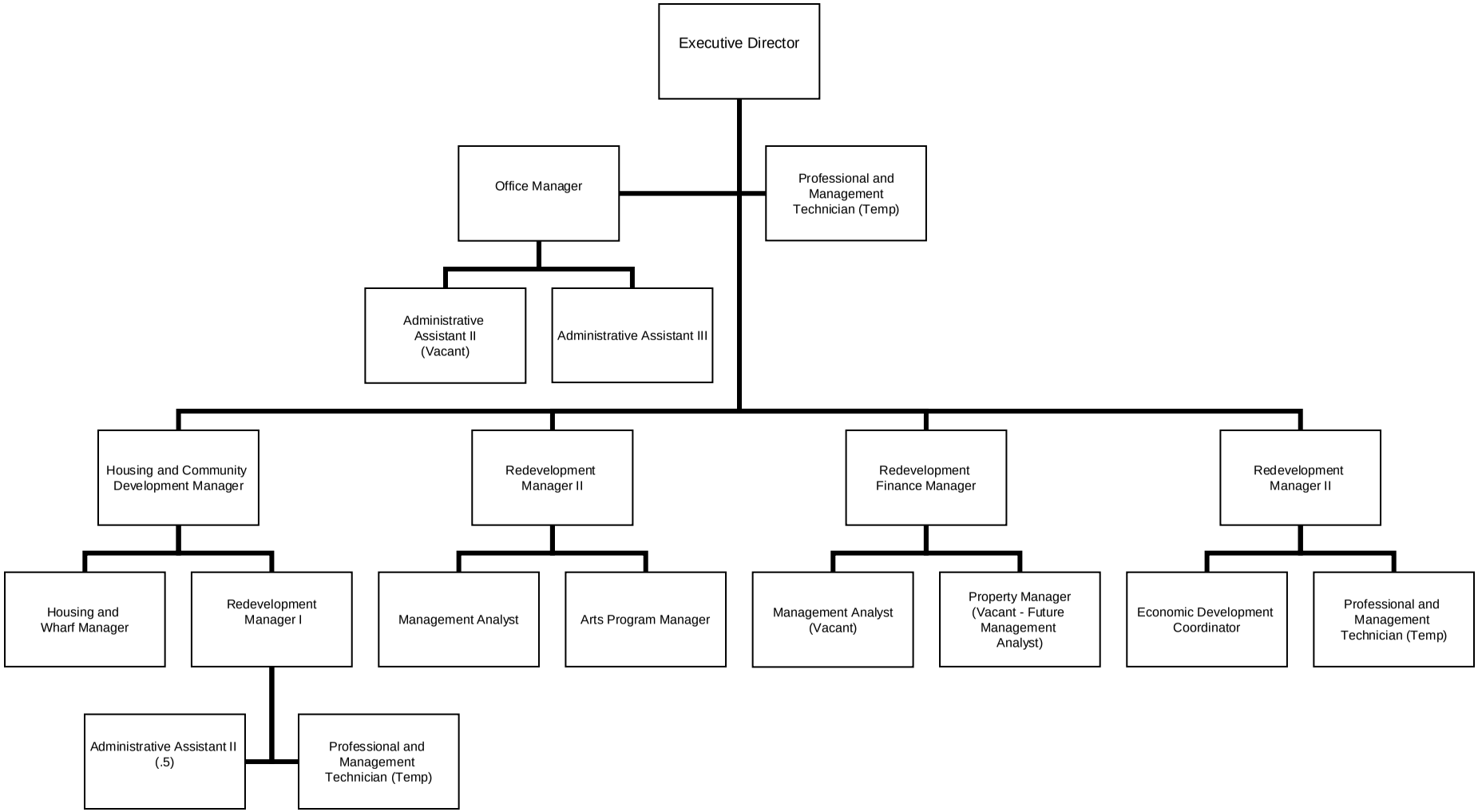
Economic Development and Redevelopment Department

Organization Chart



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DEPARTMENT SUMMARY

ECONOMIC DEVELOPMENT & REDEVELOPMENT (CITY)

DEPARTMENT DESCRIPTION:

The Department of Economic Development and Redevelopment provides staffing for the Redevelopment Agency and special grant projects. It also provides property acquisition and property management services for the city and its special projects. In addition to these tasks, the Department conducts research and contributes support for a wide variety of special projects assisting various City Departments. The Redevelopment Agency is a legal entity separate from the Department. The Agency budget is included in the final pages of this section.

		2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
EXPENDITURES BY CHARACTER:					
Personnel Services		$ 1,388,717	$ 2,028,572	$ 1,567,882	$ 18,071
Services, Supplies, and Other Charges		513,480	2,575,251	1,852,381	1,256,033
Capital Outlay		57,356	739,447	727,447	12,215
Debt Service		1,090,193	213,000	213,000	6,000
Transfers		-	514,993	514,993	205,337
Total Expenditures		$ 3,049,746	$ 6,071,263	$ 4,875,703	$ 1,497,656
*FY 2011 Adopted Budget:			$ 3,305,899		
EXPENDITURES BY PROGRAM:					
Redevelopment Agency	5401	$ 1,172,044	$ 1,794,026	$ 1,333,828	$ -
Grants & Property Management	5590	121,252	315,200	312,500	20,000
HOME Investment Partnership Fund	253	195,852	1,250,086	1,188,422	826,826
CalHome FTHB Revolving Fund	273	-	49,700	49,700	-
BEGIN Housing Loan Revolving Fund	274	-	640,000	-	-
HOME Amer. Dream FTH Revolving Fund	275	-	59,900	59,900	-
Community Develop. Block Grant Fund	261	494,050	1,044,237	1,032,237	459,803
Affordable Housing Trust Fund	279	920,327	579,987	580,033	93,456
Red Cross Housing Reconstruction	272	44,231	47,000	47,000	47,000
Public Art	313	101,990	291,127	272,083	50,571
Total Expenditures		$ 3,049,746	$ 6,071,263	$ 4,875,703	$ 1,497,656
RESOURCES BY FUND:					
Redevelopment Agency		$ 1,172,044	$ 1,794,026	$ 1,333,828	$ -
Grants		-	292,500	292,500	-
General Fund		1,386	2,700	-	-
Rents - Real Property		14,780	20,000	20,000	20,000
Insurance reimbursements		105,086	-	-	-
HOME Investment Partnership Fund		195,852	1,250,086	1,188,422	826,826
CalHome FTHB Revolving Fund		-	49,700	49,700	-
BEGIN Housing Loan Revolving Fund		-	640,000	-	-
HOME American Dream FTH Revolving Fund		-	59,900	59,900	-
Community Development Block Grant Fund		494,050	1,044,237	1,032,237	459,803
Affordable Housing Trust Fund		920,327	579,987	580,033	93,456
Red Cross Housing Reconstruction		44,231	47,000	47,000	47,000
Public Art		101,990	291,127	272,083	50,571
Total Resources		$ 3,049,746	$ 6,071,263	$ 4,875,703	$ 1,497,656
CIP Projects				$ 10,135,828	$ -
			2010	2011	2012
TOTAL PERSONNEL FUNDED			14.24	15.50	15.30

