

# 2019-2020



# ANNUAL REPORT



# Report Outline

**I. EXECUTIVE DIRECTOR MESSAGE**

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**V. ECONOMIC DEVELOPMENT DIVISION**

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**VII. THANK YOU!!**



## MESSAGE FROM EXECUTIVE DIRECTOR STEVEN MENDOZA



I am pleased to present the Santa Ana Community Development Agency's Annual Report for Fiscal Year 2018-2019 – "Powered by CDA". Team CDA strives to put our best foot forward every day to serve the public in the most efficient and effective ways possible. In this year's Annual Report, we are highlighting many, though certainly not all, of the Agency's accomplishments and activities to advance our vision ensuring housing opportunities, economic development opportunities, artistic endeavors and saving local jobs.

The past year proved to be a very personal and challenging year due to the impacts of the COVID-19 pandemic. Here at CDA, every day brought new and more urgent considerations in response to protecting one another while balancing the needs of our clients who need more assistance than ever before.

We have added many terms to our vocabulary including social distancing and contact tracing. We have minimized exposure and risk by wearing face coverings, maintaining social distancing and avoiding in-person meetings whenever possible.

The lion's share of CDA functions have remained open during this crisis continuing to serve those residents most in need. Santa Ana residents and businesses had an increased need for employment services, rental assistance, housing protections and loans/grants. CDA responded swiftly to the needs of the community in the most humbling of ways. Critical needs were provided during a critical period because CDA staff went the extra mile. CDA provided the best customer service to our residents and businesses while ensuring that we also keep our staff and customers safe and healthy.

We are looking towards progress in the face of the pandemic, and wish to thank our network of services providers, partners and fellow Santa Ana employees for their support this past year. We do not succeed without our team members.

In Fiscal Year 2020-2021, CDA will be welcoming the City's parking staff to our team bringing more value to the Downtown Santa Ana experience. We will continue to expand WORK Center programming, spur Economic Development, increase access to housing opportunities and provide homeless related services to the community.

I hope you enjoy reading this Annual Report and that it gives you further insight into the services that are "Powered by CDA". Our Agency staff members are our greatest resource, and I am proud to say we have a team committed to working together for the success of our Agency.

The performance of our Agency once again demonstrates our belief that it's possible to do well while doing good.

## *What We Are All About!*

The WORK Center was formed over 20 years ago through a partnership composed of the City of Santa Ana, the State of California EDD, OC Social Services, SER Jobs, Santa Ana College, and Department of Rehabilitation. Throughout the years, the WORK Center has conducted its business with a can-do and flexible attitude, always ready for any shifts in the Nation's economy.

In an era where one-stop shopping is common - people can shop for groceries, banking, pay bills, wash their cars, and have their pets groomed without having to move their car—it is understandable that this idea for saving time and effort is being used by the Santa Ana WORK Center. The WORK Center, under the Workforce Division, connects the community's job seekers to the resources, skills and opportunities they need to find better jobs and careers. It also provides job seekers a single, convenient and no-cost access to a wide variety of employment services and resources, such as: finding new jobs or changing careers, enhancing job skills, and access to individualized training Career guidance.



At a time when Santa Ana experienced both historic low and high unemployment rates within a matter of months, the Santa Ana WORK Center staff faces the near future with an increased sense of hope and hardened determination to get Santa Ana residents back to work.



**CARLOS DE LA RIVA**  
Economic Development Specialist III

## DIVISION STATUS SUMMARY

The first half of the year started with unemployment standing at historic lows. Low unemployment, while a positive for the economy, created a unique challenge especially for the employers that we served. Job opportunities went unfilled because of a limited labor talent pool. Our organization shifted its strategy to focus on people with employment barriers to increase their foundational employment skills and ensure employability.

However, in March 2020, Governor Newsom declared the COVID-19 pandemic a state emergency. The pandemic forced many Santa Ana businesses and services that were considered non-essential to close, leaving affected employers no choice but to lay off workers or reduce workers' hours. In the first week alone following the state emergency, declarations skyrocketed more than 12-fold. The WORK Center quickly shifted its operations from a face to face model to providing services remotely. Priority shifted to assisting local residents with obtaining information regarding their unemployment claims. As the fiscal year came to a close and the jarring effects of COVID-19 deadened, WORK Center staff face the near future with an increased sense of hope and hardened determination to get Santa Ana residents back to work.

## LAST YEAR'S ACCOMPLISHMENTS

During FY 2019-20, the WORK Center served over 12,000 people. Service highlights:

- 12,134 people accessed WORK Center Resources
- 7,129 individuals received one-on-one resume assistance
- 4,055 job orders created
- \$301,000 invested in job training for the unemployed
- Summer Youth Job Fair with more than 375 attendees
- Santa Ana's Youth Service Provider Network (YSPN) enrolled 60 at-risk youth, with a focus on providing academic improvement and workforce participation. All participants are on track to complete their training and over 40% have enrolled into post-secondary education

In April 2020, the WORK Center was awarded \$1,677,000 dollars by the Orange County Social Services Agency to provide vocational training and subsidized work opportunities to people.

