



STAFF REPORT

TOWN COUNCIL MEETING OF JUNE 14, 2016

To: Town Council

From: Town Manager

Subject: California Association for Local Economic Development (CalED) Award Presentation to the Town Council by the Loomis Basin Chamber

Date: June 5, 2016

RECOMMENDATION:

Hear Presentation by Patricia Green and Jenny Kniesly of the Loomis Basin Chamber.

DISCUSSION:

Earlier in 2016, Patricia Green and Jenny Kniesly submitted an application to the California Association for Local Economic Development (CalED) on behalf of the Town of Loomis and the Loomis Basin Chamber of Commerce under the category of "Partnering for Economic Growth".

On February 22, 2016 the Town and the Chamber were notified that together we had won the Award of Merit for "Partnering for Economic Growth".

A copy of the application submitted by Patricia and Jenny is attached.

CEQA :

There are no CEQA issues with this item.

FINANCIAL IMPLICATIONS:

Staff is hopeful that continued economic benefit continues through our partnership with the Loomis Basin Chamber of Commerce.

LOCAL GOVERNMENT INITIATIVE/POLICY QUESTIONS

Enter Name of Initiative/Policy
Partnering For Economic Growth

Category
Economic Development Policies in Local Government

Company/Organization (as it should appear on award)
Town of Loomis/Loomis Basin Chamber of Commerce

Synopsis - Description of Initiative/Policy

As a result of the strategic planning objectives of the Loomis Town Council, a renewed focus in 2015 was placed on expanding the Town's economic development strategies. Under the visionary leadership of Town Manager Richard Angelocci, a partnering was created with the Loomis Basin Chamber of Commerce through the Chamber's formation of an economic development committee to move the Town Council's initiative forward.

YOUR CONTACT INFORMATION

Name
Patricia Green

Title/Position
Economic Development Committee

Organization/Company
Loomis Basin Chamber of Commerce

Address
6090 Horseshoe Bar Road, Loomis, California 95650

Phone
(916) 652-7252 (office) and/or (916) 521-0579 (cell)

E-mail
patriciag@patriciagreenres.com

PARTNER INFORMATION (IF ANY)

Name (First & Last)

Richard Angelocci

Title/Position

Town Manager

Organization/Company

Town Manager

Address

3665 Taylor Road, Loomis, California 95650

Phone

(916) 652-1840

E-mail

rangelocci@loomis.ca.gov

LOCAL GOVERNMENT INITIATIVE/POLICY QUESTIONS

1. Describe initiative/policy. What prompted the action? What economic development issue did it address from a leadership perspective?

Faced with the financial and staff constraints of a small local government and coupled with the desire to carry out the economic development objectives of the Loomis Town council members, the Town Manager created a partnering with the Chamber of Commerce. The partnering led to the formation of the chamber's Economic Development Committee in early 2015. The six (6) member committee, which is comprised of business owners, Chamber board members and Chamber Executive Director, meet monthly with the Town Manager, a representative from the Town Council and a representative from the Town Planning Commission. This provides for open communication, the establishment of common goals and objectives, coordinated efforts and a means for tracking results. The committee, operating as an "arms-length" extension of the Town of Loomis, provides the Town Manager with cost effective means and needed manpower to meet the economic development objectives of the Town Council.

2. What impact has the initiative-policy had on employment, expansion of local tax base & diversification of the area's economy? Discuss the type of metrics used to track stated objectives.

Within five (5) months of the formation of the Economic Development Committee, the

Town of Loomis was contacted by Motion Pro, Inc., a motorcycle parts manufacturer/distributor out of Silicon Valley. A large former beverage distributing facility within Loomis was one (1) of five (5) properties they identified for the possible relocation of their operations. Three (3) of the other possible relocation sites were in large cities within the State of Nevada and the Sacramento Region. They contacted the Town to inquire as to possible incentives available to attract new businesses. As a small local government, incentives are very minimal and were limited to waiving fees by the Town. The Town Manager then asked the Economic Development Committee to step in, and working with the company representative, was able to direct them to other possible incentives and tax credits offered through the Placer County Economic Development Agency. The Committee also drew attention to and offered the intangible incentives: the Loomis close-knit business community environment, the small-town lifestyle, rural setting, available workforce within the area and our easy access to the Sacramento Region. As a result of these partnering efforts between the Town of Loomis and the Chamber of Commerce, in late 2015 Motion Pro, Inc. closed escrow on the property in Loomis. They are currently in the process of relocating their operations from Silicon Valley and will have a local employment workforce of fifty-five (55) by mid-2016.

3. How did this initiative/policy demonstrate creativity in local government & what aspects of it could be replicated in other communities?

The Town Council recognized the need to re-focus on economic development efforts to provide a sustainable and healthy community. The Town Manager, in his leadership role and his progressive forward-thinking, developed the partnering with the Chamber of Commerce. He was able through the Chamber's formation of the Economic Development Committee to further the economic development objectives of the Town Council. This utilization of the Economic Development Committee provides an "arms-length" augmentation of Town staff and reduces the use of public financial resources. The Chamber and its business members benefit from the economic growth within the community by creating a truly "win win" situation for the Town, Chamber and the community as a whole. This example of partnering can serve as a model for other small local governments and chambers of commerce throughout California.

4. How did this initiative/policy contribute to the field of Economic Development?

It serves as a role model for the partnering of other small local governments and chambers of commerce to advance the economic development efforts within their communities, region and the State of California. Pooling resources improves the economic health of our existing businesses and serves to coordinate economic development efforts to attract new businesses. This all equates to a strong business environment, healthier tax base, new employment opportunities and diverse businesses within communities.

5. Describe the role of local elected officials played in this effort.

Through annual strategic planning, members of the Town Council identified areas of focus that included economic growth for 2015 and beyond. The entire Town Council has supported the partnering of the economic development efforts with the Chamber, both financially and collaboratively. A representative from the Town Council meets monthly

with the Chamber's Economic Development Committee and the Chamber Executive Director reports to council members at each Town Council meeting on the progress of the Economic Development Committee's efforts.

6. How does this initiative/policy contribute to creating a sustainable economic development program, including staffing, for your jurisdiction?

It is financially impossible for most small local governments to hire part-time or full-time staff to focus on economic development. The model of partnering with the local chamber of commerce advances the economic development efforts and serves to accelerate the healthy and sustainable economic viability of the community.

7. Please attach up to 3 web site links which are relevant to your initiative/policy (optional)

loomis.ca.gov

www.loomischamber.com

www.motionpro.com