



20-23

Sacramento Economic Stimulus Workshop

January 27, 2009



Overview

- A New Strategy for Local Economic Growth (Asst. City Manager)
- Federal Economic Stimulus (Asst. City Manager)
- Local Economic Stimulus (Econ. Dev.)
- Implementation Actions:
 - Shovel-Ready Investment Protection (DSD)
 - Shovel-Ready Sites Program Funding (Planning)
 - 2006 Workforce Housing Grant and Economic Development Efforts (Planning)



City Manager's Office

A New Strategy for Local Economic Growth



New Strategy

Focus City resources in areas with a return on investment to help jump-start key areas, create jobs and increase General Fund revenue.



City Manager's Office

Federal Economic Stimulus Update

Agenda Item # 21



Federal Stimulus Update

- American Recovery and Reinvestment Bill of 2009
- Proposed \$825 Billion Federal Stimulus Package
 - \$550 Billion For Infrastructure Stimulus
 - \$275 Billion For Tax Cuts
- Focus on Energy, Education, Health Care and Highway Construction
- Total Amount May Increase Depending on Congressional Action
- Expected Approval in February 2009



Economic Development Department

Local Economic Stimulus

Agenda Item # 21



Local Economic Stimulus Initiatives

- California Communities Joint Powers Authority
- Local Bid Preference for Small Business
- Sacramento Enterprise & Economic Development Corporation (SEED)
- Executive Airport Area Improvements
- Enterprise Zone Application
- Project Entitlement Fees
- Project Processing Re-Alignment
- Electric Utility Tax Credit



Local Economic Stimulus Programs

- Grant Funds (CDBG, UDAG, EDA, Prop. 1C, etc.)
- Shovel-Ready Sites Program
- Brownfield Program/Brownfield Revolving Loan Fund Program
- Business Retention and Expansion
- Redevelopment Funds
- Industrial Revenue Bonds



Implementation Actions

The Following Actions Implement the Strategy and Stimulate the Economy



Recommended Actions

- **Shovel-Ready Investment Protection**
 - **Action:** Approve Time Extensions for Entitlements And Building Permits
- **Shovel-Ready Sites Program Funding**
 - **Action:** Prioritize Shovel-Ready Areas
 - **Action:** Approve Funding for Shovel-Ready Sites Program and Enterprise Zone Application
 - **Action:** Direct Staff to Return with a MATRIX Approach to Shovel-Ready Areas
 - **Action:** Direct staff to Initiate a Strategic Investment Plan Proposal for New CIP Investments



Recommended Actions (cont.)

- 2006 Workforce Housing Grant and Economic Development Efforts
 - **Action:** Approve Use of Workforce Housing Reward Grant Funds for Deferred Facility Maintenance Program Work
 - **Action:** Approve Funding for Planning Efforts
 - Downtown Development Strategy
 - Technology Village Specific Plan



Development Services Department

Shovel-Ready Investment Protection

Agenda Item # 22

Entitlement & Permit Time Extensions



Shovel-Ready Development Assistance

- Approve Time Extensions for Entitlements and Building Permits
 - Preserve Existing Shovel-Ready Development
 - Save Staff Resources
 - Preserve Future General Fund Revenues