## THE BIG NUMBER

# 12,000

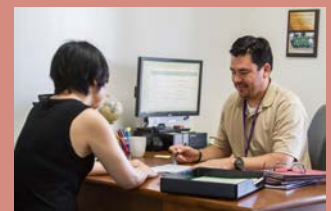
PEOPLE SERVED



**I am excited about what we, as an organization, accomplished this past fiscal year and I am looking forward to the challenges this coming year brings.**



**DEBORAH SANCHEZ**  
Economic Development  
Specialist III





Heroes Landing Building

## Who We Are!

Our Housing Division offers a variety of resources to the Santa Ana community. We have three subdivisions that make up our team: Housing Development Services, Housing Authority and Grant Administration. Together, our Housing Division focuses on maximizing our positive impact across the City to enhance the quality of life of our lowest income residents. Our Housing Authority team administers the third largest rental assistance program in Orange County and provides assistance to extremely low-income families including senior citizens, homeless veterans, and persons with a disability. Our Development Services team provides financial assistance to developers to build new affordable housing opportunities and assistance to individual homeowners to ensure their home is healthy and safe for their families. The team also provides down payment assistance for families to purchase their own home.



*Our Housing Division is relentless in our mission to provide healthy and safe housing opportunities for the residents of Santa Ana, while upholding the highest standards of excellence in the administration of all of our federal funds and grant programs. Our accomplishments reflect the dedication and commitment of every member of our team to advance our program and community forward.*



**JUDSON BROWN**  
Housing Division Manager

Our Grant Administration team manages our Community Development Block Grant (CDBG) Program, Emergency Solutions Grant (ESG) Program, and HOME Investment Partnerships (HOME) Program. These programs are funded by the U.S. Department of Housing and Urban Development to assist the City with the development of viable urban communities by providing decent housing and a suitable living environment, by expanding economic opportunities and home ownership opportunities, principally for low- and moderate-income families.

## POWER PERFORMANCE

With \$7.9 million dollars in funding provided by the City of Santa Ana, Meta Housing Corporation has completed construction on the Santa Ana Arts Collective, a 58-unit affordable housing artist community and public gallery showcasing local artists' work.

The building adaptively reuses a five-story, mid-century, commercial building in downtown Santa Ana and new construction townhomes. The building is located in one of Santa Ana's Adaptive Reuse Ordinance Project Incentive Areas. The combination of historic and architectural significance and under-utilization of the previous commercial building left City staff to identify the site as one of the 13 commercial buildings in and around downtown Santa Ana as having potential for residential conversion.

This is the City's first completed project following the adoption of the Adaptive Reuse Ordinance in 2014. The project is located at 1666 N. Main St. on the corner of 17th and Main streets.

The apartment community is developed to GreenPoint Rated Program sustainability standards and has a host of amenities, including a community room with kitchen, offices for property management and tenant services, gallery, and makers space for the artist population. There is also outdoor space with a tot lot for the families on the property. The unique uses of common areas will establish a sense of community and encourage interaction among residents.

In addition to the \$7.9 million provided by the City of Santa Ana, financing for the project was provided by the California Tax Credit Allocation Committee, California Housing Finance Agency, California Department of Housing and Community Development, Federal Home Loan Bank of San Francisco, Bank of America and California Community Reinvestment Corporation.



**Santa Ana Arts Collective Building**



**Heroes Landing Building**

## **HOUSING DIVISION ACCOMPLISHMENTS**

The Housing Division Team worked diligently for the community as we:

- Completed construction of three new multi-family affordable housing projects that will provide 200 new units of affordable housing: the First Street Apartments, a 68-unit new construction project for large families; Santa Ana Arts Collective, a 57-unit adaptive reuse project; and Heroes' Landing, a 75-unit new construction project for homeless veterans.
- Entered into a Project-Based Voucher HAP Contract for the development of Heroes' Landing.
- Started rehabilitation of 126 units of existing affordable housing at Cornerstone Apartments following the approval of an amendment, restatement, and resubordination of \$7.1 million in loans.
- Committed \$3.9 million in funds for the development of an 85-unit new construction affordable housing project at 2530 and 2534 Westminster Ave (Westview House).
- Committed \$3.9 million in funding and a 62-year ground lease for the development of an 86-unit new construction project at 1126 E. Washington Ave. in partnership with the County of Orange (Crossroads at Washington).