ACTIVITY SUMMARY

REDEVELOPMENT ADMINISTRATION

ACTIVITY NUMBER: 5401, 5590
FUND: General (101)

DEPARTMENT: Economic Development and Redevelopment (City)
FUNCTION: Community & Economic Development

ACTIVITY DESCRIPTION:

The Redevelopment Administration provides staffing for the Redevelopment Agency which is responsible for the implementation of redevelopment plans for the Merged Earthquake Recovery and Reconstruction Project and the Eastside Business Improvement Redevelopment Project. The Administration also staffs the Downtown Recovery Plan, assists with retail recruitment and economic development. It administers financing for public improvements relating to redevelopment activities and furnishes special assistance to property owners in redevelopment project areas. The administration contributes project management services for the Santa Cruz Metropolitan Transit District. The Administration provides acquisition, negotiation, and property management services for City-owned properties, prepares grant applications for economic development projects, and administers funds for the development of low and moderate-income housing.

EXPENDITURES BY CHARACTER:	2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
Personnel Services	$ 1,172,044	$ 1,794,026	$ 1,333,828	$ -
Services, Supplies, and Other Charges	121,252	315,200	312,500	20,000
Total Expenditures	$ 1,293,296	$ 2,109,226	$ 1,646,328	$ 20,000
*FY 2011 Adopted Budget:		$ 1,874,026		
ACTIVITY RESOURCES:				
Personnel Services Charges - RDA	$ 1,172,044	$ 1,794,026	$ 1,333,828	$ -
Grant Revenue	-	292,500	292,500	-
Insurance reimbursements	105,086	-	-	-
Rents - real property	14,780	20,000	20,000	20,000
Total Resources	$ 1,291,910	$ 2,106,526	$ 1,646,328	$ 20,000
NET GENERAL FUND REQUIREMENTS	$ 1,386	$ 2,700	$ -	$ -

PERSONNEL FUNDED:	2010	2011	2012
Administrative Assistant I/II	1.50	1.50	1.50
Administrative Assistant III	1.00	1.00	1.00
Arts Programs Manager	0.75	0.80	0.80
Associate Planner I/II	0.25	0.30	1.00
Economic Development Coordinator I/II	1.00	1.00	1.00
Management Analyst	1.00	3.00	3.00
Principal Planner	0.20	0.20	1.00
Property Manager	1.00	1.00	1.00
Redevelopment Director	1.00	1.00	1.00
Redevelopment Finance Manager	1.00	1.00	1.00
Redevelopment Manager	2.00	3.00	3.00
Redevelopment Project Coordinator	2.00		
Total Personnel	12.70	13.80	15.30

(Positions are budgeted in the Department but expensed against the Redevelopment Agency; in FY 2012, personnel costs moved to RDA fund)

PROGRAM SUMMARY

HOUSING & NEIGHBORHOODS

ACTIVITY NUMBERS: 5201**,** 5202, 5207 & 5290
FUND: HOME Investment Partnership Fund (253)

DEPARTMENT: Economic Development and Redevelopment (City)
FUNCTION: Community & Economic Development

PROGRAM DESCRIPTION:

The Home Investment Partnership Program (HOME) grant provides federal monies to focus on affordable housing production and include activities such as new housing construction or rehabilitation of affordable housing, tenant based rental assistance, first-time homebuyer assistance, housing project costs and relocation assistance.

EXPENDITURES BY CHARACTER:	2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
Personnel Services	$ 50,852	$ 55,330	$ 55,166	$ -
Services, Supplies, and Other Charges	145,000	1,194,756	1,133,256	826,826
Total Expenditures	$ 195,852	$ 1,250,086	$ 1,188,422	$ 826,826

*FY 2011 Adopted Budget: $ 604,663

FUND RESOURCES: Federal grant funds, housing loan principal & interest receipts

PERSONNEL FUNDED:	2010	2011	2012
Associate Planner I/II	0.37	0.40	-
Total Personnel Funded	0.37	0.40	-

EXPENDITURES BY PROJECT:

Project Number	PROJECT NAME	2010 Actual	2011 Amended Budget	2011 Estimated Actual	2012 Adopted Budget
h502400	HOME Program Administration	$ 50,852	$ 60,009	$ 64,422	$ 52,964
h502409	HOME Housing Program Fund		66,077		141,862
h502405	First Time Homebuyer program	145,000	210,000	210,000	70,000
h511001	Neary Lagoon Rehab Project		600,000	600,000	
h511002	Frederick St Home Ownership Unit		66,000	66,000	
h511103	Holy Cross Senior Housing Project		128,000	128,000	162,000
h502411	CHDO Reserve				
h511109	Lindberg Affordable Housing		120,000	120,000	
h511204	Special Needs CHDO Housing Projects				400,000
	Total	195,852	1,250,086	1,188,422	826,826

PROGRAM SUMMARY

HOUSING & NEIGHBORHOODS

ACTIVITY NUMBERS: 5201, 5202, 5203, 5204, 5205, 5206 6203, 8110 & 8210

FUND: Community Development Block Grant Fund (261)

DEPARTMENT: Economic Development and Redevelopment (City)

FUNCTION: Community & Economic Development

PROGRAM DESCRIPTION:

The Community Development Block Grant (CDBG) provides federal monies to promote development of a viable community, including decent housing, a suitable living environment for all citizens, and economic development.

