



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www. CityofSacramento.org

Consent
September 1, 2009

Honorable Mayor and Members of the City Council

Title: Acceptance of American Recovery and Reinvestment Act (ARRA) Funding from the Sacramento Employment and Training Agency (SETA)

Location/Council District: Citywide

Recommendation: Adopt a **Resolution** 1) accepting American Recovery and Reinvestment Act (ARRA) grant funds from the Sacramento Employment and Training Agency (SETA) in the amount of \$26,000; and 2) authorizing the execution of the Workforce Investment Act (WIA) and ARRA Services Contract with SETA for the operation of an Employer Outreach, Business Retention, and Expansion program.

Contact: Dean Peckham, Senior Project Manager, 808-7063

Presenters: Dean Peckham, Senior Project Manager

Department: Economic Development

Division: Citywide

Organization No: 18000

Description/Analysis

Issue: The Sacramento Employment and Training Agency (SETA), issued a request for proposal for employer outreach and business retention and expansion services. The Sacramento Works, Inc. board, on behalf of SETA, was authorized to review the proposals and recommend grant awards. The City of Sacramento has been recommended to receive a grant in the amount of \$26,000 from the American Recovery and Reinvestment Act (ARRA) funds awarded to SETA. To receive these funds, the City Council must approve a resolution accepting the grant funds and approve execution of the Workforce Investment Act (WIA) and ARRA Services Contract with SETA.

Policy Considerations: Accepting the grant will supplement the existing program funding for the Business Retention and Expansion Program currently operated by the City's Economic Development Department.

Environmental Considerations:

California Environmental Quality Act (CEQA): The acceptance and use of the grant funds is not a project subject to environmental review per California Environmental Quality Act (CEQA) Guidelines Section 15378 because business retention and expansion services are a continuing administrative activity.

Sustainability Considerations: N/A

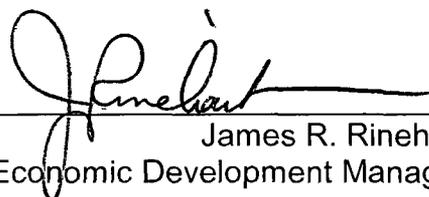
Commission/Committee Action: N/A

Rationale for Recommendation: Approving accepting the grant will provide needed funding for the City's Economic Development Program during this time of budget reductions and constraints and will assist in the retention of jobs and stimulate the local economy.

Financial Considerations: Accepting the grant and approval of the contract will allow the City to receive \$26,000 to be allocated to the Department of Economic Development and help implement the City's Economic Development Strategy and Business Retention Program.

Emerging Small Business Development (ESBD): N/A

Respectfully Submitted by: _____


James R. Rinehart
Citywide Economic Development Manager

Recommendation Approved:


Ray Kerridge
City Manager

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BACKGROUND

On June 22, 2009 the Sacramento Employment & Training Agency (SETA) issued a Request for Proposals (RFP) to allow SETA to recruit qualified vendors for delivery of services in employer outreach and business retention and expansion.

On July 15, 2009 the City of Sacramento Economic Development Department submitted a proposal to SETA to provide employer outreach & business retention and expansion services.

The proposal approved by SETA focused on three key initiatives:

- Expand the City's marketing program and business retention and expansion outreach services within the City's current and proposed Enterprise Zones.
- Add an additional four business walks as part of our business outreach program.
- Enhance the Economic Development website to include an Enterprise Zone calculator tool which would enable businesses to easily calculate the benefits of locating in the Enterprise Zone.

On July 22, 2009 the Sacramento Works Board voted to approve the City's request for funding in the amount of \$26,000. The business retention activities which were recommended for funding will be directly marketed to the following targeted industries located in the City's Enterprise Zone Clean/Green Technology, Information Technology, Diversified Manufacturing, /Life Sciences, Architecture & Engineering, Construction, Transportation (services, distribution & logistics), Health Care and Support Services, and Installation, Maintenance & Repair-Related companies. Moreover, an enhanced, directed effort will be made to address needs of small businesses located in the Enterprise Zone (EZ)

Through qualitative and empirical research, Economic Development has identified a lack of knowledge among eligible businesses regarding EZ benefits and other services the City and its partners can provide. By expanding the business walks and business seminars to increase Sacramento businesses' understanding and awareness, we hope to increase participation in the Enterprise Zone. Currently, the City budget allows for one to two business walks and seminars annually; grant funding would enable Economic Development to increase the walks/seminars to four annually.

Impacts on Customer/Business:

- Encourage use/participation of enterprise zone program and its tax benefits for local companies.
- Encourage use/participation/awareness of programs offered by Sacramento's partners in the areas of business services, financial services, workforce development, real estate, advocacy and environmental and permit services.
- Encourage use of city's small business certification process, which also qualifies businesses to bid on contracts with the State of California, SMUD, Regional Transit,

Sacramento County and other public agencies.