Tiny Tim Plaza Project Rendering

- Broke ground on Tiny Tim Plaza and Aqua Housing. These two projects will bring forward a total of 107 new units of affordable housing for our community.
- Joined the OC Housing Finance Trust
- Approved a Density Bonus Agreement for First Point I and II, a 552-unit new construction project.
- Approved a Density Bonus Agreement for First American Bank, a 220-unit private market project that will provide 11 affordable residential units on-site.
- Approved a Resolution authorizing National CORE's application for the Affordable Housing and Sustainable Communities (AHSC) grant application for their Legacy Square project, a 93-unit new construction project. The project was awarded \$25.4 million in AHSC funds following their application.
- Issued the City's first-ever two-year nonprofit CDBG application process and awarded \$1.7 million in Community Development Block Grant funds over a new two-year period to 21 nonprofit organizations to provide a variety of public services for our community such as tutoring, community beautification, anti-bullying workshops, criminal record expungement, domestic violence legal services, homeless services, and various other services. The new two-year award process creates more stability for our nonprofit partners for the administration and management of our CDBG funds.

## STEP 1



## STEP 2



## STEP 3





- Completed construction of Mariposa Park for the Lacy Neighborhood; Madison Park Street Improvements; and reconstruction of 46 curb ramps to ensure ADA compliance. We also broke ground on Pacific Electric Trail Lighting; Saddleback Trail Lighting; Raitt and Bishop Street Improvements; Centennial Park Lighting and Walkway; and the Henninger Park Neighborhood Street Improvements projects.



- Awarded \$500,000 to five homeless service providers, including our HEART Team, to respond to the homeless crisis in Santa Ana by providing emergency shelter, street outreach and housing assistance.



- Utilized 102.5% of available housing choice voucher program funding for CY 2019.
- Received an award from HUD for 106 additional vouchers for people experiencing homelessness in the City of Santa Ana, equal to \$1,359,744 in additional rental assistance funds for our Section 8 Program on an annual basis.

## Performance and Achievement

- Achieved High-Performer SEMAP Status for FYE 6/30/2019.
- Approved the Consolidated Annual Performance and Evaluation Report for FY 18-19.
- Approved the FY 2020-22 CDBG Program Budget for a total amount of \$7.5 million and the FY 2020-21 ESG Program Budget for a total amount of \$500,947.





- Launched a pilot of our Safely Home in Santa Ana program assisting 278 residents, including 107 children, to remain safely in their homes and avoid eviction.
- With \$25,000 in funding approved by City Council in the FY 19-20 Budget, we assisted 33 mobile home owners with a one-month rental subsidy of up to \$799, equal to one-month's rent. This followed the creation of a new Mobile Home Parks Report that assessed all of the existing rents and conditions in our mobile home parks.

- Launched a COVID-19 Response Funding Plan to allocate \$6.4 million in state and federal funds for various programs and services in response to the pandemic, including funding for new emergency shelter beds to be opened sooner rather than later, economic development and a \$500,000 Coronavirus Emergency Rental Relief Fund.
- Received an award from HUD for 25 vouchers for emancipated foster youth in the City of Santa Ana, equal to \$319,950 in additional rental assistance funds for our Section 8 Program on an annual basis. In partnership with the United Way and the Orange County Social Services Agency, we leased up all 25 youth who are now residing in a stable and healthy home.
- Received award of \$152,078 in renewal funding for the Family Self-Sufficiency Program and graduated seven new families off the program with \$90,969 in savings. Held the first-ever graduation ceremony at a City Council meeting.



**THE BIG NUMBER** **\$6.4 Million**  
FOR PROGRAMS AND SERVICES





- Approved the 5-Year Consolidated Plan, Annual Action Plan and Analysis of Impediments to Fair Housing Choice following a 3-month public outreach and engagement process; approved an update to the Citizen Participation Plan prior to the public outreach and engagement process.
- Approved the Housing Authority Five-Year Plan and Annual Plan.



- Entered into an Agreement with Yardi Software following the issuance of an RFP in February 2019.



- Entered into a Community Benefit Agreement with Nati's House, Santa Ana Xtreme and WISEPlace for FY 2019-20 with a one-time appropriation of General Fund.



- Staff administers the City of Santa Ana loan portfolio totaling \$136,880,098.00 in loans and processed:
  - 11 Single family Rehabilitation loan applications;
  - 5 Mobile home Rehabilitation loan applications; and
  - 6 Loan Subordination requests.
- Hired and on-boarded three new staff in our Housing Division including a new Housing Analyst, Senior Residential Construction Specialist, and Residential Construction Specialist.

- 6 Families became First time homeowners participating in Santa Ana's Housing programs.
  - A total of \$171,000 was used in Down Payment Assistance to assist in funding the home purchase for 4 families.
  - 2 Families purchased homes at City Ventures made possible through the City's Housing Opportunities Ordinance Affordable Housing Program.
  - Staff facilitated three Down Payment Assistance workshops and participated in 2 Zoom meeting Down Payment Assistance webinars.
  - Staff participated in the NeighborWorks Homeownership Fair and the Homebuyer Fair at Chapman University.





