



COPIES OF THIS AGENDA  
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City Manager's Office  
411 Main Street  
Chico, California  
Telephone: (530) 896-7200

PREPARED: March 3, 2010

POSTED: March 5, 2010

PRIOR TO: 4:00 p.m.

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## ECONOMIC DEVELOPMENT COMMITTEE

A Committee of the Chico City Council: Councilmembers Flynn (Chair), Schwab and Holcombe

### AGENDA

Meeting of Thursday, March 11, 2010 - 4:00 p.m.  
Council Chamber Building - Conference Room No. 1  
421 Main Street

**NOTE: Items Not Appearing on Posted Agenda:** This Agenda was posted on the Council Chamber Building Bulletin Board at least 72 hours in advance of this meeting. In order for the Committee to take action on an item not appearing on the posted agenda, other than merely acknowledging receipt of correspondence or other information, the Committee must make one of the following determinations:

1. Determine by a two-thirds vote or by a unanimous vote if less than two-thirds of the Committee is present, that the need to take action arose subsequent to the Agenda being posted.
2. Determine that the item appeared on a posted Agenda for a meeting occurring not more than 5 calendar days prior to this meeting, and the item was continued to this meeting.

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#### 1. REGULAR AGENDA

- 1.1. **Demonstration of City's Economic Development Website** - Lindy Hoppough of Chabin Concepts will provide a demonstration on the City's new economic development website, which is ready to be launched. The website will be linked to the City's main website and accessible through the domain address: [chicoeconomicdevelopment.com](http://chicoeconomicdevelopment.com). It includes several databases that are designed to assist site selectors and others in gathering investment-related information about Chico. For example, a community profile provides demographic information including specific labor information, and a property database allows Chico realtors and property owners to upload commercial properties available in Chico, which are then uploaded to the State marketing arm through the City's membership in Team California. The website is divided into major categories of "Why Chico," "Doing Business," "Living Here," and "Visiting Here." The site includes many links to other resources and organizations working in the Chico economy. Once handed over to the City, the website will be easy for City staff to update, modify and maintain.
2. **REPORTS AND COMMUNICATIONS** - The following reports and communications items are provided for the Committee's information. No action can be taken on any of the items unless the Committee agrees to include them on a subsequent posted agenda.
  - 2.1. Summary of RFPs Submitted to Assist in Implementing the City's 2010-11 Economic Development/Tourism Services and Events Program.
  - 2.2. Flyer for MANEX training: "Manufacturing in Today's Economy, "Friday, April 2, 2010. To register: [www.mfgconference.com](http://www.mfgconference.com)
  - 2.3. Reports for the Economic Development Committee meetings of January 14 and February 11, 2010.

3. **BUSINESS FROM THE FLOOR**

4. **FUTURE MEETINGS:** The next Economic Development Committee meeting will be held on Thursday, April 8, 2010 in Conference Room 1 at 4:00 p.m., unless otherwise noted.

