CONGRATULATIONS TO THE CALED INTRODUCTION TO ECONOMIC DEVELOPMENT CLASS OF 2012

DIVERSITY OF LOCAL SBDC PARTNERSHIPS - p5
CEDA HELPS MULTIPLE NON-PROFIT ORGANIZATIONS - p8
LOW-COST PUBLIC INFRASTRUCTURE FINANCING - p6
THE ACADEMY PROVIDES SCHOLARSHIPS - p10
RETAIL'S ROLE IN A CITY'S FINANCIAL HEALTH - p7
HOW A CLOUD OF STEAM COULD POWER ECONOMIC GROWTH - p12

SPECIAL CALIFORNIA DOWNTOWN ASSOCIATION SECTION p13
CALED BOARD 11/12

EXECUTIVE COMMITTEE:
Cindy Trobitz-Thomas, Director of Economic Development & Housing, City of Eureka; Chair
D-B Heusser, City Manager, City of Selma; Chair Elect
Kathy Millison, City Manager, City of Santa Rosa; Past Chair
Larry Cope, Director of ED, Tuolumne County EDA, Treasurer
Kevin Ham, Economic Development Director, City of Vista
Randy Starbuck, Economic Development Director, City of Elk Grove
Bruce Stenslie, President & CEO, ED Collaborative of Ventura County

BOARD MEMBERS:
Fran Aguileria, Economic Development Director, San Joaquin Valley EDA
Roberto Barragan, President, Valley Economic Development Center
Bill Bassett, CEO, Stanislaus ED & Workforce Alliance, Inc.
Oscar Cabello, VP, Community Development Manager, Wells Fargo
Mark Coffey, President & CEO, San Diego Regional EDC
Janet Coe, Business & Community Programs Manager, City of Anaheim-Anaheim Public Utilities
Jason Crawford, Economic Development Manager, City of Santa Clarita
Mike Dozier, Director, CSU Fresno, Office of Economic Development
Barbara Halsey, Executive Director, California Workforce Agency
Mary Ingersoll, Executive Director, TeamCalifornia
Craig Johnson, President, California Association of Enterprise Zones
Kristin Johnson, Director, Northern CA Regional Lead Center SBDC
Timothy Kelley, President & CEO, Imperial Valley EDC
Larry Kosmont, President, Kosmont Companies
John Lambeth, President, CA Downtown Association
Ralph Lippman, Executive Director, CA Community ED Assoc. (CCEDA)
Eileen Marxen, Executive Director, CIDFAC
Michael Manchak, President/CEO, EVC of San Luis Obispo
Brian McMahon, Executive Director, Employment Training Panel
Fred Mendez, Senior VP, Corporate Social Responsibility, Rabobank, N.A.
Mike Nuby, Mgr. Project Management Div., Southern California Edison
Mary Jane Ohassio, Economic Development Administrator, San Bernardino County, ED Department
Stacie Olivas-Castain, Managing Director, COIN, Dept. of Insurance
Carrie Rogers, VP, Business Assistance & Development, LA County EDC
Dave Rubin, Director, Pacific Gas & Electric Company
Judie Scalise, Principal, ESI Corporation
Jack Stewart, President, California Manufacturing & Technology Assn.
Ben Stone, Director, Sonoma County Economic Development Board
Sarah Suverkruip Mundy, Assistant Director of Economic Development and Cultural Services, Riverside County Economic Development Agency
Rob White, ED Director, City of Livermore

IN THIS ISSUE
CALED President & CEO: Letter to Membership .......................... 3
Strategic Planning Meeting: Thanks to Partners .......................... 4
Diversity of Local SBDC Partnerships ........................................ 5
Low-Cost Public Infrastructure Financing for Local Governments .......................... 6
Project Profile:
City of Davis | East Area Storage Tank ........................................ 6
Retail’s Role in a City’s Financial Health ........................................ 7
A Busy Autumn for CEDA as We Help Multiple Non-Profit Organizations .................. 8
The Academy Provides Three Scholarships to Introduction to Economic Development Certificate Program ........................................ 10
How a Cloud of STEAM Could Power Your Community’s Economic Growth .................. 12

CALIFORNIA DOWNTOWN ASSOCIATION SECTION
Incoming President: Letter to the Membership .................. 13
CDA Tastes Legislative Success ........................................ 14
Welcome New Board Members ........................................ 14-15
Become a Certified Downtown Professional .................. 15

CALED STAFF
Gurbax Sahota, President & CEO - CALED
COO - California Downtown Association
Executive Director - California Academy for ED - ext. 15

Rachael Alexander, Office Manager - ext. 10
Kristy Nong, Manager, Admin. & Member Activities - ext. 13
Michelle Stephens, Program Manager - ext. 12

Bill Carney, Principal - Carney Associates LLC
William Davis, Facilitator & Trainer - W.R. Davis Collaborative

CALED is a private, not-for-profit membership organization. Permission to reprint is granted provided credit is given to the CALED Bulletin.