## About Us!

The Homeless Services Division is designed to prevent and intervene in homelessness by combating the complexity of homelessness with innovative and effective solutions. The Homeless Services team promotes collaborative efforts to tackle the variety of issues caused by homelessness.

Fiscal Year 2019-2020 provided many opportunities for Santa Ana homeless residents to transition out of homelessness and into either temporary or permanent housing. In addition, during the COVID-19 pandemic, additional resources and services were provided to enable individuals experiencing homelessness in Santa Ana to remain safe and healthy.



*Many of our achievements this year were accomplished by a committed team of City staff coming together as the "Homeless Interdepartmental Team." It is nice to celebrate the accomplishments we've made, the hurdles we've overcome and knowing that our efforts assisted so many individuals experiencing homelessness in Santa Ana.*



**TERRI EGGERS**  
Homeless Services Manager





## POWER PERFORMANCE

In early April, the City received trailers from the State of California as part of the \$150 million emergency funding package to shelter homeless people during the coronavirus pandemic. Fifteen trailers were set up in the parking lot of the Link Shelter to offer self-isolation for 22 individuals/families in the Link who were asymptomatic but high-risk, including those older than 65 and those with underlying health conditions. The Community Development Agency and Public Works Agency staff worked quickly to make the trailers operational and available for guests at the Link Shelter. This included adding many additional services including security, lighting, electrical and providing on-going trailer maintenance. Thirteen of the trailers were immediately used to isolate twenty-three individuals/families who were in the Link, while two of the trailers were reserved for individuals who may become symptomatic and will need to be isolated from others. In addition, 32 other vulnerable individuals at the Link were offered motel rooms through Project Roomkey. Together, these two programs helped to thin out the shelter to provide better social distancing and continue to play a key role in protecting the guests at the Link Shelter from contacting or spreading the novel coronavirus.

## HOMELESS SERVICE DIVISION ACCOMPLISHMENTS

In other Homeless Services Division highlights, we:

- Developed a new Four-point Homeless Strategic Plan to address impacts of Homelessness.
- Successfully submitted an application and received a grant for \$8.4M from the State of California.
- Successfully submitted an application for the Permanent Local Housing Allocation.
- Released a RFP and awarded an Operator Agreement for a Homeless Navigation Center and Recuperative Care Center.
- Provided homeless business outreach presentations to local businesses.
- Created a Homeless Resource Kit Brochure for distribution to residents and businesses.
- Contracted with a Street Outreach organization to provide resources to individuals experiencing homelessness in Santa Ana.
- Awarded \$500,000 to five homeless service providers, including our HEART Team, to respond to the homeless crisis in Santa Ana by providing emergency shelter, street outreach and housing assistance.
- Constructed a 75-unit new construction project for homeless veterans called Santa Ana Veterans Village.





## *What We Do!*

The Economic Development Division (ED) provides direct assistance to many businesses in the City of Santa Ana, while collaborating with local partners to attract and retain businesses. The ED team collaborates with various organizations including the Santa Ana Chamber of Commerce, US Small Business Administration, OC Small Business Development Center, and all of the various city departments in order to execute initiatives that benefit businesses and the community. Fiscal year 2019-2020 was doubled with a flourishing economy for the first half of the year and paved an opportunity for expeditious innovation throughout the COVID-19 pandemic. Nonetheless, the Economic Development Division provided a plethora of individualized business' resources, information, and assistance, while executing a variety of initiatives.



*The City of Santa Ana is in the heart of Orange County, and the ideal location to start and grow a business. The Economic Development Division is comprised of a business-friendly team that goes the extra mile to retain businesses and provide individualized business resources for existing businesses. The Economic Development Division empowers businesses to succeed, which in turn helps generate tax dollars that allow the community services and programs to reach the residents of the City.*



**MARC MORLEY**

Economic Development Specialist III

## **ECONOMIC DEVELOPMENT PROJECTS AND ACCOMPLISHMENTS**

The City's Economic Development Division facilitated a wide range of projects that contributed to the economic development of the City, which provided assistance to several industries as well as the community.

*Resident Vehicle Incentive Program* - A total of 1,682 Santa Ana residents and businesses received \$500 rebates towards the purchase of their vehicle from one of 10 Santa Ana franchised dealerships. The "Shop Local" Santa Ana Vehicle Incentive Program, aims to keep vehicle sales local and avoid leakage to other cities.



**THE BIG  
NUMBER**

**1682**  
REBATES



*Mobile Food Trucks* - CDA's Economic Development Division teamed with the Planning & Building Agency to help existing Food Vending Vehicle owners operate in a safe manner in accordance with the State of California and local health officials mandate for social distancing. The provisions now allow Santa Ana food vending vehicles the ability to operate on private properties and certain City Parking lots without the requirement of a Land Use Certificate during the Governor's stay-at-home order. A City resolution allowed for temporary food vending on private properties and suspended the requirement of a land use certificate was approved by the City Council on July 1, 2020.



