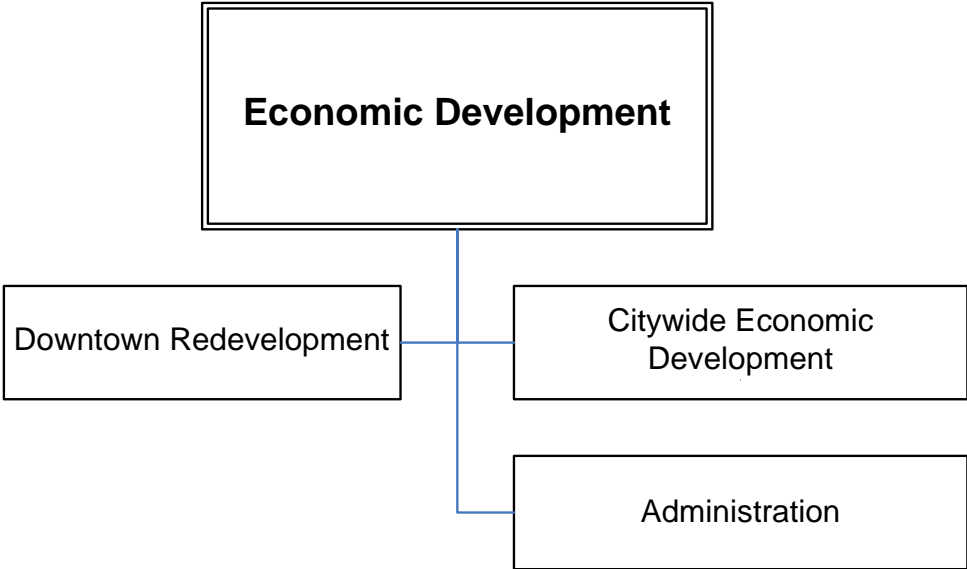


# 13

## **SECTION – 13**

## **ECONOMIC DEVELOPMENT**





**ECONOMIC DEVELOPMENT**  
*Building On Our History - Creating The Place To Be*

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## DESCRIPTION

The role of the **Economic Development Department** is twofold. The Department markets, facilitates and financially assists targeted private investment and development within the City of Sacramento, and seeks redevelopment opportunities that will revitalize the Merged Downtown and Richards Boulevard Redevelopment Project Areas. To accomplish this, there are two divisions within Economic Development: the Citywide Development Group and the Downtown Development Group.

The Citywide Development Group is focused upon development outside of Downtown Sacramento, and their focus includes:

- Business Recruitment
- Business Retention and Expansion
- Revitalization of Targeted Commercial Corridors
- Economic Development Policy
- Development Opportunity Project Management

The Downtown Development Group focuses on the redevelopment and revitalization of the Downtown Sacramento and Richards Boulevard project areas. Specific areas of focus include:

- The Sacramento River waterfront
- Downtown market-rate housing
- New hotel development to support tourism and the Sacramento Convention Center
- Retail, entertainment, and cultural arts facilities
- New commercial and office projects
- Public area beautification

## MORE INFORMATION

For more information about the Economic Development Department:

**Website** - <http://www.cityofsacramento.org/econdev>

**Other Economic Development Information** - <http://www.sacsites.com/>

**Key Contacts** –

**Director**  
Vacant  
Department Director  
1030 – 15<sup>th</sup> Street, 2<sup>nd</sup> Floor  
(916) 808-7223

**Administrative Officer**  
Nicole York-Johnson  
Administrative Officer  
1030 – 15<sup>th</sup> Street, 2<sup>nd</sup> Floor  
(916) 808-8646  
[nyork-johnson@cityofsacramento.org](mailto:nyork-johnson@cityofsacramento.org)

## OBJECTIVES FOR FY2006/07

- Update the 2000 Economic Development Strategy.
  - Facilitate the construction of The Towers project on Capitol Mall.
  - Implement development of the Jibboom Street Power Station site.
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- Implement development of the Sacramento Trapshoot Club site.
- Continue implementation of the Docks Area Plan.
- Continue implementation of the 2005 Merged Downtown Redevelopment Area Implementation Plan.
- Continue implementation of the J-K-L Strategy.
- Increase opportunities for new and existing small business owners.