**Distribution:**

**Agenda with Attachments:**

**Committee Members:**

Councilmember Mary Flynn, Chair  
Mayor Ann Schwab  
Councilmember Andy Holcombe

**City Staff and Others:**

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Administrative Services Director  
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Summary - RFPs Submitted to Assist in Implementing the City's 2010-11 Economic Development/Tourism Program								
Economic Development Committee - March 11, 2010								
Organization	Contracted Service Description for 2010-11		Presentation to Feb. 11 EDC? (Y/N)	New or Continued Service	Amount Contracted 2009-10	Amount Requested ED/Tourism 2010-11	Other Financial Transactions Requested/In place between City-Organization	
<b>RFP 1: DIRECT SERVICES TO BUSINESSES</b>								
1. 3CORE	Capital Access Program		Y	Continued	\$ 25,000	\$ 25,000	EDA District Mbrshp \$16,150	
2. CEPCO	Talent Development/Retention/Attraction		Y	Continued	\$ 36,000	\$ 36,000		
3. DCBA	1 Business Development & Communications	\$20,600	Y	Continued	\$ 16,788	\$ 20,600	Planter Maintenance \$8,000	
	2 Commercial Property and Tenant Database	\$25,000	Y	New		\$ 25,000	Park/Bus Improvement Add.	
	<i>Subtotal for DCBA</i>		<i>\$45,600</i>					License Tax @\$28,000
4. No. CA Regional Land Trust	1 Marketing Assistance for Buy Fresh Buy Local (BFBL) not itemized		N	New				
	2 Facilitation of Collaborative Efforts for BFBL not itemized		N	New				
	3 Consumer Education for BFBL not itemized		N	New		\$ 12,275		
<i>Subtotal for No. CA Regional Land Trust</i>		<i>\$12,275</i>						
5. PIC, GNC, NoRTEC	Innovation Lab & Emerging Growth Industries Project		Y	New	\$ 20,000	\$ 40,000		
<b>Subtotal for Direct Services</b>						<b>\$ 158,875</b>	<b>51% of total</b>	
<b>RFP 2: TOURISM PROGRAMS/SERVICES</b>								
1. Chico Chamber of Commerce	Operation of Visitor Center + Tourism Marketing (\$62,450 - 67,850)*		Y	Continued	\$ 71,125	\$ 67,850		
	* (range based on hours of operation)							
2. Chico Nature Center	Outreach for Bidwell Park & New Interpretive Facility		N	New		\$ 16,860	Community Org - \$60,000	
							Facility Loan - \$185,000	
3. Upstate Comm. Enhancement Foundation	Community Tourism Development Strategy		Y	New	\$ 7,000	\$ 15,000	Artoberfest 2010 \$37,000	
							Arts - Survey \$14,250	
<b>Subtotal for Tourism Programs/Services</b>						<b>\$ 99,710</b>	<b>32%</b>	
<b>RFP 3: TOURISM-RELATED EVENTS</b>								
1. CARD	Annual 4th of July Event		Y	Continued	\$ 3,115	\$ 3,115		
2. Chico Air Show	Chico Air Show		Y	Continued	\$ 9,250	\$ 10,000		
3. CSU, Chico	Chico World Music Festival (University Presents/CSUC)		Y	Continued	\$ 10,000	\$ 12,000	Arts - Field Trips \$10,000	
4. DCBA	1 Friday Night Concerts	\$ 10,500	Y	Continued	\$ 7,000	\$ 10,500	see above	
	2 Christmas Preview	\$ 5,500	Y	Continued	\$ 3,600	\$ 5,500		
	3 Treat Street	\$ 4,000	Y	Continued	\$ 3,000	\$ 4,000		
	4 Community Tree Lighting	\$ 3,600	Y	Continued	\$ 2,400	\$ 3,600		
<i>Subtotal for DCBA</i>		<i>\$23,600</i>						
5. Snow Goose Festival	Event Coordination/Setup		Y	New		\$ 2,500		
<b>Subtotal Tourism-Related Events</b>						<b>\$ 51,215</b>	<b>17%</b>	
<b>Subtotal Tourism</b>						<b>\$ 150,925</b>	<b>49%</b>	
<b>GRAND TOTAL REQUESTED FOR 2010-11</b>						<b>\$ 309,800</b>	<b>100%</b>	

# Manufacturing In Today's Economy



Featuring the Corporation for  
Manufacturing Excellence

**manex**  
The Corporation for Manufacturing Excellence

Northern California manufacturers are invited to attend this session to explore ways to improve the efficiency and competitiveness of their business, including strategies to reach new market opportunities.

## Agenda

- 7:30 Registration and Continental Breakfast
- 8:00 Welcome from Ken Grossman, Founder  
Sierra Nevada Brewing Company
- 8:05 Opening Remarks  
USDA State Director, Dr. Glenda Humiston
- 8:30 State of Manufacturing with Q&A  
Jonathan Lee, VP and Executive Consultant, Manex
- 9:30 Lean & Green with Q&A  
Bill Browne, Engagement Manager, Manex
- 11:30 Overview of resources available to businesses including:  
training, financing, energy efficiency, tax credits.  
Mather Kearney, Project Manager at California Business  
Investment Services (CalBIS)
- 12:00 Wrap up and visit with speakers and sponsors
- 12:30 Tour of Sierra Nevada Sustainability Projects (limited to 20)

The Corporation for Manufacturing Excellence (**MANEX**) provides consulting services exclusively to manufacturers and distributors, finding solutions and strategies to improve growth, profitability and competitive advantages.

**Manex**, a member of the National Institute of Standards and Technology (NIST), was founded in 1995 for the sole purpose of helping manufacturers and distributors gain a competitive edge.

**Friday, April 2, 2010**  
**Sierra Nevada Brewery**  
**The Big Room**  
**1075 East 20th, Chico**

7:30 am — Registration  
8:00 am to Noon — Conference

Cost: \$45 per person

To register visit  
[www.mfgconference.com](http://www.mfgconference.com)

*Seating is limited.*

*Sponsored by:*





# Economic Development Committee Report

REPORT ON ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD JANUARY 14, 2010

<b><u>Committee present:</u></b> Chair Flynn Councilmember Holcombe Councilmember Schwab	<b><u>Staff present:</u></b> City Manager Burkland Econ. Development/Redevelopment Mgr Wescoat-Andes	Interim Planning Director Wolfe Senior Planner Tillman Administrative Analyst Kelly
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## COMMITTEE MATTERS REQUIRING COUNCIL ACTION

- 1.3 **Approval of Potential Facade Preservation Pilot Program** - At its July 9, 2009 meeting, the Economic Development Committee considered a potential Facade Covenant Program requested by the Southwest Neighborhood Economic Improvement Action Group, which would create an incentive for commercial property owners to pursue small-scale facade projects that would result in noticeable improvements to a building. The Committee directed staff to draft program guidelines and revisit the Committee for further discussion.

Senior Planner Shawn Tillman provided a draft Administrative Procedure & Policy (AP&P) that would implement the Facade Preservation Covenant Pilot Program. This pilot project would allocate \$75,000 from the total \$3 million allocation in the Capital Improvement Program for the implementation of the Southwest Neighborhood Plan.