*Walnut & Daisy Micro-farm* - The City entered into a Disposition and Development Agreement (DDA) with THRIVE Santa Ana Inc, Community Land Trust, for the development of a micro-farm on City owned property located at 1901 W. Walnut Street. The 16,500 square foot site has been vacant for over 12 years, and the DDA is expected to lead to a 99-year ground lease with THRIVE once milestones are met. The micro-farm will grow and distribute fresh produce and ornamentals, and host weekly open-air markets and community activities that promote health.

### *Annexation of 17th & Tustin Area* -

The City of Santa Ana officially annexed the unincorporated residential and business area near 17th & Tustin. Often referred to as the "17th Street Island", the area is comprised of 24.78 acres, 53 single-family detached units and 20 other dwellings, 275 residents, and 121 registered voters. The Community Development Agency organized a Welcome to Santa Ana Block Party & Resource Fair for the businesses and residents on Saturday, February 1, 2020 on the corner of Deodar Street and Medford Avenue. Residents and businesses met staff from most City departments, enjoyed light refreshments, and a free trolley ride.







*City of Santa Ana*



*Celebrating 150 Years*

*Santa Ana's Sesquicentennial 150th Anniversary* - The Community Development Agency staff took the lead in coordinating and executing over a dozen small and large events along with 17 representatives from each City department, in celebration of the City's 150th Anniversary from the founding date of 1869. The goals and objectives of the celebrations were to be inclusive, be festive, and generate positive stories for the City. The slogan for all the events was "Acknowledging Our Past and Celebrating Our Future" and was memorialized through the social media hashtag of #SA150. The festivities ranged from an employee-formed "150" captured by a drone video and photos to the historic Street Breakfast in Downtown Santa Ana that dates back to 1920s, a one-of-a-kind Blessing of the City with 10 interfaith representatives, car shows, light posts banners and a grand finale festival at Centennial Park with two stages, 25 performances, and a beautiful firework show display.



## BUSINESS ATTRACTION & RETENTION

There are over 23,000 businesses in the City of Santa Ana with space for more businesses to set-up shop. In order to attract and retain businesses, City staff regularly attend stakeholder meetings, conferences, regional events, and participate in community partner roundtables. The Economic Development Division obtains and shares industry best practices, resources, and the latest technology resources with the business community to help them continue to thrive in Santa Ana.

**THE BIG NUMBER**

**23,000**

BUSINESSES IN SANTA ANA



*Santa Ana Chamber of Commerce Retention Program* – The City's Economic Development Division's partnership with the Santa Ana Chamber of Commerce for business retention activities has resulted in the outreach of over 400 local businesses. The program, which is designed to outreach and build relationships with local businesses, has gathered pertinent data on the businesses' immediate needs, future plans and opportunities for continued growth in the City. Businesses are surveyed on their fiscal stability, workforce needs, and expansion plans and City staff followed up on any issues that are discovered through the process.



*Small Business Saturday Campaign* – Locally-owned businesses are the backbone of our local economy and the foundation of the City of Santa Ana's unique culture. The Economic Development division launched a Shop Local campaign to encourage residents to Shop Local, Shop Santa Ana on November 30, Small Business Saturday. The campaign included promotion via social media, electronic marquees, and distribution through the Downtown Santa Ana Newsletter and the Santa Ana Chamber of Commerce.



# ECONOMIC DEVELOPMENT DIVISION



*International Council of Shopping Centers (ICSC) Convention* – As part of the City’s Strategic Plan goal “to leverage private investment that results in tax base expansion and job creation Citywide”, Economic Development staff attended the International Council of Shopping Centers (ICSC) retail convention in Los Angeles. It was attended by over 35,000 retailers, developers, brokers, and cities representing 58 countries who gather for deal making, networking and education. Staff met with various developers, brokers and potential new businesses interested in locating or investing in Santa Ana. Major discussions included: the City’s vacant remnant property RFP; the underutilized shopping center at Grand and 17th; Cannabis companies looking at Santa Ana for their flagship stores; Opportunity Zone investments; and finding new locations for hotels and other major retailers in the City.

*Taste of Santa Ana* - The Economic Development Division co-sponsored the 3rd Annual Taste of Santa Ana (TOSA) on Saturday, October 5, 2019 at MainPlace Mall. TOSA is an annual economic development event with the goal of increasing awareness of the dynamic eateries in Santa Ana. Over 1,500 attendees enjoyed 28+ restaurant samples, 12+ beer, wine, & spirits tastings, family friendly life size games, and a variety of live entertainment.

