

City of Arcata
Economic Development Committee
Annual Report
September 2010 to August 2011

The City's Economic Development Committee (Committee) meets on the 2nd Monday of each month at 5:00 p.m. at the Redevelopment Office Conference Room. According to Article 11 of the Arcata Municipal Code, the powers and duties of the Committee are:

- A. To serve in an advisory capacity to the Council, Commissions, or City Staff as appropriate in matters pertaining to economic development, including but not limited to manufacturing, retail, tourism, business expansion and revitalization, and agriculture.
- B. To make recommendations to the Community Development Agency Board with respect to plans, projects and proposals affecting the Redevelopment Project Area and within the scope of the Redevelopment Plan.
- C. To review economic trends and to make recommendations to strengthen the economic well being of the City.

I. ACCOMPLISHMENTS IN 2010-2011

Over the last year, the Committee reviewed projects and provided input to the Council and to the Arcata Community Development Agency on a variety of topics described below. The topics are in various stages of review by the Committee from preliminary/conceptual to formal recommendation.

- A. **REVIEWED A BUSINESS LOAN FOR WING INFLATABLES:** The Committee reviewed and approved recommendations for a \$500,000 business loan to Wing Inflatables which will provide working capital during a large expansion. The company proposes to add approximately 40 new employees over the next 1 to 2 years. As a condition of the \$500,000 CDBG loan, the City will require the creation of 15 new jobs. The business has been working to secure a new large order, and contract with a US Government agency.
- B. **APPROVED A BUSINESS LOAN FOR ARCATA FOREST PRODUCTS:** The Committee reviewed and approved recommendations in favor of a loan to Arcata Forest Products dependant on actual job creation and amount of loan supported by projected jobs. The EDC recommended approval for an initial \$170,000 Business Loan through the City's current CDBG Enterprise Fund grant (\$70,000) and the City's Basic Grant fund (\$100,000). This initial loan would provide working capital to acquire inventory.
- C. **FORMULA RETAIL ORDINANCE:** The EDC reviewed and discussed the Committee on Democracy and Corporations (CDC) proposal for a Formula Retail Ordinance. The EDC recommended a written analysis of the effects of the proposed ordinance, and the review of the ordinance should be deferred to city staff and the city attorney.

D. APPROVED THE BUSINESS INCUBATOR FEASIBILITY STUDY: ON A MOTION BY WITZEL, seconded by Gainer, and a 6-0 voice vote, the EDC recommended: 1) approval of the business incubator feasibility study as presented and 2) continue to work with the consultant to complete the remaining items outlined in the feasibility table presented. The committee has been working on expanding the definition of incubator and incubator services, and forming a subcommittee to initiate a table that identifies what incubators, and types exist in Arcata.

E. PARTNER CONTRACTS: as part of the Strategic Plan the Economic Development Committee (EDC) worked with: Arcata Chamber of Commerce, Humboldt County Convention and Visitors Bureau, Arcata Main Street, and the Humboldt County Film and Digital Media Commission to develop contracts with each agency. Contract terms include the following:

- Tasks directly related to implementation measures from the 2010-2014 Strategic Plan
- Quarterly reporting from each agency
- Deliverables to be submitted to the City quarterly to insure progress is being made. Agencies shall also submit an audit, or current tax filing, and budget breakdown with spending detail.

Staff presented the 2011-2012 adopted budget amounts for the partner contracts.

Committee agreed to unchanged scope of work for the partner contracts. Committee agreed to not request a standardized reporting method from all partners.

F. NOMINATED ARCATA BUSINESS OF THE YEAR: There were five businesses targeted for business of the year; Wing Inflatable's, Hampton Inn, Coast Central, Murphy's Market, and Solutions. Motion passed unanimously nominating Murphy's Market.

Reviewed and made recommendations to Staff on:

- Lease and Management Plan for Foodworks Culinary Center
- State's proposal to shut down the Redevelopment Agencies. Discussed options for the Agency.

