



May 2, 2016

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

RE: FY 2016-17 Outside Agency Funding Request

Dear Adriana:

The Solvang Chamber of Commerce is presenting this completed grant for FY 2016-17 Outside Agency Funding Request for our new program, "Grow Your Way – Think Solvang First". Our request for \$25,000 includes the Cover Letter, Application and the Line Item Budget spreadsheet.

Funding for our program will allow us to purchase advertisement in print and social media, maps, way finding signs, banners and programs. Additionally, funds would be used to bring qualified instructors and experts to Solvang and the Santa Ynez Valley for workshops and conferences on topics such as loss prevention, social media and media advertising. Business Services such as SBDC, SCORE and the U.S. Secret Service could also be offered to local merchants. Funds would also be used to support a China Ready Program to encourage tourism from the Asian market. By providing services such as these, residents and visitors alike will find current trends in media and social marketing while "Shopping Local".

By encouraging the local community to support businesses in a "Shop Local" program the outcome is more income for the local merchant and more tax dollars for the City of Solvang, the generation of jobs, increased capital investments, business retention, expansion and attraction. With approximately 500 businesses in Solvang, 20,000 Valley residents, 50,000 visitors per week and 1.5 million visitors a year, all would benefit from any and all of these programs. Additionally, providing assistance to the homebased business in the Solvang community will help them grow and prosper.

Thank you for your consideration-

Tracy Beard, Executive Director
Solvang Chamber of Commerce

TB:sh



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: **Solvang Chamber of Commerce**

Title of Program: **"Grow Your Way – Think Solvang First"** New or ongoing program? **New**

Location(s) of services delivered: **Solvang and the Santa Ynez Valley**

Name of Agency Executive Director: **Tracy Beard**

Phone #:805-688-0701 Email:tracy@solvangchamber.com Website: **solvang chamber**

1. **Briefly summarize the purpose of the program, why the funds are needed, and the benefit to the community:**
The Solvang Chamber of Commerce wants to create a new program, **"Grow Your Way - Think Solvang First"**. The goal of the Solvang Chamber of Commerce is to enhance the Economic Vitality of Solvang Business, bolster the quality of life throughout the Santa Ynez Valley and the City of Solvang through the generation of jobs, increased capital investments, business retention, expansion and attraction, while promoting and supporting entrepreneurs, new and existing businesses. The Solvang Chamber of Commerce continually works with local businesses by offering education and advocacy. We also work closely with the City's Economic Development Director, Arleen Pelster on projects such as way finding signs, banners and other projects specific to the City of Solvang Economic Development Strategic Plan. Funding for this project supports the Chamber of Commerce and City of Solvang Economic Development goals by establishing economic development partnerships with Allan Hancock College, Small Business Development Center.
2. **Briefly summarize the service to be provided and how many people will be served:**
By bringing a retail sales program to the Solvang and Santa Ynez Valley residents and visitors, the Solvang Chamber of Commerce will continue to support all businesses in a "shop local program". Local residents shop outside the valley because of commuting to jobs in Santa Barbara or Santa Maria. Local Solvang and Santa Ynez Valley residents are encouraged to think local shopping first, with advertisement ads in newspapers, on local social medial and local flag signage. There are approximately 500 businesses in Solvang, 20,000 valley residents, 50,000 visitors per week and 1.5 million visitors a year, all who would benefit from these programs. These services would be provided by using funds to bring qualified instructors and experts to Solvang for Workshops and/or Conferences on topics of interest to local business such as loss prevention, social media and media advertising. Further we would use the funding to bring business service organizations to Solvang (SBDC, SCORE, US Secret Service, etc.) and provide a venue for businesses to utilize these services. Additionally, by providing assistance to the homebased business in the Solvang community that will help them grow and prosper.
A planned collaboration with the Solvang Conference & Visitor's Bureau will have merchants meet tour buses to increase tourism sales for local businesses starting with a Tuesday-Thursday program, that would include Solvang Third Wednesday. This program would direct tourists to local businesses using flyers, programs, maps and handouts created in the language of the tourist. The Solvang Conference & Visitor's Bureau has an app for Solvang and will partner with the Solvang Chamber of Commerce to allow chamber members the use of this app. Solvang receives approximately 1,200 Asian tourists per week and both the Solvang Conference & Visitor's Bureau and the Solvang Chamber of Commerce support a China Ready Program that includes a Credit Card program with Union Pay and the local merchants.
3. **Detail the timeline for providing the service:**
Within the first 30 days, a Start-Up meeting is planned with community businesses, retail leaders and

potential stakeholders to present the program to engage the economic uncertainty of Solvang and the Santa Ynez Valley. This meeting will discuss expanding the economic base, encourage a broader selection of goods, services and attractions to Solvang and the Santa Ynez Valley by promoting greater leveraging of regional assets and attractions, i.e., wine touring, cycling, walking trails and shopping. By the first 60 days, a task force of stakeholders will be established to clearly define and oversee the process of the program. Highlighting this task force will be the retention of a tenant mix and other retail specialist to help determine what types of businesses would best complement Solvang and the Santa Ynez Valley retail and hospitality base.

At the 90-day mark, a Marketing Plan will be developed that will identify sources of funding and the clearly- defined roles of the Solvang Chamber of Commerce membership for this retail program, and its economic development partners.

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

It is expected by implementing the proposed programs that increased tourism, more local shopping by residents and the community at large, the City of Solvang and the Santa Ynez Valley will see increased sales and tax revenues. These revenues will be measured monthly by city tax revenues. These outcomes will be published through the economic demographic profile of Solvang and the Santa Ynez Valley, posted in the Solvang Chamber of Commerce website.

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

This request is a first time funding with the potential for an ongoing request for additional funds for the program as it expands. The way finding flags in the City of Solvang and around the City would be a first-time purchase for the Chamber. The Community banner outside Solvang, on Route 246, would be a first-time purchase for the Chamber, both with a life expectancy of 4 years. On-going costs would be the expense to the Solvang Chamber of Commerce for advertisement, print ads and maps as well as the fees paid to the Solvang Parks & Recreation for the hanging of the banner. The labor is moderate for this project.

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

The Solvang Chamber of Commerce has been in existence since 1921 and plays a vital role in the economic development of the businesses both in Solvang and the Santa Ynez Valley. Consistent promotion of these businesses highlights the expertise that is done by print, radio and electronic means. Daily updates of the Solvang chamber of Commerce website as well as a once-a-week Constant Contact email keeps all members and visitors as well up-to-date with promotions, offerings and events happening in Solvang and the Santa Ynez Valley. By delivering these services the return expected is more dollars spent in Solvang and the Santa Ynez Valley by locals and tourists alike. The Business & Relocation Guide provides all of the Central Coast the information about what Solvang has to offer as a home for new businesses as well as what businesses currently exist, offer and how to contact them. The Business to Business Expo provides information to local residents about the businesses in Solvang and additionally provides these businesses information available to them to help their business grow by computer technical support, sales & marketing financial direction, and competition information. By providing services/programs such as these, Solvang residents can expect local businesses to be up-to-date on current trends in media marketing and social marketing to encourage the “shop local” mantra of the businesses of the City of Solvang. Residents will find the dollars spent within Solvang purchase material goods as well as support the overall economic health of our community.

7. Agency staff responsible for application: Tracy Beard

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