**1500**

ATTENDEES



*Grow Conference* - On February 20, 2020, over 360 developers, real estate brokers, and community leaders attended the Santa Ana Chamber of Commerce's 5th Annual GROW Conference at the newly built Elks Lodge. This conference, in partnership with the City, presented new information on the City's new General Plan initiatives, an economic state of the City report from the City Manager, information on the City's dynamic arts and culture environment and updates on several City current development projects.



*Retention of City's Largest Sales Tax Producer* - Economic Development staff successfully retained the City's largest tax producer by negotiating a new sales tax sharing agreement with TACEnergy. Sales Tax Agreements are economic development tools to encourage retention of businesses that create additional sales tax for the City.



*Worker Cooperative Workshops* - The first cohort of the CooperAcción: Curso de Cooperativas de Trabajadores, a 12-week pilot program for worker cooperatives, provided in Spanish, graduated 25 participants, representing 16 businesses and cooperatives, encompassing the food, service, artisan, and community services industries. The Program was presented by Cooperación Santa Ana and UCI Community Resilience, in partnership with the City of Santa Ana Economic Development Division. Santa Ana WORK Center Staff will continue to work with participants to provide resources and assist in formalizing their business operations.



*Small Business Incentive Program* - The program provided seven new businesses with grants of up to \$5,000 to cover start-up expenses. Businesses receiving grants included restaurants, beauty salons, and retail establishments. Business owners were connected to free consulting services through a partnership with the Orange County Small Business Development Center to receive the tools, resources and guidance to help the business succeed during the start-up phase.



*Tesla Supercharger Station* – Economic development staff negotiated an agreement with Tesla for a Supercharger Station that will be equipped with 20 fast chargers at the City owned 5th and Spurgeon Garage. This project will further Santa Ana’s efforts as a Green City, provide an amenity to residents and visitors, and increase patronage to downtown businesses as the Supercharger Station is expected to bring hundreds of additional visitors to downtown Santa Ana on a weekly basis. Public Works and Building plans have been approved, and construction is expected to commence in July 2020. This is the first public-private partnership with Tesla in Orange County.



*Swinerton Builders Expansion* – Swinerton, a nationwide construction company, acquired and renovated the historic Builders Exchange Building in Downtown Santa Ana for their Orange County expansion. Economic Development staff facilitated the project and negotiated an agreement for improvements and maintenance of the adjacent parking lot that was previously maintained by the City. Swinerton relocated their Orange County headquarters from Irvine to their new home in Downtown Santa Ana and have brought with them approximately 80-plus employees.



## DOWNTOWN SANTA ANA



historic

diverse

eclectic

Downtown Santa Ana is the historic city-center of Santa Ana, surrounded by 99 historic buildings that date back to the late 1800s. The Downtown is the retail and business hub, and has in recent years developed rapidly as a regional cultural, entertainment and culinary center for Orange County. Downtown Santa Ana has an eclectic culture and architecture with a diverse community, some who have been in business for decades while new entrepreneurs fondly call it their new home.



**Free Trolley Rides in Downtown and Civic Center** - The City re-launched the free trolley service in 2019 with trolley routes from the Civic Center area to the Downtown during lunch-time hours on weekdays and during monthly Art Walk events on the first Saturday of each month. The trolley services increased the customers. Daily ridership of the free trolley was between 80-100 passengers per trolley service.



**2-Hour Free Parking in Downtown** - Economic Development staff facilitated the City's approval to provide free parking for the first 2 hours in all City owned parking structures located throughout the Downtown area, as of December 1, 2019. Downtown Santa Ana has been revitalized as one of the County's trendiest destinations that provides a historic yet urban vibe and the goal was to encourage patrons to stay a little longer in Downtown.



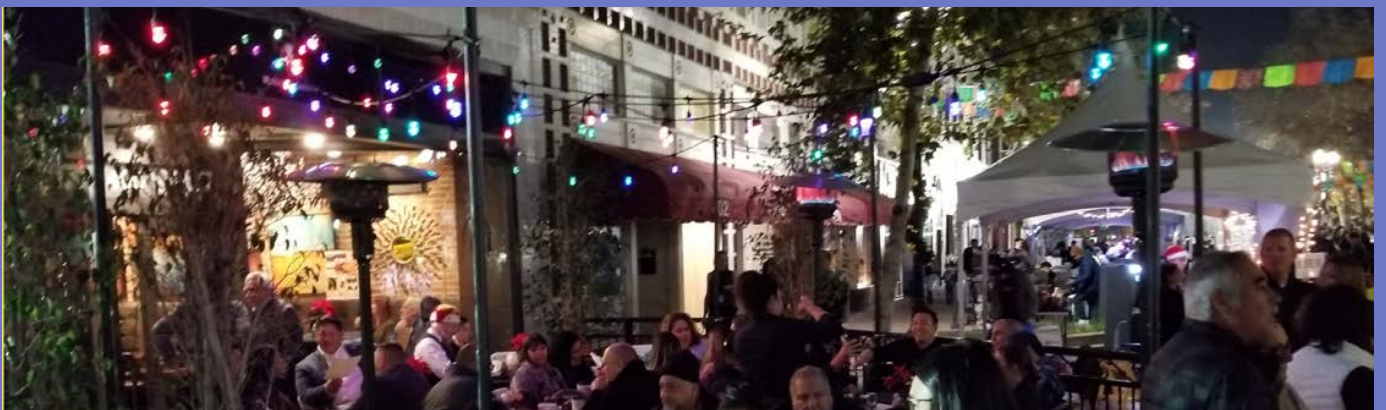
**Street Closure Equipment** - CDA's Economic Development Division invested over \$7,000 in traffic control equipment such as pedestrian rails, k-rails, cones, and traffic control signs. City sponsored or co-sponsored events will no longer have to pay for expensive street closure rentals and labor because the City now owns equipment for small street closures. The return on investment will be exponential as each special event street closure is approximately \$4,000.