EXPENDITURES BY CHARACTER:	2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
Personnel Services	$ 132,213	$ 118,827	$ 118,919	$ -
Services, Supplies, and Other Charges	161,837	188,417	188,325	254,466
Capital Outlay	-	12,000	-	-
Debt Service	200,000	210,000	210,000	-
Transfers	-	514,993	514,993	205,337
Total Expenditures	$ 494,050	$ 1,044,237	$ 1,032,237	$ 459,803

*FY 2011 Adopted Budget: $ 552,021

FUND RESOURCES: Federal grant funds, housing loan principal & interest receipts

PERSONNEL FUNDED:	2010	2011	2012
Associate Planner II	0.19	0.04	-
Principal Planner	0.75	0.75	-
Total Personnel Funded	0.94	0.79	-

EXPENDITURES BY PROJECT:

Project Number	PROJECT NAME	2010 Actual	2011 Amended Budget	2011 Estimated Actual	2012 Budget
h501617	CDBG Program Administration	$ 119,759	$ 135,012	$ 135,012	$ 114,466
d500002	City Advance - Homeless Comm	200,000	210,000	210,000	
h501620	Housing Services Program Fund	2,576	10,000	10,000	10,000
h500901	SC Womens Health Center ADA Door	8,407			
h501611	Homeless Comm Resource Ctr	28,259	47,253	47,253	16,000
h501624	River Street Homeless Shelter	19,117	32,627	32,627	
h501641	Beach Flats Community Center	10,000	10,000	10,000	25,000
h501657	Senior Network Services	10,000	10,000	10,000	9,000
h501698	Familia Center/Neighborhood Services	35,740	61,170	61,170	65,000
h511101	Teen Center Rehabilitation		13,000	13,000	35,000
h511102	River Street Homeless Shelter Roof Repair		12,000	-	
h511106	Beach Flats Park Improvement		83,000	83,000	
h511107	Louden Nelson Roof & Windows		262,000	262,000	
h511108	Front Street Slope Stabilization		55,000	55,000	
h511206	Street Light Fixture Replacement Project				170,337
h511207	Relocation Assistance Program				15,000
h5110r1	CDBG-ARRA Admin	16,337			
h5110r2	Lower Pacific Streetlights		101,993	101,993	
h5110r3	Homeless Comm Resource Ctr	13,094	1,182	1,182	
h5110r4	River St Shelter-ARRA	10,229			
h5110r5	Familia Center-ARRA	20,532			
	Total	$ 494,050	$ 1,044,237	$ 1,032,237	$ 459,803

PROGRAM SUMMARY

HOUSING & NEIGHBORHOODS

ACTIVITY NUMBERS: 5201, 5208, 8210
FUND: Affordable Housing Trust Fund (279)

DEPARTMENT: Economic Development and Redevelopment (City)
FUNCTION: Community & Economic Development

PROGRAM DESCRIPTION:

Affordable Housing Trust Fund established to assist in the creation and preservation of affordable housing in the City of Santa Cruz for the benefit of low and moderate-income households. Funding includes loans, gifts, grants, and housing-in-lieu fees. Funded programs and activities include the Accessory Dwelling Unit Loan Program, the Inclusionary Housing Affordability Preservation Program, and the Riverfront Reimbursement Program, which provides reimbursements for multi-family structural improvements to improve accessibility to affordable units in compliance with the Americans with Disabilities Act.

EXPENDITURES BY CHARACTER:	2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
Personnel Services	$ 18,909	$ 43,287	$ 43,333	$ -
Services, Supplies, and Other Charges	11,225	33,700	33,700	75,241
Capital Outlay	-	500,000	500,000	12,215
Debt Service	890,193	3,000	3,000	6,000
Total Expenditures	$ 920,327	$ 579,987	$ 580,033	$ 93,456

*FY 2011 Adopted Budget: $ 76,987

FUND RESOURCES: State grants, housing in-lieu charges, housing in-lieu administrative fee funds.

PERSONNEL FUNDED:	2010	2011	2012
Associate Planner I/II	0.18	0.26	-
Principal Planner	0.05	0.05	-
Total Personnel Funded	0.23	0.31	-

EXPENDITURES BY PROJECT:

Project Number	PROJECT NAME	2010 Actual	2011 Amended Budget	2011 Estimated Actual	2012 Adopted Budget
N/A	Personnel costs	18,909	43,287	43,333	34,021
N/A	Prof and technical services	52	15,000	15,000	15,000
N/A	2030 N Pacific Property costs	11,173	18,700	18,700	21,220
p500002	Riverfront Reimbursement Program		$ -	$ -	$ 5,000
N/A	Inclusionary Housing Affordabili	-	500,000	500,000	-
N/A	Inclusionary Housing Affordability Preservation Proc		3,000	3,000	6,000
h511110	308 River St #C-13				12,215
	Total	$ 30,134	$ 579,987	$ 580,033	$ 93,456

PROGRAM SUMMARY

HOUSING & NEIGHBORHOODS

ACTIVITY NUMBERS: 5604, 5605, 5650, 6204
FUND: Red Cross Housing Reconstruction Fund (272)

DEPARTMENT: Economic Development and Redevelopment (City)
FUNCTION: Community & Economic Development

PROGRAM DESCRIPTION:

In 1990 the American Red Cross Santa Cruz County Chapter provided the City of Santa Cruz with Special Disaster Relief Funds to aid in the recovery following the 1989 Loma Prieta Earthquake. After completing its agreement for the use of the funds, the City in collaboration with the Red Cross, developed a program for continued reuse of the on-going loan repayments. These proceeds will be used to provide assistance to disaster victims and low income households in the Beach Flats and Lower Ocean areas of the City.

