Economic Development Coordinator

Economic Development

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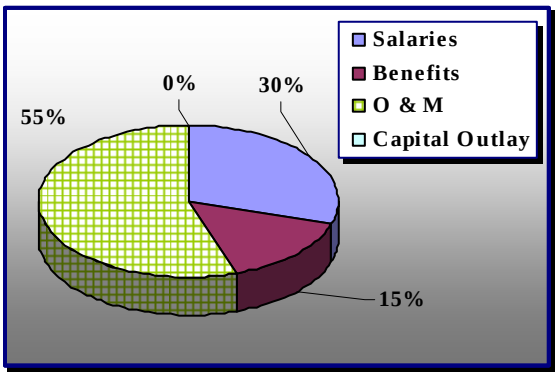
Mission Statement

The Economic Development Coordinator's mission is to sustain and enhance the high quality of life in Folsom by encouraging and facilitating stable, dependable, and diversified economic development in the community. The Economic Development Coordinator works closely with other City Departments, outside agencies and organizations, and commercial and retail interests to strengthen and expand the City's economic base.

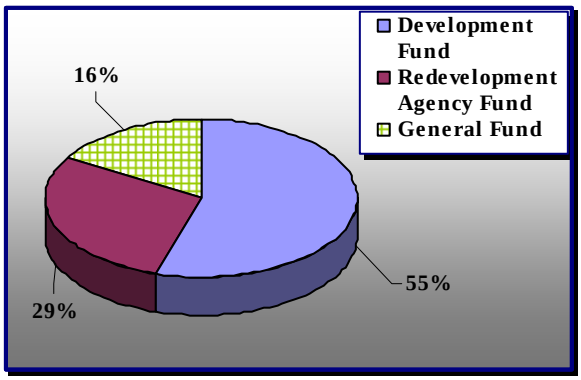
Budget Summary

Expenditure	Actual FY 2003-04	Budget FY 2004-05	Revised FY 2004-05	Base Budget FY 2005-06	Change From 04-05 Budget
Salaries	$122,448	$130,009	$134,792	$170,163	30.89%
Benefits	$48,649	$57,865	$62,168	$85,243	47.31%
Operation & Maintenance	$130,377	$366,940	$164,767	$314,621	-14.26%
Capital Outlay	$0	$0	$0	$0	0.00%
Total	$301,473	$554,814	$361,727	$570,027	2.74%
Full-Time Positions	1.00	1.00	2.00	2.00	100.00%
Part-Time Positions	0.00	0.00	0.00	0.00	0.00%
Funding Source					
Development Fund	$183,373	$251,814	$221,227	$312,027	23.91%
Redevelopment Agency Fund	$25,100	$210,000	$47,500	$165,000	-21.43%
General Fund	$93,000	$93,000	$93,000	$93,000	0.00%
Total	$301,473	$554,814	$361,727	$570,027	2.74%

Department Expenditure by Category



Department Funding Sources



Program Information

Economic Development **$570,027**

The Economic Development program is responsible for maintaining a sound and diverse economic base for business development and tourism for the City. The City has partnered with the Chamber of Commerce, FedCorp and the Folsom Tourism Bureau to work together for Folsom's success. Economic Development also is responsible for the City's intergovernmental affairs including lobbying efforts at both the Federal and State levels.

FY 2004 – 05 Accomplishments

- Managed City Council approval of:
  - Sale for $7.5 million of City-owned 39-acre property
  - Sale for $86,000 of City property obtained for Lake Natoma Crossing Project
  - Conceptual Plan for Railroad Block and authorization to begin developer negotiations
  - Updated guidelines for disbursement of excess wastewater treatment capacity credits
- Coordinated:
  - Resolution of fee issues associated with expansion of Kindred Hospital in Folsom
  - Establishment of Special Event Advantage Team (S.E.A.T.) to facilitate permitting of major events in Folsom
  - City's priorities for federal funding requests totaling nearly $34 million for FY 2006
  - City's Federal and State legislative lobbying program to facilitate and promote economic development in Folsom
- Facilitated business expansion:
  - Folsom Premium Outlets
  - Gekkeikan Sake
  - Honda
  - Jadoo Power Systems
  - Masuya
  - Mercy Hospital
  - Raley's
  - Syblon-Reid
- Active participation as member of the Board of Directors of the Folsom Tourism Bureau
- Assisted with formal City Council support of Folsom Lake College's plans to construct a performing arts center
- Begin feasibility study for potential deployment of wireless network in Folsom

FY 2005 – 06 Work Plan

To enhance the City's economic and redevelopment programs in order to provide a stable and diversified economic base. (Strategic Plan Goal VIII)

Objective : Increase retail, office and residential development in the Historic District. ***(Strategic Plan Goal VIII, Objective 1)***

Strategies:

- Complete a Disposition and Development Agreement (DDA) for Railroad Block development by December 2005
- Begin design of public improvements for Railroad Block by March 2006
- Select consultant by September 2005 to manage and coordinate Main Street activities for the Historic District
- Main Street consultant prepares Master Revitalization plan for the Historic District by March 2006

Performance Measure	Actual 2004	Projected 2005	Budget 2006
Complete Disposition and Development Agreement (DDA) for Railroad Block development	N/A	Master Conceptual Plan for RR Block Approved and Private Developer Selected	Complete by December 2005
Begin design of public improvements for Railroad Block	N/A	N/A	March 2006
Select consultant to manage and coordinate Main Street activities for the Historic District	N/A	N/A	September 2005
Master Revitalization Plan for the Historic District	N/A	N/A	Complete by March 2006

Objective: Finalize and implement a long-term development strategy for the Folsom Economic Trade Area through collaborative efforts with FEDCorp. ***(Strategic Plan Goal VIII, Objective 5)***

Strategies:

- Develop a strategy, in conjunction with other interested parties, to create collaborative economic development effort for the Highway 50 Corridor and report to City Council by June 2006

Performance Measure	Actual 2004	Projected 2005	Budget 2006
Assist FEDCorp, as needed, with establishing strategy for common vision or identity for the Highway 50 Corridor	N/A	Highway 50 Corridor Economic Development Study completed	Complete by December 2005
Assist FEDCorp, as needed, with identifying desired future outcomes, developing strategies and reporting to City Council	N/A	N/A	Complete by June 2006

Objective : Collaborate with Folsom Tourism Bureau (FTB) to achieve expanded tourism. ***(Strategic Plan Goal VIII, Objective 7)***

Strategies:

- Collaborate with FTB in developing a strategy to identify and attract those recreational and cultural events that can best utilize existing facilities in Folsom and present this strategy to the City Council by June 2006
- Collaborate with FTB in actively soliciting two new sporting/ recreational events to Folsom by June 2006

Performance Measure	Actual 2004	Projected 2005	Budget 2006
Develop and present to Council a strategy to identify and attract recreational and cultural events	N/A	Special Event Advantage Team established	Complete by June 2006
Actively solicit two new sporting/recreational events	N/A	N/A	Complete by June 2006

Objective : Coordinate evaluation of technology innovations to stimulate economic development. ***(Strategic Plan Goal VIII, Objective 8)***

Strategies:

- Develop strategy to solicit private sector interest in building, owning, and managing a community-wide wireless network in Folsom and present to City Council by June 2006
- Complete City Council approved priorities for FY 2007 Federal Earmarks by Third Quarter FY 2005 – 06
- Organize and manage the City's "Bridge below Folsom Dam Strike Team" for the 2006 Sacramento Metro Chamber's Cap-to-Cap trip by Third Quarter FY 2005 – 06

Performance Measure	Actual 2004	Projected 2005	Budget 2006
Complete Feasibility Study	N/A	Feasibility Study started	Complete Feasibility Study by September 2006
Develop strategy to solicit private sector interest in building, owning, and managing a community-wide wireless network in Folsom and present to City Council by March 2006	N/A	N/A	Complete by June 2006
Complete City Council approved priorities for FY 2007 Federal Earmarks by Third Quarter FY 2005 – 06	N/A	N/A	Third Quarter FY 2005 - 06
Organize and manage the City's "Bridge below Folsom Dam Strike Team" for the 2006 Sacramento Metro Chamber's Cap-to-Cap trip by Third Quarter FY 2005 – 06	N/A	N/A	Third Quarter FY 2005 - 06

Key Issues

- Begin design of public improvements and construction of parking garage on the Railroad Block
- Complete environmental review and approval of Disposition and Development Agreement for the Railroad Block
- Continued retention of key businesses and development of remaining vacant commercial and industrial property in Folsom
- Evaluating Wi-Fi deployment opportunities and development of implementation plan
- Identification of tourism marketing opportunities and implementation plan
- Management and coordination of Historic Area economic development and vitality
- Identification of appropriate commercial and industrial development for the SOI area

Future Key Issues

- Development of re-use plans for City Corporation Yard property
- Ensure effective use of remaining commercially and industrially zoned properties in Folsom
- Ensure continual vitality of the Historic District and Central Business areas
- Identify appropriate commercial and industrial development for the SOI area

Position Information

Position	FY 2004-05	FY 2005-06	Salary Estimate	Benefit	Total
Economic Development Coordinator	1	1	122,904	58,752	181,656
Secretary II	1	1	36,421	25,318	61,739
Total	**2**	**2**	**159,325**	**84,070**	**243,395**

(Overtime, salaries and benefits for temporary labor are not included in the Position Information table.)

Major Contracts (over $25,000)

Historic Area Economic Development and Vitality	$100,000
Fed Corp	$37,500
Folsom Tourism Bureau	$37,500

New or Replacement Vehicles

None	