Mariachi Festival - The City of Santa Ana in partnership with Viva La Vida Santa Ana hosted the Mariachi Festival on Saturday, September 7, 2019, from 2pm-10pm in Downtown Santa Ana. The Mariachi Festival highlighted a vibrant line-up of mariachi bands, cultural dance performances, delicious food, and a variety of retail booths, free to the community in celebration of the City's 150th Anniversary.



Inaugural Tamale Festival - Downtown Santa Ana in collaboration with local businesses and City staff hosted the Inaugural Tamale Festival, also known as a Tamalada, on Thursday, December 19, 2019 from 5pm-10pm on West Fourth Street (between Ross & Broadway Streets). Over 2,500 people attended the scrumptious Tamalada event and enjoyed dancing on the street with local bands and DJ's.



**More Restaurant Outdoor Patios Coming Soon** - Economic Development staff facilitated the City approval of outdoor dining for the businesses in the City. Dining al-fresco has become a popular preference in Downtown Santa Ana. Each year, more restaurants receive request approvals to build outdoor patios. In 2019, Alta Baja and Wursthaus received permits to construct an outdoor patio within their respective restaurants. More restaurant patrons will enjoy dining al-fresco in Downtown Santa Ana, thanks to the wonderful SoCal weather.



**Promoting Downtown Businesses Through Sidewalk Decals** - In early 2020, the Economic Development Division began a new marketing effort to promote Downtown businesses through the installation of 20 concrete decals and two ankle wall graphics in the Civic Center area. The improved signage helps guide visitors directly to Downtown with the objective to connect the thousands of visitors and employees in the Civic Center to the hundreds of businesses in Downtown. Patrons can enjoy a brisk walk of only 6 minutes from the Civic Center area to Downtown Santa Ana with concrete decals that lead them the entire way.

## COVID-19 BUSINESS RESOURCES



Economic Development staff were deemed essential workers when the COVID-19 pandemic began, which allowed staff to immediately provide services and assistance to hundreds of businesses who were negatively impacted by COVID-19. Economic Development provided assistance to over 500 businesses during COVID-19 and in the effort to retain businesses in the City.





**Response and Support from Economic Development during COVID-19** - A comprehensive resource booklet and a webpage dedicated to business resources, services, grants, were developed. Numerous graphics and content for citywide messages were created and disseminated to businesses. Hosted business webinars and conference calls in English and Spanish in order to help business owners connected with valuable resources.



**COVID-19 Small Business Incentive Grant** - Economic Development staff issued \$5,000 grants to 65 small businesses impacted by the COVID-19 pandemic. Grants reimbursed business owners for operational expenses such as rent, utilities, supplies, and insurance. Each business received a consultation from the Orange County Small Business Development center to obtain technical business support expected to help businesses stabilize and remain solvent during the Governors Stay at Home orders.



**A Guide for Expanded Restaurant + Retail Space** - ED staff assisted in crafting the Guide for Expanded Restaurant + Retail Space during the month of May 2020. The objective was for restaurants, bars, and retail to expand their services on private and public right-of-way such as sidewalks, promenades, and parking lots so long as the social distancing and thorough disinfecting was maintained. The COVID-19 Temporary Catering Authorization Application allowed for on-sale consumption of alcoholic beverages for licensed businesses with existing alcohol sale licenses at adjacent premises.

## ARTS & CULTURE OFFICE



The City's Arts and Culture Office is housed with the Economic Development Division, and stimulates economic development by prompting tourism and promoting business expansion. The Arts and Culture Office successfully achieves this through public art projects, empowering local artists, and attracting outside art into the City.

### PUBLIC ART

*Starbucks Mural* - Starbucks approached the Arts & Culture Office to install new public art at their location on 17th Street & Fairview Street. City staff responded with a call for artist solicitation and administered the process and selected the artist. This has also brought the attention of these artists to Starbucks HQ who have a mission of including local artists in the design of their new regional locations.