EXPENDITURES BY CHARACTER:	2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
Services, Supplies, and Other Charges	$ 44,231	$ 47,000	$ 47,000	$ 47,000
Total Expenditures	$ 44,231	$ 47,000	$ 47,000	$ 47,000

*FY 2011 Adopted Budget: $ 47,000

FUND RESOURCES: Housing loan principal & interest receipts

EXPENDITURES BY ACTIVITY:

Project Number	PROJECT NAME	2010 Actual	2011 Amended Budget	2011 Estimated Actual	2012 Adopted Budget
h511203	Beach Flats Community Center	$ 25,000	$ 25,000	$ 25,000	$ 25,000
h511201	Emergency Rental Assistance	11,000	11,000	11,000	11,000
h511202	Rental Security Deposit Assistance	8,231	11,000	11,000	11,000
	Total	$ 44,231	$ 47,000	$ 47,000	$ 47,000

PROGRAM SUMMARY

HOUSING & NEIGHBORHOODS

ACTIVITY NUMBERS: 5290
FUND: CalHOME - First-Time Homebuyer Revolving Fund (273)

DEPARTMENT: Economic Development and Redevelopment (City)
FUNCTION: Community & Economic Development

PROGRAM DESCRIPTION:

Provides CALHOME funding for the provision of second mortgages to low-income first time homebuyers purchasing homes in Census Tracts 1007 and 1010 and in all City Redevelopment Agency project areas.

EXPENDITURES BY CHARACTER:	2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
Services, Supplies, and Other Charges	$ -	$ 49,700	$ 49,700	$ -
Total Expenditures	$ -	$ 49,700	$ 49,700	$ -
*FY 2011 Adopted Budget:		$ 49,700		

FUND RESOURCES: Housing loan principal & interest receipts funds.

EXPENDITURES BY PROJECT:

Project Number	PROJECT NAME	2010 Actual	2011 Amended Budget	2011 Estimated Actual	2012 Adopted Budget
h511105	CalHOME First Time Homebuyer	$ -	$ 49,700	$ 49,700	$ -
	Total	$ -	$ 49,700	$ 49,700	$ -

PROGRAM SUMMARY

HOUSING & NEIGHBORHOODS

ACTIVITY NUMBERS: 5290
FUND: BEGIN Housing Loan Revolving Fund (274)

DEPARTMENT: Economic Development and Redevelopment (City)
FUNCTION: Community & Economic Development

PROGRAM DESCRIPTION:

Provides Building Equity and Growth in Neighborhoods Program (BEGIN) funding for the provision of mortgage assistance loans to low-income homeowners.

EXPENDITURES BY CHARACTER:	2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
Services, Supplies, and Other Charges	$ -	$ 640,000	$ -	$ -
Total Expenditures	$ -	$ 640,000	$ -	$ -
*FY 2011 Adopted Budget:		$ -		

FUND RESOURCES: Grant funding.

EXPENDITURES BY PROJECT:

Project Number	PROJECT NAME	2010 Actual	2011 Amended Budget	2011 Estimated Actual	2012 Adopted Budget
h511111	BEGIN Mortg. Assist. Loan Prog.	$ -	$ 640,000	$ -	$ -
	Total	$ -	$ 640,000	$ -	$ -

PROGRAM SUMMARY

HOUSING & NEIGHBORHOODS

ACTIVITY NUMBERS: 5290 **DEPARTMENT**: Economic Development and Redevelopment (City)
FUND: HOME American Dream First-Time Homebuyer Revolving Fund (275) **FUNCTION**: Community & Economic Development

PROGRAM DESCRIPTION:

Provides funding for the provision of second mortgages to very-low to low-income first time homebuyers.

EXPENDITURES BY CHARACTER:	2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
Services, Supplies, and Other Charges	$ -	$ 59,900	$ 59,900	$ -
Total Expenditures	$ -	$ 59,900	$ 59,900	$ -
*FY 2011 Adopted Budget:		$ 59,900		

FUND RESOURCES: Housing loan principal & interest receipts funds.

EXPENDITURES BY PROJECT:

Project Number	PROJECT NAME	2010 Actual	2011 Amended Budget	2011 Estimated Actual	2012 Adopted Budget
h511104	HOME American Dream FTH	$ -	$ 59,900	$ 59,900	$ -
	Total	$ -	$ 59,900	$ 59,900	$ -

PROGRAM SUMMARY

PUBLIC ART

ACTIVITY NUMBERS: 9920, 5590 **DEPARTMENT**: Economic Development and Redevelopment (City)
FUND: 2% For Public Art (313), 2% GO Bonds (314), 2% RDA Merged (485), 2% RDA Eastside (486), 2% Water (714), 2% Waste Water (724), 2% Refuse (734), 2% Parking (742), 2% Storm Water (753), 2% Golf Course (762) **FUNCTION**: Community & Economic Development

PROGRAM DESCRIPTION:

The Public Art Program funds both art incorporated into specific capital projects and stand-alone art projects and programs throughout the city. Two percent of eligible expenses on qualified projects are set aside for public art. Public art projects include SculpTOUR, traffic signal cabinets, and storefront galleries. The seven-member Arts Commission oversees the Public Art program, along with guiding the implementation of the City Arts programs and advocating for public art and cultural activities that enhance the identity and enjoyment of our city.

Beginning in FY 2011, administration of this program was moved from Parks and Recreation into the Department of Economic Development and Redevelopment.

EXPENDITURES BY CHARACTER:	2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
Personnel Services	$ 14,699	$ 17,102	$ 16,636	$ 18,071
Services, Supplies, and Other Charges	29,935	46,578	28,000	32,500
Capital Outlay	57,356	227,447	227,447	-
Total Expenditures	$ 101,990	$ 291,127	$ 272,083	$ 50,571

*FY 2011 Adopted Budget: $ 41,602

FUND RESOURCES: Capital projects, community donations

PERSONNEL FUNDED:	2010	2011	2012
Arts Programs Manager	0.20	0.20	-
Total Personnel Funded	0.20	0.20	-

EXPENDITURES BY PROJECT:

Project Number	PROJECT NAME	2010 Actual	2011 Amended Budget	2011 Estimated Actual	2012 Adopted Budget
a510905	Bay Street Reservoir	$ -	$ -	$ -	$ -
a510903	PAC Special Initiatives	1,727	-	-	-
a510901	Public Art Administration	15,098	17,102	16,636	18,071
a510902	Repair and Education Funds	13,211	8,500	8,500	12,000
a510907	Roundabout Project	30,754	201,731	201,731	-
c309157	SculpTour	12,796	19,578	12,000	20,000
c309156	Storefront Galleries	-	1,500	500	500
c309150	Traffic Signal Cabinets	700	17,000	7,000	-
a510904	Union/Locust Building	27,704	25,716	25,716	-
	Total	$ 101,990	$ 291,127	$ 272,083	$ 50,571