## **ACCOMPLISHMENTS IN FY2005/06**

### **Merged Downtown Redevelopment Project Area**

- Completed construction of 9<sup>th</sup> and J lofts.
- Completed construction of 21<sup>st</sup> and L apartments.
- Completed construction of 18<sup>th</sup> and L apartments.
- Completed acquisition of 3<sup>rd</sup> and Capitol property.
- Completed Old Sacramento's Orleans site Owner Participation Agreement (OPA).
- Began construction on the old Sears Building at 12th & K Streets.
- Completed negotiations to bring a major retail tenant to the Elks Building.
- Commenced construction of the Old Sacramento's Lords/Magnolia site.
- Implemented facade rebate program for Old Sacramento.
- Implemented facade rebate program for historic buildings.
- Selected a developer for analysis of the Docks Area and began California Environmental Quality Act (CEQA) process.
- Completed community process of Docks Planning Effort.

### **Richards Boulevard Redevelopment Project Area**

- Completed construction of the Railway Express Agency (REA) Building Project.
- Initiated streetscape improvements for the Gateway District.
- Initiated streetscape improvements for the 16<sup>th</sup> Street/Richards Boulevard Intersection.
- Selected development team for the Jibboom Street Development Project.
- Developed vision and marketing piece for Richards Boulevard Redevelopment Area.
- Funded ongoing operations of the Detox Facility.

### **Citywide Economic Development**

- Completed remedial action plan for Trap Shoot property and preliminary lease negotiations with Mel Rapton Honda.

- Continued to guide resolution of Trap Shoot environmental issues and to direct negotiations with Raption Honda.
- Facilitated Sutter Hospital expansion project. Completed CEQA process and approved entitlements.
- The Sutter Medical team, in conjunction with the Children's Theater and the Trinity Cathedral, completed their joint planning, and filed an application with the City Planning Department, which is now under environmental review.
- Competed in Stem Cell research center bid.
- Completed updated Economic Development Strategy.
- Issued sewer credits to more than 20 businesses, lowering their costs for permit fees on new commercial projects in the City.
- Commenced agreement amendment negotiations for Granite Park development.
- Issued Industrial Development Bond for garage door manufacturing plant.
- Received successful approval of Power Inn Property-based Business Improvement District (PBID).
- Solidified City's position on West End project.

### **PROPOSED BUDGET/STAFFING CHANGES**

#### Organizational Changes

None

#### Augmentations

None

FY2006/07 Proposed Budget

Department Budget Summary

**Economic Development Department**  
Budget Summary

	FY 2004/05 Actual	FY 2005/06 Approved	FY 2005/06 Amended	FY 2006/07 Proposed	Change More/(Less) Proposed/Amended
Positions (FTE)	0.00	15.00	17.00	17.00	0.00

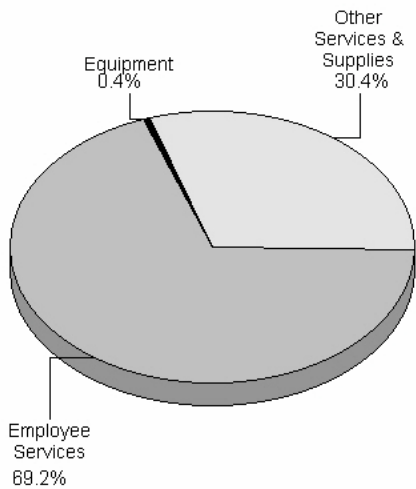
**Budgeted Expenditures**

CIP & Grant Offsets	0	0	0	0	0
Employee Services	0	1,575,601	1,865,246	1,989,425	124,179
Equipment	0	11,000	11,000	11,000	0
Other Services & Supplies	0	873,509	939,909	873,473	(66,436)
Transfers	0	0	0	0	0
<b>Total:</b>	<b>0</b>	<b>2,460,110</b>	<b>2,816,155</b>	<b>2,873,898</b>	<b>57,743</b>

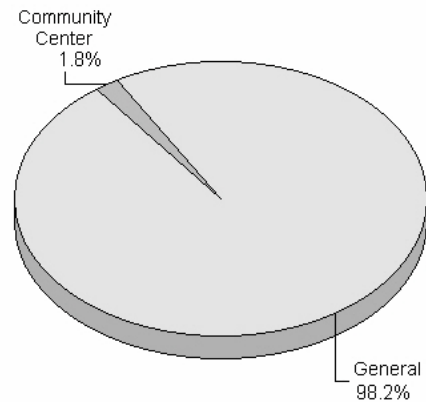
**Funding Summary by Fund/Special District**