*Family Justice Center* – The Santa Ana Police Department approached the City's Art and Culture office to help bring in artists to create murals for their Family Justice Center. The Family Justice Center is a partnership between the Santa Ana Police Department and 17 social services organizations to provide a "one stop shop" where survivors of domestic violence, sexual assault, child abuse, human trafficking and elder abuse can receive the assistance and support they need.



## **PUBLIC ART PROGRAMS**

*HeART LINK at The Link* – Because of the huge success of the pilot project, the HeART LINK art program was renewed until September 2020. The program is a collaborative effort between the City of Santa Ana Community Development Agency (Arts & Culture Office with the Homeless Services Division) and Mercy House to alleviate misunderstandings about the homeless population by providing a platform for residents (including men, women, and families with children) at The Link, a 24-hour emergency homeless shelter facility in Santa Ana, to express themselves and their humanity through a creative process. For the past 6 months, The ARTbar/ARTstarters facilitated 24 workshops using “mindfulness drawing,” acrylic painting, and fiber arts (telling stories in texture, color, movement, and sound) to create individual and group art pieces that are on display inside The Link.

## **PROFESSIONAL DEVELOPMENT**

*Bowers Museum Arts Workshop* - Many artists in Santa Ana are struggling because while they may be exceptional artists, they may not understand how to transition their craft into a business. The Arts & Culture Office presented a workshop at the Bowers Museum called “Treating Your Creative Career as a Business” where attorneys specializing in the arts facilitated a deep dive into the business side of an arts career, and empowered artists with tools to decipher complex business documents.



*Santa Ana Arts Collective Assistance* – In Fall 2019, the Arts and Culture Office partnered with Meta Housing to offer 3 workshops on how to apply for artist affordable housing at the newly developed Santa Ana Arts Collective on 17th St. & Main St. This new residential development, designed solely for artists, began selecting applicants for their project in early 2020 and expect to open in mid-2020.

## COMMUNITY MEETINGS

*Mural Guidelines Town Hall* - The Arts & Culture Commission's Subcommittee on Mural Guidelines held a town hall on February 5, 2020 to gain input on creating guidelines for murals in the City of Santa Ana. Over 40 community members and leaders attended this meeting, many of whom were artists that will be directly affected by these guidelines. After a short presentation by the subcommittee members, the community members spoke about what they would like to see in the guidelines. This was followed up with a survey sent out to the attendees to capture any final responses and ideas. The Commission feels that it has enough input from the community to create a robust set of guidelines that reflects what the artists desire and what the City of Santa Ana needs.



## CITY GRANTS

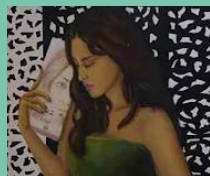
*2019-2020 Investing in the Artist Grant* - The City's Arts and Culture Office administered its yearly Artist Grant Program. Grants totaling \$70,000 were distributed to individual artists and arts organizations/collectives to create projects in Santa Ana, directly serving Santa Ana residents, and/or stimulating economic development for Santa Ana. 25 applications were submitted and 12 were recommended for funding by a panel of artists, art educators, art administrators, and local Santa Ana residents. The theme for this year was "Celebrating History Bearers in our Communities" where artists were invited to involve older community members in the arts experience. Created 11 promo videos.



**THE BIG  
NUMBER**  
**\$70,000**  
DISTRIBUTION TO ARTISTS

## MARKETING

The Arts and Culture Office developed 7 new videos highlighting arts and culture activities within each City ward. These videos will be used to promote and attract new artists to each district. The videos can be viewed on the city's website at: <https://www.santa-ana.org/cd/arts-culture-office>



## *This Is Us!*

The Administrative Services/Successor Agency Division is composed of 4 full-time positions and is responsible for the financial and administrative operations for the department, including budget and payroll, procurement requisitions, grant billing, and monitoring revenues and expenditures. The division also coordinates the internal agenda staff report process, public records request responses, as well as serving as recording secretary for three boards and commissions. All activities to wind down the affairs of the former Redevelopment Agency are also administered by the division staff.



During FY 19/20, our division adapted through several changes. A staff member promoted to a different department and the coronavirus pandemic required all of us to adjust to new business processes, telework when feasible, and handle additional work. Through these experiences, we have become more adept in adapting to change while still providing great service to our internal customers with available resources.



**SUSAN GOROSPE**  
Principal Management Analyst

## Accomplishments/Statistics

**39**

Board/Commission  
Agendas Prepared



**\$110**

**MILLION**

Budget Prepared & Monitored

**75**

Purchase  
Requisitions  
Entered

**15,651**

Payroll Entries for CDA  
Employees & Commission  
Members

**13**

Prepared Minutes  
Board/Commission  
Meetings



*Thank You!*



**COMMUNITY DEVELOPMENT AGENCY**