ECONOMIC DEVELOPMENT AND REDEVELOPMENT
Governmental Funds

FUND: General Capital Improvement Projects (311)

Fund	Project Number	PROJECT TITLE:	2011 Estimated Actual		2012 Adopted Budget
GENERAL CIP FUND PROJECTS IN FY 2012-2013 CAPITAL IMPROVEMENT PROGRAM					
311	c520712	MBNMS Exploration Center	$ 350,980	*	$ -
311	c520901	MBNMS Exploration Center Construction	8,940,000	*	-
311	c520711	SC Advanced Technology Transfer Center	274,848	*	-
311	c521101	MBNMSEC Photovoltaic System	30,000	*	-
311	c521102	MBNMSEC Exhibitry	500,000	*	-
311	c521104	MBNMSEC Exhibitry Contributions	40,000	*	-
Subtotal Capital Projects			10,135,828		-
Total General CIP Fund Capital Projects			$ 10,135,828		$ -

* Prior year funding to be carried forward into FY 2012

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REDEVELOPMENT AGENCY

The Redevelopment Agency of the City of Santa Cruz, a public body, corporate and politic, exercises governmental functions and powers pursuant to its creation in 1956 under the Community Redevelopment Law of the State of California (Health and Safety Code Sections 33000, et seq.).

The Agency is responsible for the implementation of redevelopment plans set forth within the Merged Earthquake Recovery and Reconstruction and the Eastside Business Improvement Redevelopment Projects. It administers financing for public improvements relating to redevelopment activities and provides funds in connection with the development of low and moderate-income housing units within the city. These funds assist low and moderate income households to obtain and/or remain in their housing units. The Agency also works to ensure that the community and public investments constructed in the downtown area following the 1989 Loma Prieta Earthquake are properly maintained. This includes outreach to property owners and businesses and the development of retail recruitment and business retention initiatives throughout the community as well as the construction of community trash enclosures, alley improvements and other public improvements to enhance private investment activities in the Project Areas.

The Agency manages City-owned properties including the Municipal Wharf, parking garage retail spaces and downtown kiosks. In addition to managerial services provided to these properties, the Agency manages related property acquisition, negotiation and disposition activities. The Agency coordinates public outreach and other services with property and business owners and the residential community in connection with utility under grounding, landscaping improvements and street lighting improvement projects in the Project Areas.

The Agency prepares and submits grant applications for economic development and redevelopment initiatives. The Agency has initiated a number of economic development activities to promote job growth through the development of new technology and design based companies

Statement of Agency Objectives

In 2009 the Agency adopted its Five-year Implementation Plan for the period beginning January 1, 2010 through December 31, 2014 for the Eastside Business Improvement District and the Merged Earthquake Recovery and Reconstruction Project.

The Agency listed a number of objectives in the five-year plan in terms of economic development and the production of low and moderate-income housing. The following programs and projects are designed to meet the current Five-Year Implementation Plan objectives.

Objectives

1. To foster economic development programs that provide diverse opportunities for stable, meaningful work at livable pay, meet retail and service needs of residents and visitors, create a strong municipal tax base, preserve environmental quality and enhance the character and quality of community life.

2. To encourage the growth of off-season and off-peak tourism by enhancing the City's potential to attract tourists through urban design improvements, promotion, and development of visitor attractions and provision of a variety of overnight accommodations.

3. To develop a program for increasing the supply of low and moderate-income housing throughout the community by providing opportunity sites, financing and other mechanisms to accomplish the City's housing objectives.

Budget items meeting the above three objectives include:

Continue planning and organizational work and construction project management for the proposed Monterey Bay Marine Sanctuary Visitor Center;

Continue activities necessary to complete the construction/development of the Tannery Arts Center;

Complete reconstruction of the final Pacific Avenue vacant properties through attracting businesses, development of technology business and retail tenants complimentary to the existing retailers;

Continue implementation of the Memorandum of Understanding with the Santa Cruz County Metropolitan Transit District for planning a mixed-use residential/commercial improvement of the downtown Metro Center known as Pacific Station;

Complete design and engineering work on improvements to the Highway 1/9 Intersection;

Continue to identify and assist anchor retail tenants and implement a retail recruitment program;

Provide support to the Cooperative Retail Management Program;

Facilitate the development of affordable and market rate housing projects in the community and provide assistance as may be warranted;

Update and distribute bi-monthly "Space Available" flyer;

Support small business development and business retention;

Continue the Mural Program;

Continue the Facade Improvement Program;

Continue management of social outreach programs;

Work with the business community to ensure the continued health of the downtown business environment including the retail, office and housing communities;

Develop program to work with existing motel owners to enhance and expand our visitor serving facilities including a Motel Façade Improvement Program;

Provide assistance for new businesses to locate in the Harvey West Industrial Area;

Continue to participate in County of Santa Cruz Workforce Investment Board;

Apply for Federal and State financial assistance as it becomes available to supplement Agency funding on construction projects;

Continue site visits with local companies in order to indicate City's recognition of the need for business to provide living wage jobs, job training and providing a tax base for the City;

Continue the work of the technology recruitment and development program;

Continue development of the design/digital arts media center in cooperation with local technology leaders;

Continue local Wi-Fi development efforts;

Support for and participate in the work of the Economic Development Council in cooperation with the Santa Cruz Chamber of Commerce and business community.

4. Continue implementation of the Eastside Business Area Improvement Plan, including the following:

   Continue the Façade Improvement Program in the Eastside to improve the aesthetics and economy of the area;

   Assist in Soquel Avenue traffic circulation improvements;

   Continue the Eastside Street Tree Program in coordination with local businesses;

   Continue to explore the opportunity for limited design planning for streetscape improvements to the Soquel/Seabright intersection.

5. Continue to undertake activities to increase the supply of affordable housing including the following:

   Identify opportunities for live/work housing units within the community;

   Continue work on the development of the Tannery Arts Center Live/Work affordable housing project;

   Continue the Emergency Rental/Mortgage Assistance and Tenant Based Assistance/Security Deposit Program;

   Identify preservation projects which may be assisted to retain affordability covenants;

   Identify private sector rental and for-sale projects which may provide affordable units with redevelopment assistance.