A motion by Councilmember Holcombe to approve the draft Administrative Procedure & Policy, with the value of the covenant to be set at 50% of the eligible costs incurred for the improvements, up to a maximum amount of \$7,500, was seconded by Councilmember Schwab. The motion passed (3-0)

**Recommendation:** The Committee recommended (3-0) to approve the draft Administrative Procedure & Policy, with the value of the covenant to be set at 50% of the eligible costs incurred for the improvements, up to a maximum of \$7,500.

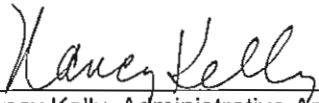
## COMMITTEE MATTERS NOT REQUIRING COUNCIL ACTION

- 1.1. **Presentations on Outcomes from 2009-10 Contracted Economic Development Services/Events** - Recipients of 2009-10 Economic Development Services/Events funding had the opportunity to provide a mid-year update to the Economic Development Committee prior to submitting their required written report. The following is a list of those recipients that provided a presentation:

<b>Organization</b>	<b>Topic</b>	<b>Person Presenting</b>
CEPCO	Talent Development/Retention/ Attraction	Bob Linscheid
Downtown Chico Business Association	Services to retain/attract business in the downtown	Katrina Davis-Woodcox
NoRTEC	Green Collar Jobs Initiative	Audrey Taylor
3CORE	Capital Access Program	Mark Nemanic
Chico Chamber of Commerce	Visitor Services	Jolene Francis
Chico Air Show	Chico Air Show	Gayle Womack
Downtown Chico Business Association	Downtown Events	Katrina Davis-Woodcox
CSU, Chico	University Presents - Field Trip Series	Dan DeWayne
Upstate Community Enhancement Foundation	6 <sup>th</sup> Annual CA Cultural Tourism Symposium	Debra Lucero

CARD and the Gateway Museum had conflicts and were unable to present at this meeting.

- 1.2. **Update on 2010-11 Contracting Process for Economic Development/Tourism Services and Events** - Economic Development/Redevelopment Manager Wescoat-Andes provided an update on the 2010-11 Contracting process. A significant change from last year's process is provided they demonstrate the services are separate and distinct, applicants may apply in both the Community Organization Funding category and the Economic Development/Tourism Services and Events funding category.
2. **Reports and Communications** - None
3. **Business From the Floor**: None
4. **Adjournment and Next Meeting**. The meeting adjourned at 5:46 p.m. The next meeting is scheduled for February 11, 2010, at 4:00 p.m. in Conference Room No. One.

  
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Nancy Kelly, Administrative Analyst



# Economic Development Committee Report

REPORT ON ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD FEBRUARY 11, 2010

<b><u>Committee present:</u></b> Chair Flynn Councilmember Schwab Councilmember Walker	<b><u>Staff present:</u></b> City Manager Burkland Econ. Development/Redevelopment Mgr Wescoat-Andes	Interim Planning Director Wolfe Administrative Analyst Kelly
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## COMMITTEE MATTERS NOT REQUIRING COUNCIL ACTION

### 1. Regular Agenda

- 1.1. **Concept Proposals by Potential Applicants for 2010-11 Economic Development/Tourism Services and Events** - Potential applicants of funding for 2010-11 Economic Development/Tourism Services and Events were provided the opportunity to present their proposal concept(s) prior to the proposal deadline of February 26, 2010 as outlined in the Request For Proposal (RFP) process.

Proposal concepts were presented by the following:

<b><i>Organization</i></b>	<b><i>Topic</i></b>	<b><i>Person Presenting</i></b>
3CORE	Capital Access Program	Marc Nemanic
Butte County PIC/Golden Capital Network	Commercialization & Capital Lab	Audrey Taylor
Downtown Chico Business Association	Business Development & Communication Services; and Commercial Property & Tenant Database	Katrina Davis-Woodcox and David Halimi
Chico Chamber of Commerce	Visitor Services	Jolene Francis
Upstate Community Enhancement Foundation	Community Tourism Development Plan	Debra Lucero
Chico Area Recreation District	4 <sup>th</sup> of July Celebration	Ann Willmann
Chico Air Show	Chico Air Show	Gayle Womack
CSU, Chico	World Music Festival	Dan DeWayne
Downtown Chico Business Association	Downtown Events	Katrina Davis-Woodcox
Snow Goose Festival/Altacal Audubon Society	Snow Goose Festival	John Merz
Upstate Community Enhancement Foundation	Glass Festival	Debra Lucero

- 1.2. **Update on Development Activity in Chico and Improvements to the Development Process** - Interim Planning Director Mark Wolfe provided an overview of 2009 Commercial Development and residential summary as well as an update on improvements to the development process.

### 2. Reports and Communications - None

3. **Business From the Floor:** Frederica Shockley, Chair and Professor of Economics, Chico State University, and other members of the California Faculty Association (CFA) provided a presentation on the "Economic Impact of Faculty Cuts and Furloughs for Chico State, 2009-2010."

4. **Adjournment and Next Meeting.** The meeting adjourned at 6:05 p.m. The next meeting is scheduled for March 11, 2010, at 4:00 p.m. in Conference Room No. One.

  
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Nancy Kelly, Administrative Analyst