



9) *Event Sponsorship*

Implementation

- Create opportunities for business to market themselves through City events at little to no cost this year, with costs in future years

Fiscal Impact

- TBD (Loss of Revenue)





10) Re-Allocate Staff to Economic Development

Implementation

- Reallocate staff from divisions with reduced workloads to the Economic Development Division

Fiscal Impact

- \$250,000
(Redistribution of Staff)





11) *WorkSource Center*

Implementation

- Maximize benefit to business community
- Create alignment with College of the Canyons
- Advocate for a North Los Angeles Workforce Investment Board



Fiscal Impact

- No New Net Costs



12) Business District Improvements

Implementation

- Directional signage to Westfield Valencia Town Center and the Valencia Auto Center
- Implement streetscape improvements along Creekside

Fiscal Impact

- \$2,000,000 (LMD)





13) Stimulus Dollars – Infrastructure Projects

Implementation

- Pursue, obtain and spend federal dollars
- Maximize benefits of projects through job creation and long term infrastructure

Fiscal Impact

- \$10,300,514

(Secured Federal Funds)





14) Stimulus Dollars – Non-Infrastructure Projects

Implementation

- Acquire funding and develop action plan for implementation



Fiscal Impact

- \$3,230,770 (Secured Federal Funds)



15) *Economic Development Corporation*

Implementation

- Form partnership with the Chamber of Commerce, VIA, COC and additional agencies to explore the formation
- Identify responsibilities of EDC



Fiscal Impact

- TBD





16) *City Purchasing Local Incentive*

Implementation

- Increase Local Preference from 5% to 10%
- Work with other agencies to implement similar programs



Fiscal Impact

- No Net Costs



17) Hotel Business Improvement District (BID)

Implementation

- Work with hotel owners to implement increase in visitor tax assessment of 2% (from 10% to 12%)
- Utilize funds to attract visitors and high economic impact events

Fiscal Impact

- \$400,000 (New Revenue)
- Formation expenses TBD





18) Old Town Newhall Facade

Implementation

- Create and utilize matching grants and/or loans for qualifying businesses to re-facade
- Encourage businesses to improve storefronts

Fiscal Impacts

- \$150,000 (CDBG-RDA)





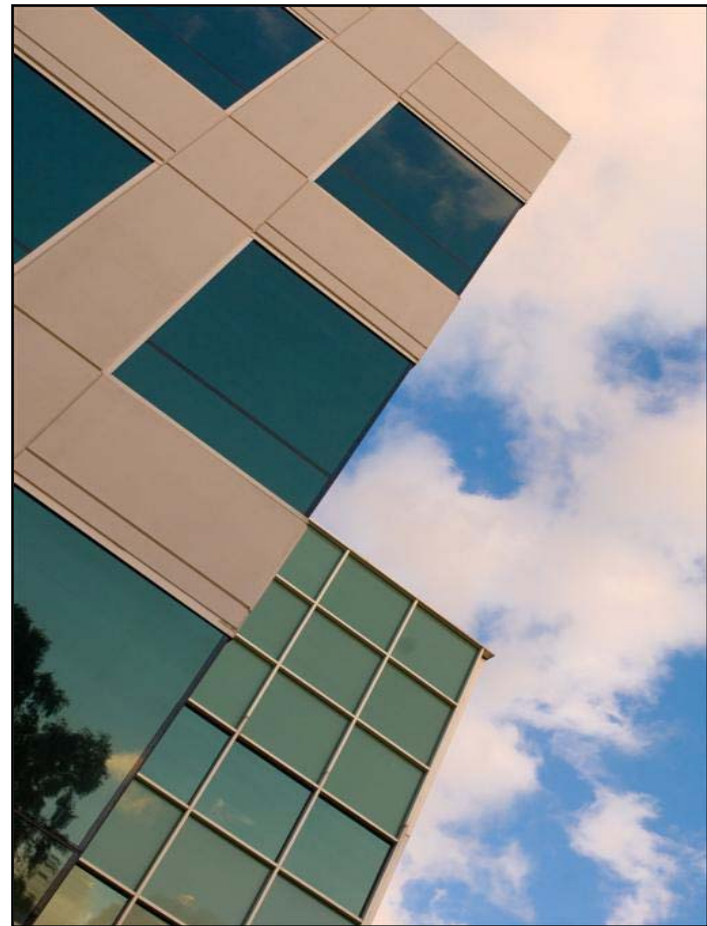
19) Use Tax Incentive for Business Expansion

Implementation

- Incentivize business expansion and investment
- Increase Use Tax revenue to City

Fiscal Impact

- TBD (Loss of New Revenue)





20) *Neighborhood Stabilization Program*

Implementation

- Stabilize neighborhoods affected by the housing and foreclosure crisis
- Assist in redevelopment efforts for residential and commercial properties

Fiscal Impact

- \$1,187, 003 (NSP Funds)





21) One Valley, One Vision – Economic Development Element

Implementation

- Collaborate with business and community partners
- Develop plan for long-term sustainability for the quality of life and economic stability of Santa Clarita

Fiscal Impact

- No New Net Costs





Recommendation

City Council approve the 21-Point
Business Plan for Progress and
direct staff to implement