		2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
EXPENDITURES BY CHARACTER:					
Interagency Personnel Services		$ 1,169,117	$ 1,769,026	$ 1,333,828	$ 1,835,795
Services, Supplies and Other Charges		10,414,758	14,477,436	14,288,755	5,629,526
Capital Outlay		424,467	11,952,566	11,904,290	2,529,000
Debt Service		5,619,282	5,226,616	5,847,697	9,839,610
Total Expenditures		$ 17,627,624	$ 33,425,644	$ 33,374,570	$ 19,833,931
*FY 2011 Adopted Budget:			$ 13,001,413		
EXPENDITURES BY PROJECT:					
RDA Administration	5510	$ 1,957,634	$ 2,901,887	$ 2,392,600	$ 2,858,805
County Coop Agreement-RDA Merged	5520	3,400,729	3,951,148	3,951,148	3,356,795
County Coop Agreement-RDA Eastside	5521	388,726	403,250	403,250	422,221
ERAF		3,746,760	770,661	770,661	-
Merged Low/Mod Administration	5602	183,825	192,800	192,800	178,300
Eastside Low/Mod Admin	5603	9,675	10,150	10,150	16,600
Del Mar Theater Operating	5530	14,120	23,000	23,000	23,000
Public Art Admin and Maintenance Fees	9920	2,764	1,575	1,575	17,600
Traffic Signal Cabinets	c309150	-	7,000	7,000	-
Storefront Galleries	c309156	-	500	500	500
SculpTour	c309157	-	5,000	6,000	10,000
Tannery Pre-Development	r520007	-	108,124	108,124	-
Beach Area Motel Façade Program	r520011	-	100,000	100,000	200,000
EPA Brownfields Grant Program	r520012	492	1,198,575	1,198,575	-
Hope Services/Skills Center Job Train	r520703	60,000	60,000	60,000	60,000
Tannery Working Studios	r520803	34,600	-	-	-
Soquel/Hagemann Intersection Improver	r520806	16,774	-	-	-
Soquel/Park Way Intersection Design	r520807	46,381	272,156	272,156	-
Soquel & Pine Storm Drain Improvement	r520808	14,205	60,003	-	-
Tannery Property Expenses	r520812	-	75,000	75,000	-
PIE	r520904	24,301	30,380	30,380	20,000
AHTF Loan Guaranty - TALLP	r521001	1,200,000	-	-	-
Eastside Street Tree Program	r521004	612	50,000	50,000	50,000
Merged Area Façade Program	r521005	67,691	329,971	329,971	50,000
Park Pacific Pre-Development Plan	r521013	-	220,000	220,000	-
Teen Center Job Training Program	r521102	-	50,000	-	-
Green Business Program	r521103	-	6,500	6,500	6,500
Inclusionary Housing Affordability Preser	r521106	-	500,000	500,000	-
Lower Pacific Ave Parking Study	r521110	-	155,500	155,500	-
Downtown Security Services	r521206	-	-	-	35,000
Downtown Outreach Program	r527461	74,652	75,000	75,000	75,000
Community Service Officer	r527483	35,123	86,000	86,000	86,000
Economic Dev. Mktg Workplan	r527485	56,051	100,000	100,000	20,000
Graffiti Abatement Program	r527488	22,914	50,000	50,000	50,000
Emergency Rent/Mortgage Assistance Pr	r527523	100,000	100,000	100,000	100,000
Rental/Security Deposit Assistance	r527533	73,237	75,000	75,000	75,000
Chestnut LLC OPA	r527740	116,018	116,138	116,138	116,261
Tarigo Paul OPA	r527743	102,610	-	-	-
Eastside Façade Improve-OPA	r527750	51,739	67,155	67,155	10,000
Eastside Public Parking	r527752	16,306	10,000	5,608	-

EXPENDITURES BY PROJECT:		2010 Actual	2011 Amended Budget*	2011 Estimated Actual	2012 Adopted Budget
Debt Service - Chestnut Street	d520005	6,244	6,244	6,470	6,283
Mariner's Cove	d520006	52,382	52,382	54,281	52,709
Debt Service - Notes City of Santa Cruz	d520008	1,917,353	1,648,000	1,658,385	2,070,385
Mission Street Undergrounding D/S	d520009	100,000	192,379	860,801	-
Debt Service - Notes City of Santa Cruz	d520010	1,443,061	267,800	267,800	724,090
1280 Shaffer Rd Investors OPA	d520012	244,777	246,300	246,300	246,750
1010 Pacific Investors OPA	d520013	154,984	155,500	155,500	155,750
Debt Service - CHFA Loan	d520016	260,662	-	-	-
Tax Allocation Refunding Bonds 04 D/S	d520018	330,263	332,173	332,173	333,016
2011 Series A Tax Allocation Bonds	d52110a	-	119,020	119,020	756,426
2011 Series B Tax Allocation Bonds	d52110b	-	283,062	283,062	1,756,348
2011 Series C Tax Allocation Bonds	d52110c	-	23,220	23,220	535,592
EPA Brownfields Project Match	d520019	492	198,575	198,575	-
Debt Service- Notes City of Santa Cruz	d520020	60,548	30,195	30,195	63,000
SC Advanced Tech Transfer Ctr Match	d520021	4,504	82,455	82,455	-
Ocean Street Corridor Plan	d520801	823	11,298	11,298	-
Riverside Ave Improv. Design	d520901	407	249,593	249,593	-
Hwy 1 Bike/Ped Underpass Phase II	d520902	373,000	-	-	-
Eastside Improvements	d521002	-	100,000	100,000	100,000
Soquel/Frederick St Intersection	d521003	-	150,000	150,000	-
Lower Pacific Ave Streetlights	d521007	82,585	-	-	-
Grow Santa Cruz	d521008	28,000	68,000	68,000	28,000
Amgen Tour of California	d521009	-	-	-	-
Pacific Avenue Streetlights	d521011	79,364	-	-	-
Wharf Master Plan Study, Phase I and II	d521104	-	65,000	65,000	235,000
207 Church Street LLC OPA	d521107	-	122,500	122,500	-
SC Metro Trolley Acquisition	d521108	-	110,000	110,000	-
Zero Motorcycles	d521109	-	377,906	377,906	-
Artspace LLC Tannery Loan	d521113	-	540,000	-	-
Branciforte Creek Bike/Pedestrian Bridge	d521203	-	-	-	400,000
Wharf Capital Improvements	d521204	-	-	-	2,000,000
Debt Service - COP Payment	d600006	64,414	-	149	-
Total Expenditures		$ 17,021,802	$ 17,594,075	$ 17,112,474	$ 17,300,931
CAPITAL PROJECTS				$ 16,262,096	$ 2,533,000
TOTAL AGENCY				$ 33,374,570	$ 19,833,931