Community Center	0	52,000	52,000	52,000	0
General	0	2,408,110	2,764,155	2,821,898	57,743
<b>Total:</b>	<b>0</b>	<b>2,460,110</b>	<b>2,816,155</b>	<b>2,873,898</b>	<b>57,743</b>

**Budgeted Expenditures - FY07**



**Funding Summary - FY07**



FY2006/07 Proposed Budget

Division Budget Summary

<b>Economic Development Department</b>	FY	FY	FY	Change
Division Budgets	2004/05	2005/06	2006/07	More/(Less)
	Actual	Approved	Proposed	Proposed/Amended
Economic Development Admin	0	2,460,110	2,873,898	57,743
<b>Total:</b>	<b>0</b>	<b>2,460,110</b>	<b>2,873,898</b>	<b>57,743</b>

Staffing Levels

<b>Economic Development Department</b>	FY	FY	FY	Change
Division FTEs	2004/05	2005/06	2006/07	More/(Less)
	Actual	Approved	Proposed	Proposed/Amended
Economic Development Admin	0.00	15.00	17.00	0.00
<b>Total:</b>	<b>0.00</b>	<b>15.00</b>	<b>17.00</b>	<b>0.00</b>

Performance Trend Measures

**Activity: Businesses Assistance**

Type of Measure: Demand	<u>FY 02-03</u>	<u>FY 03-04</u>	<u>FY 04-05</u>	<u>FY 05-06</u>	<u>FY 06-07</u>
	-	-	240	360	540

**Measure:** Number of inquiries/contacts  
**Baseline Measure:** 380  
**Service Level Standard:** TBD  
**Definition:** The total number of contacts for business assistance.

Type of Measure: Output	<u>FY 02-03</u>	<u>FY 03-04</u>	<u>FY 04-05</u>	<u>FY 05-06</u>	<u>FY 06-07</u>
	-	-	240	360	540

**Measure:** Number of responses  
**Baseline Measure:** 380  
**Service Level Standard:** TBD  
**Definition:** The total number of businesses receiving resource information.

**Activity: Downtown Projects**

Type of Measure: Demand	<u>FY 02-03</u>	<u>FY 03-04</u>	<u>FY 04-05</u>	<u>FY 05-06</u>	<u>FY 06-07</u>
	-	-	11	16	20

**Measure:** Number of requests for project assistance (Disposition/Development Agreement/Owner Participation Agreement (DDA/OPA))  
**Baseline Measure:** 15.66  
**Service Level Standard:** TBD  
**Definition:** The total number of contacts for DDA/OPA assistance.

# FY2006/07 Proposed Budget

<b>Type of Measure:</b> Output	<u>FY 02-03</u>	<u>FY 03-04</u>	<u>FY 04-05</u>	<u>FY 05-06</u>	<u>FY 06-07</u>
	-	-	3	6	10

**Measure:** Number of eligible projects to Council for approval ((Disposition/Development Agreement (DDA/OPA))

**Baseline Measure:** 6.33

**Service Level Standard:** TBD

**Definition:** The total number of staff reports sent to Council.

<b>Type of Measure:</b> Efficiency	<u>FY 02-03</u>	<u>FY 03-04</u>	<u>FY 04-05</u>	<u>FY 05-06</u>	<u>FY 06-07</u>
	-	-	3	5	7

**Measure:** Number of eligible projects approved by Council (DDA/OPA)

**Baseline Measure:** 5

**Service Level Standard:** TBD

**Definition:** The total number of eligible projects approved by Council (DDA/OPA).

<b>Type of Measure:</b> Outcome	<u>FY 02-03</u>	<u>FY 03-04</u>	<u>FY 04-05</u>	<u>FY 05-06</u>	<u>FY 06-07</u>
	-	-	-	1	3

**Measure:** Number of completed construction projects ((Disposition/Development Agreement (DDA/OPA))

**Baseline Measure:** 1.33

**Service Level Standard:** TBD

**Definition:** The number of projects completed as described in staff report.