Partnering with Other Agencies

Economic Development will work with various partners to coordinate the delivery of business services, financial services, real estate services, etc. These partners include the Sacramento Area Regional Technology Alliance (SARTA), the Greater Sacramento Small Business Development Center (GSSBDC), Sacramento Metropolitan Chamber of Commerce, the Power Inn Alliance Property Based Improvement District, Sacramento Area Commerce and Trade Organization (SACTO), Sacramento Housing and Redevelopment Agency (SHRA), the Greater Sacramento Certified Development Corporation, Federal Technology Center (FTC) and Valley Vision, and the City of Sacramento Department of Community Development.

Coordination with partners will take place in three formats:

- Following one-on-one meetings, City staff personally will call partners to inform them of the need for their professional services.
- Following the business walks, the City will conduct business seminars which will include the partners listed above. The result is that the City's partners will have immediate contact with the subject companies.
- Economic Development is a member of MetroPulse, a regional business retention and expansion program which includes other local government economic development professionals, the Metro Chamber of Commerce as well as local utilities and Los Rios Community College. Following one-on-one interviews, data is inputted into an electronic referral service for response by the City's partners.

RESOLUTION NO. 2009-

Adopted by the Sacramento City Council

**AUTHORIZING THE ACCEPTANCE OF AMERICAN RECOVERY AND
REINVESTMENT ACT FUNDING FROM THE SACRAMENTO EMPLOYMENT
TRAINING AGENCY FOR BUSINESS RETENTION AND EXPANSION SERVICES**

BACKGROUND

- A. On June 23, 2009, the Sacramento Employment and Training Agency (SETA) issued a request for proposals to fund Employer Outreach Business Retention and Expansion Services to assist in the stimulus of the economy and to prevent the sudden and severe dislocation of workers in the Sacramento Region. The SETA grants are to be paid for with American Recovery and Reinvestment Act (ARRA) funds.
- B. The City of Sacramento's Economic Development Department submitted a proposal to partially fund a portion of its Business Retention and Expansion Program. On July 22, 2009, the City was approved to receive \$26,000 for the period commencing September 1, 2009 through June 30, 2010.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL
RESOLVES AS FOLLOWS:**

- Section 1. After due consideration of the facts presented, the findings, including the forgoing recitals regarding this action, are approved and adopted.
- Section 2. The City hereby accepts the SETA grant of \$26,000 in ARRA funds and the City Clerk is authorized to execute the SETA form resolution attached as Exhibit A.
- Section 3. The City Manager or his designee is authorized to enter into the Workforce Investment Act (WIA) and AARA Services Contract as referenced in the attached SETA form resolution f for the operation of an Employer Outreach, Business Retention, and Expansion program

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Exhibit A – SETA Resolution

RESOLUTION AUTHORIZING EXECUTION OF WIA/ARRA SERVICES CONTRACT
FROM THE SACRAMENTO EMPLOYMENT AND TRAINING AGENCY

(GOVERNMENTAL ENTITY)

WHEREAS, the City of Sacramento
(Name of Entity)

a California local governmental entity (hereinafter referred to as "CONTRACTOR"), desires to enter into a WIA/ARRA SERVICES CONTRACT with the SACRAMENTO EMPLOYMENT AND TRAINING AGENCY, a Joint Powers Agency and WIA One-Stop Operator (hereinafter referred to as "SETA"), for the operation of an Employer Outreach, Business Retention and Expansion program under the Workforce Investment Act and the American Recovery and Reinvestment Act;

THEREFORE, BE IT RESOLVED THAT the Governing Body of CONTRACTOR hereby authorizes the execution of CONTRACT # 046102BRE by and between CONTRACTOR and SETA; and

BE IT FURTHER RESOLVED THAT any individual employed by CONTRACTOR in the position(s) of:

Title

1. City Manager, Ray Kerridge (or his designee)
2. _____
3. _____

is/are hereby authorized on behalf of and in the name of CONTRACTOR and as its official act and deed to sign and otherwise enter into CONTRACT # 046102BRE with SETA; and

BE IT FURTHER RESOLVED THAT any individual employed by CONTRACTOR in the position(s) of:

Title

1. Citywide Economic Development Manager, Jim Rinehart
2. Senior Project Manager, Dean Peckham
3. Administrative Services Officer, Katrina Morgan

shall be authorized to act on behalf of CONTRACTOR with respect to this CONTRACT # 046102BRE by and between CONTRACTOR and SETA and that SETA may rely upon

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IN TESTIMONY WHEREOF, I have hereunto set my hand this _____ 1st day of
September, 2009 _____.

City of Sacramento
(Name of Entity)

BY: _____
(Signature)

Shirley Concolino,
(Typed Name)

City Clerk
(Title)