REDEVELOPMENT AGENCY

CAPITAL IMPROVEMENT PROGRAM

Fund	Project Number	PROJECT TITLE:	2011 Estimated Actual	2012 Adopted Budget
CAPITAL PROJECTS:				
381	r527737	Acquire/Construct Refuse Collection Sites	$ 112,373	$ 20,000
381	r527742	City-wide Sign Program	391,072	-
381	r521205	City-wide Sign Program Phase II	-	1,453,000
381	r527731	Downtown Alley Imp., Murals & Landscape Grants	75,000	50,000
381	r520707	Downtown Directory Sign Project	17,721	-
381	r520019	Hwy 1 SLR Bridge Widening	218,488	-
381	r520704	Highway 1/9 Intersection PHASE I	290,818	-
381	r520804	Hwy 1/9 Int. Improvements PHASE II	377,000	500,000
381	r520801	Merged Project Mural Program	125,000	-
381	r520901	Monterey Bay Nat'l Marine Sanctuary Visitors Ctr	496,495	-
381	r520802	Pacific Ave Beach Area Streetscape	300,000	-
381	r520016	Pacific Station Project	100,000	-
381	r521012	Redevelopment Tannery Digital Media Center	256,295	-
381	r521111	Riverside Avenue Improvements Phase II	2,850,000	-
381	r520809	Tannery Digital Media Center	6,533,544	-
381	r521201	Tannery Digital Media & Creative Arts Center Phase II	-	450,000
381	r520805	Technology Transfer Center - Redevelopment	500,000	-
381	r520020	Wharf Refuse Collection Sites	28,459	-
383	r521006	Del Mar Painting	40,000	60,000
383	r520022	Del Mar Parking Lot 7 Reconstruction	69,831	-
383	r521105	Del Mar Roof Project	100,000	-
	Total Merged Project Area		12,882,096	2,533,000
382	r521101	Eastside Mural Program	10,000	-
	Total Eastside Project Area		10,000	-
			-	-
281	r521108	110 Lindberg Street Affordable Housing	2,200,000	-
281	r521112	Mercy Senior Affordable Housing	1,170,000	-
	Total Low and Moderate Income Housing		3,370,000	-
Subtotal RDA Projects			**$ 16,262,096**	**$2,533,000**
381	r527742	Citywide Sign Program	1,500	-
381	r527737	Construct Refuse Collection Sites	800	400
381	r527731	Downtown Alley Improvements	-	1,000
381	r521202	Riverside Avenue Improvements Phase II	-	20,000
381	r521201	Tannery Digital Media & Creative Arts Center Phase II	-	9,000
381	r520805	Technology Transfer Center Tenant Improvements	2,000	-
Subtotal Public Art Transfers			$ 4,300	$ 30,400
Total			$ 16,266,396	$ 2,563,400

REDEVELOPMENT AGENCY

STATEMENT OF PROJECTED REVENUES & OTHER FINANCING SOURCES
By Project Area

	2010 Actual	2011 Amended Budget	2011 Estimated Actual	2012 Adopted Budget
MERGED PROJECT AREA:				
REVENUES				
Taxes	$ 9,025,682	$ 9,375,071	$ 8,964,840	$ 8,829,600
Intergovernmental/grants	148,400	7,730,756	7,929,331	-
Miscellaneous Revenues	532,153	698,997	441,000	492,787
TOTAL REVENUES	9,706,235	17,804,824	17,335,171	9,322,387
OTHER FINANCING SOURCES				
Interfund Transfers In	25,702	1,002,928	1,003,048	782,637
City Loan Proceeds	3,330,000	1,860,000	1,860,000	2,703,000
Bond Proceeds	-	27,500,000	27,500,000	-
Loan Principal Receipts	94,328	74,000	93,128	94,120
TOTAL OTHER FINANCING SOURCES	3,450,030	30,436,928	30,456,176	3,579,757
Total Merged Project Area	$ 13,156,265	$ 48,241,752	$ 47,791,347	$ 12,902,144
EASTSIDE PROJECT AREA:				
REVENUES				
Taxes	$ 757,084	$ 734,861	$ 893,448	$ 822,000
Miscellaneous Revenues	9,865	7,322	7,380	5,850
TOTAL REVENUES	766,949	742,183	900,828	827,850
OTHER FINANCING SOURCES				
City Loan Proceeds	60,000	29,315	29,315	60,000
TOTAL OTHER FINANCING SOURCES	60,000	29,315	29,315	60,000
Total Eastside Project Area	$ 826,949	$ 771,498	$ 930,143	$ 887,850
LOW & MODERATE INCOME HOUSING:				
REVENUES				
Taxes	$ 2,446,126	$ 2,527,533	$ 2,464,572	$ 2,412,800
Intergovernmental	-	-	-	-
Miscellaneous Revenues	62,461	42,661	65,007	83,213
TOTAL REVENUES	2,508,587	2,570,194	2,529,579	2,496,013
OTHER FINANCING SOURCES				
Interfund Transfers In	100,000	100,000	100,000	100,000
Bond Proceeds	-	8,250,000	8,250,000	-
TOTAL OTHER FINANCING SOURCES	100,000	8,350,000	8,350,000	100,000
Total Low & Mod Income Housing	$ 2,608,587	$ 10,920,194	$ 10,879,579	$ 2,596,013

