Ongoing - City
Tourism and Visitor Serving Business	Ongoing - City/Chamber/Main Street
Retail: Boutique, Destination, Point of Sale	Ongoing - City/Chamber/Main Street
Light Manufacturing	Ongoing - City
Intellectual Industries (i.e.-Software Design)	Ongoing - City
<b>Development Review and Permitting Processes</b>	
Streamline permit processes	Ongoing - City
Create a "New Business Start up Guide"	
Improve coordination between City departments/agencies	Ongoing - City
Competitive Fee Structure	Ongoing - City
Assist businesses with permit process	Ongoing - City

<p><b>Business Incentives</b> Utilize inventive polices and financial assistance program Distribute information on financial/non-financial incentives  Research/identity non-City financing programs</p>	<p>Ongoing Economic Vitality Corporation/City  Ongoing - City/Economic Vitality Corporation</p>
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**COMMUNITY REVITALIZATION PROGRAM**

<b>Strategy</b>	<b>Activity</b>
<p><b>Commercial Corridor Appearance Enhancement:</b> Proactive Code Enforcement Downtown Revitalization Plan</p> <p><b>Business Property Revitalization:</b>  Revolving Improvement Loan Program Business Development Relocation of Home Based Businesses</p> <p><b>Public Facilities and Infrastructure:</b>  Landscaping and Traffic Calming  Gateway Design Plan  Long Range Plan Public Parking  Capital Improvement Program</p> <p><b>Neighborhood Improvement and Development Programs</b> Improvement Plans for Designated Residential Neighborhoods Set-up code compliance efforts for clean neighborhoods  Preservation of marketable and unique qualities</p>	<p>Ongoing Plan approved 2000 - updated 2005</p> <p>Became Façade Improvement Rebate/Grant Program Economic Vitality Corporation Economic Vitality Corporation</p> <p>Downtown Street Scape Project - 2004/2005 Highway 101 Signs North and South Bound Parking &amp; Management Study - April 2006 City Council Approved Capital Improvement Projects - 2005</p> <p>Planning Department/Planning Commission - City Council  City Council - Code Enforcement Planning Department/Planning Commission - City Council</p>

**COMMUNITY IMAGE AND PROMOTION PROGRAM**

<b>Strategy</b>	<b>Activity</b>
<p><b>Proposed Activates/Products/Tasks:</b>  Economic development promotion  Promote an Atascadero Identification Program Annual update City's marketing materials Complete Redevelopment Agency Web Page  Identify optimal advertising of City Assets Develop promotional interactive CD's</p>	<p>Creation of promotional materials - website Tourism Committee - Chamber - Main Street On going with regular website updates Completed in 2004 Tourism Committee - Chamber - Main Street City Website/Tourism Website</p>

Create presentation package/kit for distribution  
 Development & Tourist Meetings/Conferences  
 Establish photo/slide and PowerPoint promotion

Annual special events

**Tourism and Film Marketing:**

City gateway and signage

Collaborate with California Visitor Centers  
 Create film industry location guide & production policy  
 Create visitor profile

Create events and promotions calendar

**Community Local Marketing (Atascadero to Atascadero):**

City audio-visual Library of photos/videos of quality of life  
 Promotion through local cable, print, radio and interactive CD's  
 Assist and promote local community events  
 Create/Distribute a City Newsletter  
 Design and maintain City/Agency website

2003/2004 - Website providing timely information and exposure  
 Tourism Committee - Chamber - Main Street  
 Website Development  
 Tourism Committee - Chamber - Main Street

Wayfinding Program/Project  
 Ongoing through County Visitor and Conference Bureau  
 Adopted Film Ordinance 2005  
 Tourism Study  
 Tourism Committee - Chamber - Main Street

City, Chamber, Main Street & Tourism websites  
  
 Ongoing  
 Ongoing  
 Created 2005 - ongoing  
 Ongoing

**COMMUNITY IMAGE AND PROMOTION PROGRAM**

Strategy	Activity
<p><b>Cooperative Regional Marketing:</b>            Create tourism brochure</p> <p>Support activities marking City            Participate with EVC to promote</p>	<p>Tourism Committee            Tourism Committee, Chamber, Main Street, City            Ongoing - staff</p>

**ECONOMIC DEVELOPMENT PARTNERSHIPS PROGRAM**

Strategy	Activity
<p><b>Activity/Products/Tasks:</b>            Review/Amend Strategy Annually            Create economic development team            Use consultants to assist team            Conduct/Participate in training</p> <p><b>Strategic Partnerships:</b>            Increase participation in Econ Program            Institute team approach to development</p>	<p>Ongoing - staff            Team was created and meets monthly            Ongoing - staff            Ongoing - staff</p> <p>Ongoing - staff            Ongoing - staff</p>