



21-Point Business Plan for Progress

April 28, 2009





Background

Economic Crisis

- Retail
- Business
- Unemployment
- Housing foreclosures



Goals

- Enhance partnerships
- Create high quality jobs
- Increase retail spending
- Attract external dollars
- Capitalize on the momentum of our successes
- Aggressively pursue and quickly implement federal stimulus dollars



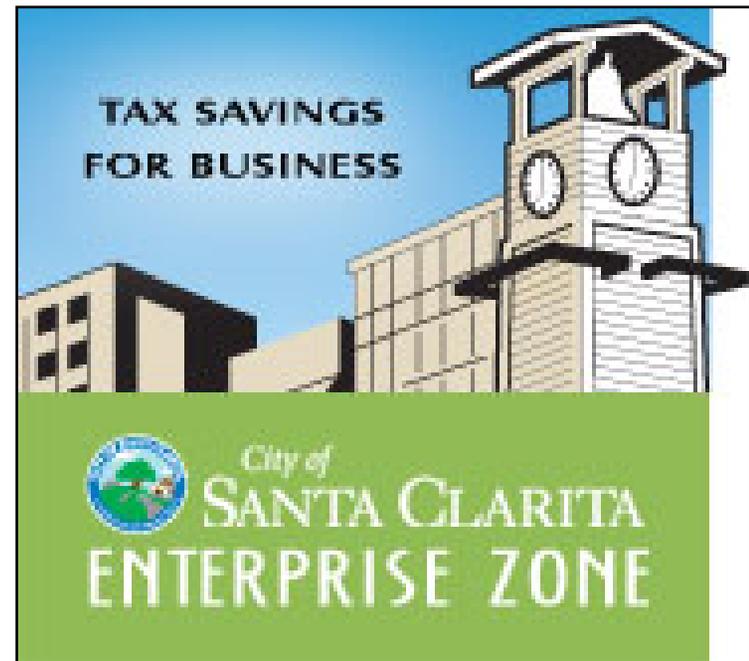
1) *Enterprise Zone Marketing*

Implementation

- Direct outreach to local businesses
- Market and Outreach campaign
- Increase number of businesses utilizing Enterprise Zone

Fiscal Impact

- \$50,000 (General Fund)





2) *Recycling Market Development Zones (RMDZ) Business Outreach*

Implementation

- Implement program
- Outreach campaign

Fiscal Impact

- No New Net Costs





3) Think Santa Clarita Valley

Implementation

- Create major campaign through partnerships
- Promote to consumers and B2Bs in community
- Promote to greater LA-area to attract external dollars and business
- Fiscal Impact
- \$250,000 (General Fund)





4) *Film Incentive Program*

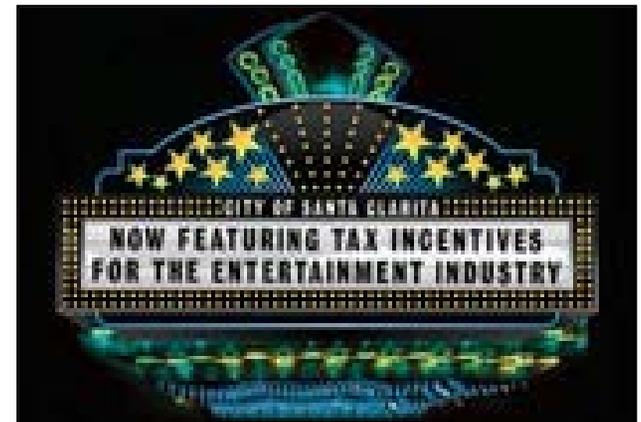
Implementation

- Incentivize film permits for productions based in local studios
- Rebate half of TOT generated from film stays
- Explore cost reductions for safety personnel



Fiscal Impact

- \$150,000 (General Fund)
- \$50,000 (Loss of TOT revenue)





5) *SBDC Program for Business*

Implementation

- Provide micro grants/loans to small businesses contingent on using SBDC services

Fiscal Impact

- \$100,000 of allocated \$300,000 CDBG funds





6) *Westfield Expansion Partner Agreement*

Implementation

- Maximize retail attraction efforts
- Subsidize and expedite Tenant Improvement permits

Fiscal Impact

- \$100,000
(Loss/Deferred Revenue)





7) *Development Process*

Implementation

- Streamline permitting process
- Allow electronic plan/permit submittal
- Development One-Stop

Fiscal Impact

- \$300,000 – One-Stop (General Fund/Budgeted)
- \$200,000 – Computer Replacement Fund





8) *Incentives for Job-Producing Businesses*

Implementation

- Short-term permit fee subsidization
- Businesses would qualify by meeting criteria

Fiscal Impact

- \$50,000 (General Fund)