FUND SUMMARIES

	Merged Project Area			
	Capital Projects Funds	Debt Service Funds	Special Revenue Fund	Total Merged
Beginning Balances 7/1/10:	$ 9,560,220	$ 1,535,322	$ -	$ 11,095,542
SOURCES:				
Taxes		8,964,840	-	8,964,840
Intergovernmental/grants	6,552,850	177,906	1,198,575	7,929,331
Miscellaneous Revenues	440,381	619		441,000
Transfers In	1,915,800	3,809,561	-	5,725,361
Other Financing Sources	29,381,800	71,328		29,453,128
Total Sources	38,290,831	13,024,254	1,198,575	52,513,660
USES:				
Operating Budgets	2,392,600		-	2,392,600
Other Expenditures	752,159	5,206,693	1,198,575	7,157,427
Capital Improvement Program	12,882,146	-	-	12,882,146
Debt Service	2,111,520	3,569,390	-	5,680,910
Transfers out	2,806,513	2,015,800	-	4,822,313
Other Financing Uses	-	-	-	-
Total Uses	20,944,938	10,791,883	1,198,575	32,935,396
Net Surplus/(Deficit)	17,345,893	2,232,371	-	19,578,264
Estimated Fund Balance 6/30/11	26,906,113	3,767,693	-	30,673,806
SOURCES:				
Taxes	-	8,829,600	-	8,829,600
Intergovernmental	-	-	-	-
Miscellaneous Revenues	492,189	598	-	492,787
Transfers In	2,784,090	3,736,037	-	6,520,127
Other Financing Sources	2,725,120	72,000	-	2,797,120
Total Sources	6,001,399	12,638,235	-	18,639,634
USES:				
Operating Budgets	2,858,805		-	2,858,805
Other Expenditures	395,500	3,373,895	-	3,769,395
Capital Improvement Program	2,513,000	-	-	2,513,000
Debt Service	2,784,090	6,806,259	-	9,590,349
Transfers out	2,915,400	2,922,090	-	5,837,490
Total Uses	11,466,795	13,102,244	-	24,569,039
Net Surplus/(Deficit)	(5,465,396)	(464,009)	-	(5,929,405)
Estimated Fund Balance 6/30/12	$ 21,440,717	$ 3,303,684	$ -	$ 24,744,401

FUND SUMMARIES

Eastside Project Area			Low & Moderate Income Housing	Total All Funds
Capital Projects Funds	Debt Service Funds	Total Eastside		
$ 92,360	$ 507,612	$ 599,972	$ 2,171,789	$ 13,867,303
-	-			
-	893,448	893,448	2,464,572	12,322,860
-	-	-	-	7,929,331
1,079	6,301	7,380	65,007	513,387
30,195	2,000	32,195	1,270,000	7,027,556
29,315		29,315	8,250,000	37,732,443
60,589	901,749	962,338	12,049,579	65,525,577
-		-	202,950	2,595,550
55,608	459,931	515,539	912,345	8,585,311
10,000	-	10,000	3,370,000	16,262,146
30,195	590,420	620,615	170,038	6,471,563
-	32,195	32,195	2,173,048	7,027,556
-	-	-	-	-
95,803	1,082,546	1,178,349	6,828,381	40,942,126
(35,214)	(180,797)	(216,011)	5,221,198	24,583,451
57,146	326,815	383,961	7,392,987	38,450,754
-	822,000	822,000	2,412,800	12,064,400
-	-	-	-	-
1,059	4,791	5,850	83,213	581,850
63,000	2,000	65,000	100,000	6,685,127
60,000	-	60,000	-	2,857,120
124,059	828,791	952,850	2,596,013	22,188,497
-		-	194,900	3,053,705
50,000	422,721	472,721	175,000	4,417,116
-	-	-	-	2,513,000
63,000	110,000	173,000	86,761	9,850,110
-	65,000	65,000	782,637	6,685,127
113,000	597,721	710,721	1,239,298	26,519,058
11,059	231,070	242,129	1,356,715	(4,330,561)
$ 68,205	$ 557,885	$ 626,090	$ 8,749,702	$ 34,120,193

REDEVELOPMENT AGENCY

SUMMARY OF FUND TRANSFERS

	2010 Actual	2011 Amended Budget	2011 Estimated Actual	2012 Adopted Budget
MERGED CAPITAL PROJECT FUND FROM:				
Merged Debt Service Fund	$ 1,443,061	$ 267,800	$ 267,800	$ 724,090
Transfers to repay principal and interest on short-term loans from the City				
MERGED DEBT SERVICE FUND FROM:				
Merged Capital Project Fund	1,917,353	2,802,213	2,802,213	2,885,000
Transfer bond proceeds for bond reserve fund (2011) and City-Agency cooperative projects (2012).				
MERGED PUBLIC ART DEBT SERVICE FUND FROM:				
Merged Capital Project Fund	1,015	4,300	4,300	30,400
Transfer for 2% of eligible construction costs to Public Art				
Merged Debt Service Fund	10,042	-	-	38,000
Transfer for 2% of eligible construction costs to Public Art				
REDEVELOPMENT ADMINISTRATION FUND FROM:				
Merged Debt Service Fund	-	1,648,000	1,648,000	2,060,000
Transfer to repay principal and interest on short-term administration loan from the City				
EASTSIDE CAPITAL PROJECT FUND FROM:				
Eastside Debt Service Fund	60,548	30,195	30,195	63,000
Transfers to repay principal and interest on short-term loans from the City				
EASTSIDE PUBLIC ART DEBT SERVICE FUND FROM:				
Eastside Debt Service Fund	-	2,000	2,000	2,000
Transfer for 2% of eligible construction costs to Public Art				
MERGED LOW/MOD INCOME HOUSING FUND FROM:				
Eastside Low/Mod Income Housing Fund	-	1,170,000	1,170,000	-
Transfer for Low/Mod Income project in Merged Area				
INTRAFUND TRANSFERS subtotal	$ 3,432,019	$ 5,924,508	$ 5,924,508	$ 5,802,490

REDEVELOPMENT AGENCY

SUMMARY OF FUND TRANSFERS

	2010 Actual	2011 Amended Budget	2011 Estimated Actual	2012 Adopted Budget
MERGED LOW/MOD INCOME HOUSING FUND FROM:				
Merged Debt Service Fund	100,000	100,000	100,000	100,000
Transfer for Low/Mod Income project in Merged Area				
MERGED LOW/MOD DEBT SERVICE FUND FROM:				
Merged Low/Mod Income Housing Fund	25,702	1,002,928	1,003,048	782,637
Transfer for bond reserve (2011) and annual Tax Allocation Refunding Bond debt service				
INTERFUND TRANSFERS subtotal	$ 125,702	$ 1,102,928	$ 1,103,048	$ 882,637
TOTAL TRANSFERS	$ 3,557,721	$ 7,027,436	$ 7,027,556	$ 6,685,127