



County of Santa Barbara

FY 2016-17 Outside Agency Funding Request Form

Deadline for Submission: Monday, May 2, 2016, 5:00 p.m.

The Board of Supervisors *may* consider funding requests from outside agencies during the FY 2016-17 budget hearings in June 2016, if funding is available. An allocation of funding to outside agencies is not guaranteed.

Please submit the following by **5:00 p.m., Monday, May 2, 2016, NO EXCEPTIONS, via Email or Hardy Copy (postmarks will not be accepted):**

1. Provide a cover letter explaining your request; and
2. Fill out this application (no more than 2 pages); and
3. Attach the Line Item Budget spreadsheet (no more than 2 pages) for the agency’s program request

Hearings are scheduled for June 13, 15, and 17, with Outside Agency Requests considered on one of these days (yet to be determined). The **requesting agency must be represented and present**; please plan accordingly.

Total Request: \$ 25,000

Name of Organization: Economic Vitality Team of Santa Barbara County

Title of Program: 2016 Santa Barbara County Marketing Program New or ongoing program? New

Location(s) of services delivered: The Chamber of the Santa Barbara Region

Name of Agency Executive Director: Ken Oplinger, President/CEO

Phone #: 805-965-3023 Email: ken@sbchamber.org Website: www.evtsb.com

1. Briefly summarize the purpose of the program, why the funds are needed, and the benefit to the community:

The Economic Vitality Team of Santa Barbara County, established October, 2014, focus for 2016-17 is to market Santa Barbara County as the “Place for Business”. A comprehensive marketing plan is being developed to include the following: Engage a professional marketing firm to assist with:

Brand EVT as the “Go To” entity for businesses looking to locate in Santa Barbara County, Enhance and expand the EVT website www.evtsb.com, Create marketing materials for publication copy, ad copy, press releases, and general marketing brochures, Identify key site selection companies that will promote Santa Barbara County as a Place for Business. Facilitate familiarization (FAM) trips to the County, Place attraction ads in key economic development publications, i.e. Site Selection publications, California Investment Guide, and others as identified, Conduct FAM trips for interested companies, Participate in identified key trade shows - requires professionally build exhibit and marketing materials, exhibit space and travel expenses

Benefit to the community includes job retention and creation, increased sales tax and property tax.



2. Briefly summarize the service to be provided and how many people will be served:

Business attraction - increased tax dollars, job opportunities and improved economy

3. Detail the timeline for providing the service:

- a. Complete a Countywide Marketing Plan by November 2016, Plan will include print and electronic marketing, audience, and costs, Plan will specifically target the retention, expansion and relocation of key businesses that will support economic development goals of each community across the County, Ensure a refined/improved website is launched by March 2017

4. Describe key outcomes to be achieved with the funding and how they will be measured:

- a. Focus on expanding economic base through recruitment and expansion, Provide a coordinated marketing plan for economic development efforts across the County - highlighting the idea that there is a place for any business in Santa Barbara County, Send marketing information to 100 commercial real estate brokers, Continue to bring the Industrial Asset Management Council (IAMC) Conference to Santa Barbara in 2019



5. Describe if this is a one-time or ongoing request, and if funded in prior years and amounts:

- a. This is a one-time request

6. Describe the agency's expertise and capacity to deliver services including fiscal stability:

Fiscal Agent: The Chamber of the Santa Barbara Region is the fiscal agent, and has a 117 year track record of service to the community and businesses across the region.

The EVT has the expertise of seven active chamber of commerce executives and an economic development director. These individuals have a combined 111 years of expertise in organizational management and economic development.



7. Agency staff responsible for application: Ken Oplinger, President/CEO

County Staff Comments Only:

Address submittals to:

Adriana de Bruin
Business Manager, County Executive Office
105 E. Anapamu Street, Room 406
Santa Barbara, CA 93101

Requests can be emailed to: outsideagency@countyofsb.org

Questions: Please contact Adriana de Bruin, Business Manager, County Executive Office, at 568-3400.

INCOME	2016-2017
County Funding	75,000.00
County Marketing Funding	25,000.00
In-Kind from Chamber of SB Region	12,600.00
Regional Chamber Funding	7,500.00
Private Sector Funding	75,000.00
Total	195,100.00

PERSONNEL EXPENSES	2016-2017
Wages	85,000.00
Employee benefits	20,000.00
Commission	15,000.00
Total Personnel	120,000.00

OPERATING EXPENSES	2016-2017
Broadband Partnership	5,000.00
Dues and Subscriptions	3,500.00
Computers / Equipment	1,000.00
Insurance	500.00
Legal and auditing	2,500.00
Mileage	7,500.00
Office supplies	500.00
Postage	500.00
Printing	7,500.00
Economic Forecast	15,000.00
Regional Marketing	22,500.00
Telephone/Cell Phone	3,000.00
Travel	5,500.00
Utilities	600.00
Total Operating	75,100.00
GRAND TOTAL EXPENSES	195,100.00