Planning Department

Shovel-Ready Sites Program Funding

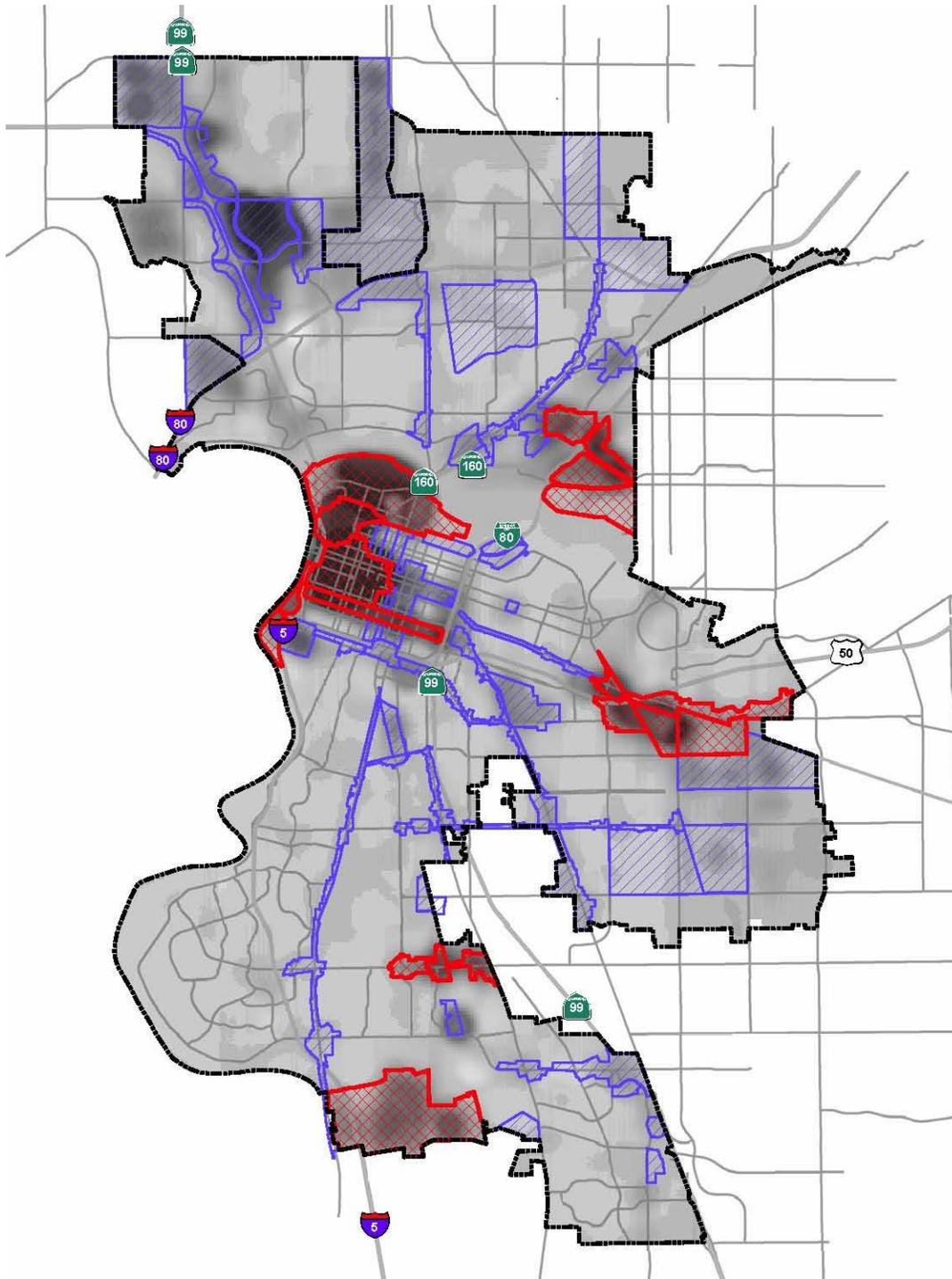
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Prioritize Shovel-Ready Areas

- Approve Priority “Tier 1” Shovel-Ready Areas
 - Derived from 70 General Plan “Opportunity Areas”
 - Need to Focus Limited Resources
 - Potential for Near-Term Return on Investment
 - Developer and/or Property Owner Interest
 - Tier 2 Areas to be Addressed After Tier 1