Informational items reviewed by the Committee

- Steven Pepper – Presentation on proposed Short Haul Shipping and the Marine Highway Public Private Partnership (PPP) project.
- Presentation from Mike Peterson, College of the Redwoods Professor, winner of technology conference award for paper on Humboldt County Niche Manufacturing (Power Point presentation)
- Presentation from Staff, NPR clip on workforce development for training manufacturing workers (Power Point presentation)
- Presentation from David Narum reviewing compiled information from The EDC and David's work on the Quality of Life Indicators
- Presentation from Maureen Hart on the need for linking business recyclable waste products and turning them into marketable items

II. GOALS FOR 2011-2012

- 1) Continue the Business Loan Program, review current loans
- 2) Monitor Valley West Revitalization Strategy
- 3) Investigate options for creating an Arcata Marketing Coordinator
- 4) Develop subcommittee and strategy for future Quality of Life Indicator analysis
- 5) Monitor Happy Valley Development Plan
- 6) Research options for marketing Arcata for promoting Business Development
- 7) Assist with Amendment to the Redevelopment Plan
- 8) Review options available for funding Recycling Market Development

In addition, the Committee will continue to utilize the work plan that was included in the Economic Development Strategic Plan and the updated Agency Implementation Plan to assist the Council and the community to improve the local economy and encourage living wage jobs. The Committee will also be reviewing the Economic Indicator Monitoring Data provided by Staff.

The following topics are on the Committee's future agenda list:

- **Quality of life indicator strategy**
- **Business Incubator feasibility study**
- **Quarterly review of partners contracts with Arcata city.**
- **Submit action items from current feasibility study from Greenway Partners**
- **Current loan updates.**
- **Review of all projects started April 2011.**
- **Microloan Partnerships.**
- **Projected Economic Shortfall and Disasters.**
- **Examine potential for revitalization of vacant and underutilized parcels in the downtown area.**
- **Presentation from Recyclers.**

Respectfully Submitted by:

Melanie Patrick
Economic Development Committee Chair

Existing Quality of Life Indicators for Arcata, CA 2011

Agency	Reference website	Data tracked	Start date	Contact	How often?
City of Arcata	www.cityofarcata.org	greenhouse gas inventory		City of Arcata	
City of Arcata	www.cityofarcata.org	water quality report		Erik C. Lust	
City of Arcata	www.cityofarcata.org	air quality		Mark Andre	
City of Arcata	www.cityofarcata.org	energy use		energy committee	
City of Arcata	www.cityofarcata.org	miles of bike trails		transportation committee	
City of Arcata	www.cityofarcata.org	business growth		City of Arcata	
City of Arcata	www.cityofarcata.org	demographics	1978-	City of Arcata	
Humboldt County	www.labormarketinfo.edd.ca.gov	business growth rate	1990-	online data	
Humboldt County	www.labormarketinfo.edd.ca.gov	economic tracking	1990-	online data	
Humboldt County	http://www.humboldt.edu/econindex/	median home cost	1996-	online data	
Humboldt County	www.labormarketinfo.edd.ca.gov	unemployment %	1960-	online data	
Humboldt County	www.criminal.com/statistics/california/humboldt	crime statistics	1960-	online data	
US census	fedstats.gov	education level	1960-	fedstats.gov	
US census	fedstats.gov	employment	1960-	fedstats.gov	
US census	fedstats.gov	energy use	1960-	fedstats.gov	
US census	fedstats.gov	health	1960-	fedstats.gov	
US census	fedstats.gov	human rights	1960-	fedstats.gov	
US census	fedstats.gov	public safety	1960-	fedstats.gov	
US census	fedstats.gov	infrastructure	1960-	fedstats.gov	
US census	fedstats.gov	national security	1960-	fedstats.gov	
US census	fedstats.gov	open space	1960-	fedstats.gov	
US census	fedstats.gov	miles commute for work	1960-	fedstats.gov	
US census	fedstats.gov	per capita income	1960-	fedstats.gov	
US census	fedstats.gov				
CCRP	www.humboldt.edu/ccrp	health access data	2010	publication	
CCRP	www.humboldt.edu/ccrp	% health insurance	2010	publication	
CCRP	www.humboldt.edu/ccrp	food security	2010	publication	
CCRP	www.humboldt.edu/ccrp	food access	2010	publication	
HSU	http://www.humboldt.edu/econindex/	statistical economic data	1996	online	
HWMA	www.calrecycle.ca.gov	waste stream data	unknown	online	
HWMA	www.calrecycle.ca.gov	recycling data	unknown		