Shovel-Ready Areas

2030 General Plan Opportunity Areas



Tier 1



Tier 2

Areas of Jobs and Housing Growth by 2030

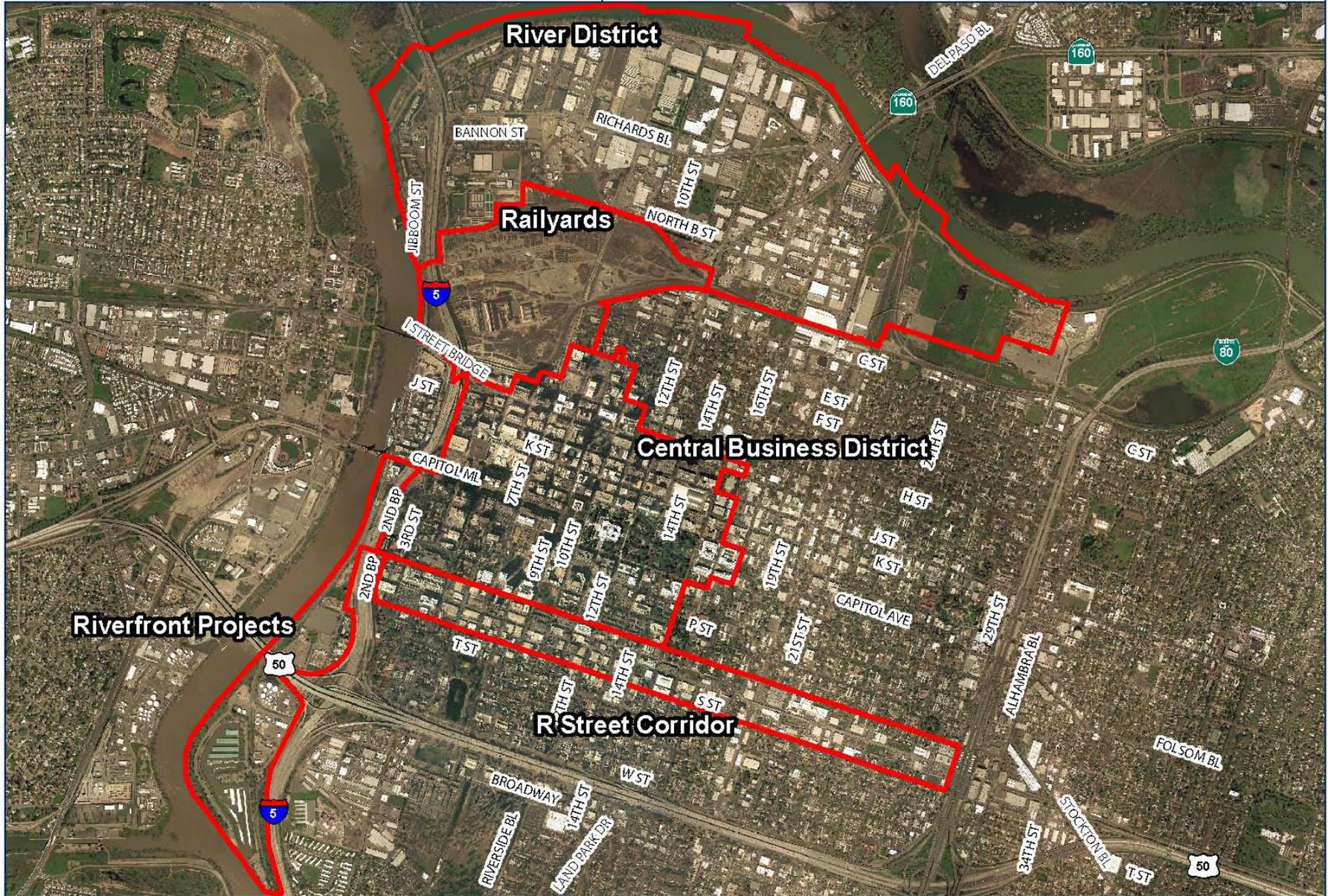


High



Low

Shovel Ready Areas: Downtown



Shovel Ready Areas: Swanston/Point West/Arden Fair/Cal Expo Area



Shovel Ready Areas: 65th St./Granite Park



Shovel Ready Areas: Florin Station & Corridor



Shovel Ready Areas: Delta Shores



Shovel-Ready Efforts and Funding

- Funding from 2 Unused CIP Programs
- Transfer Funding to Assist Shovel-Ready Efforts:

– Enterprise Zone Application	\$40,000
– 65 th St. Area Finance Plan	\$100,000
– Florin Master Plan	\$136,805
– Swanston/Point West/Arden Fair/ Cal Expo/ Master Plan Effort	\$600,000



Shovel-Ready Efforts

- Enterprise Zone Critical for Business Attraction
- Significant Potential for Clean / High Tech Jobs in 65th St./University Area
- Florin Road Renewal Essential for Health of South Sacramento
- Point West/Arden Fair
 - Mall is Major Regional Attraction
 - Need to Support this Attraction
 - Major Generator of City Sales Tax Revenue



Shovel-Ready Investment

- Direct Staff to Return with Strategic Investment Plan Proposal
 - Focus New Infrastructure Investment in Priority Shovel-Ready Areas
 - Re-Align CIP Process with Shovel-Ready Areas



Shovel-Ready Coordination and Action

- Direct Staff to Return with MATRIX-like Teams for Shovel-Ready Areas



Planning Department

2006 WFH Grant & Econ. Development Efforts

Agenda Item # 23



Grant Funding

- Received More 2006 Workforce Housing Grant than Expected
- Can Use Excess from Grant to Fund City Deferred Facility Maintenance Program
 - Would Enable \$900,000 of General Fund Monies to Be Used for Shovel-Ready Planning Efforts



Shovel-Ready Planning Efforts

- Use Transferred Funds for Shovel-Ready Planning Efforts
 - **Downtown Development Strategy:** \$550,000
 - Would Address Land Use, Design, Preservation Infrastructure and Environmental Issues
 - Designed to Address Obstacles to Development
 - **Technology Village Specific Plan:** \$350,000
 - In Ramona Ave. Area near Sac. State University
 - Strong Property Owner and Market Interest
 - Good Potential as New Clean Tech/Bio Tech Job Center
 - **Majority of Work Done In-House by Staff**



Downtown Development Strategy

- Focus on Central Business District
- Incorporates Existing Urban Design Work
- Strategic Sites Analysis and Action Plan
 - Would include Market Analysis
- Master Traffic Study/Transportation Analysis
- Environmental Analysis
- Infrastructure Analysis/Financing Plan
- Preservation Study



Downtown Development Strategy

- Development Projects would benefit from this effort including:
 - Cathedral Square Project at 11th & J Street
 - City Property at 8th & K Street
 - Potential Hotel at 10th & K Street
 - Mixed Use Project at 16th and I Street
- Would Yield New Revenues to City
 - Sales Tax
 - Transient Occupancy Tax (TOT)
 - Parking Revenues
 - Property Tax Revenues
 - Redevelopment Tax Increment



Downtown Plan Examples

- Downtown Planning Efforts in Major Cities include:

- Austin, Texas
- Denver, CO
- Phoenix, AZ
- Pittsburgh, PA



Technology Village

- A New Model – A Mixed-Use Technology Village Strategically Located Near Sacramento State
- Provides a Quality Master Planned Area for the Expanding Green & Clean / Biotech & Biomed Sectors
- Serves as Effective Tool to Spur Urban Revitalization
- Leverages Assets of R&D Organizations
- Embraces Global Focus for Innovative R&D and Manufacturing
- Encourages Amenities On-Site that Are Critical to Attract Employees





▶ Proposed Specific Plan Area

Conclusion

- Staff Recommends Approval of Resolutions and Ordinance Changes to Implement New Economic Stimulus Strategy