550 Beech Drive, Suite G, Sacramento, CA 95811 • 916/448-8252 • FAX 916/448-3811 • Website: www.caled.org
Dear CALED Members and Friends,

The CALED Board and staff are working hard to engage members and stakeholders in defining priorities and creating an action plan to make a difference for our members and California in moving economic development forward.

On September 19-20, 2012, CALED held two strategic planning working sessions in Burbank, CA. On the 19th, we hosted fifty-nine economic development leaders and stakeholders from across the state to give us input on how CALED can make a difference in addressing the key issues facing local economic development in CA. We then incorporated this feedback into the strategic planning session held by the CALED Board of Directors on September 20, 2012.

Here are the priorities raised in each of the meetings and an action plan of next steps for CALED:

- CALED needs to be more aggressive with issue advocacy
- CALED needs to be THE statewide economic development leader
- CALED needs to provide continuing education for economic development professionals
- CALED needs to include and engage the private sector in economic development work and partnerships
- CALED needs to partner in the effort to restore Tax Increment Financing and identify other sustainable funding sources for economic development

The September session was a first step and we are working with the board to develop objectives around these priorities as well as others identified by the board. Now it is your turn to tell us if these priorities match how you think we can most effectively support you. If you have other issues that you would like us to consider, please contact me at gsahota@caled.org so we can include your input.

We understand that it is no longer business as usual and CALED needs to look at a new business model to deliver relevant benefits and services to members. We also believe that we cannot expect the State to move local economic development. This means partnering with other key organizations to create solutions to today’s economic development issues.

Additionally, we learned that this was a great starting point, but we have more work to do to ensure CALED can affect change. It is our sincere hope that you provide your input and engage with CALED so that we can work together to help California’s communities and businesses thrive. I hope to see you or hear from you soon!

Sincerely,

Gurbaksh Sahota

President & CEO
Thank you to the following people for their time and dedication.

Your attendance at CALED’s September 19th Strategic Planning Meeting is appreciated.

Fran Aguilera, ED Director, San Joaquin County EDA
Yolanda Benson, Partner, Government Strategies, Inc.
Dan Bronfman, President, Growth Capital Associates, Inc.
Bill Carney, Consultant, Carney Associates LLC
Roma Christia-Plant, Assistant Executive Director, I-Bank
Chuck Clendenin, Business & Cooperative Program Director, USDA Rural Development
Janet Coe, CEO, Business & Community Programs Manager, City of Anaheim-Anaheim Public Utilities
Larry Cope, EDFP, PCED, CDP, Director of Economic Development, Tuolumne County EDA
Jason Crawford, ED Manager, City of Santa Clarita
Ken Dozier, Executive Director, USC Engineer, Transfer Center
Mike Dozier, Director, Fresno State, Office of Community & Economic Development
Lynn France, Environmental Services Program Manager, City of Chula Vista
Julio Fuentes, City Manager, City of Alhambra, CRA Chair
Michelle Gault, Director, Outreach and Partnerships, California SBDC
Rob Gilmore, CEO, Solution Mountain
Barbara Halsey, Executive Director, California Workforce Association
Stephen Harding, Senior Consultant, University of La Verne, College of Business & Public Management
Brent Hawkins, Partner, Best, Best & Krieger
D-B Heusser, City Manager, City of Selma
Mary Ingersoll, Director, TeamCalifornia
Craig Johnson, Board President, CA Association of Enterprise Zones
Tim Johnson, Principal, California Business Minute
Timothy Kelley, President & CEO, Imperial Valley EDC
Bruce Kern, Former Director, East Bay ED Alliance
Larry J. Kosmont, President, Kosmont Companies
Vern Lawson, Economic Development/ Redevelopment Director, City of Lancaster
Priscilla Lopez, State Chair, CA SBDC
Chris Lynch, VP Business & Economic Development, Irvine Chamber of Commerce
Michael Manchals, President/CEO, Economic Vitality Corporation of San Luis Obispo County
Fred Mender, SVP/CRA Division Manager, Rabobank, N. A.
Kathy Millson, City Manager, City of Santa Rosa
Rob Moran, Economic Development Manager, Riverside County EDA
Mark Nava, Economic Development Executive, PG&E
Dave Nicholson, Technology Transfer Coordinator, USDA, Agriculture Research Services
Mike Nuby, Manager of Project Management, Southern California Edison, Economic Development Services
Alison O’Sullivan, General Manager, Upstate California Economic Development Council
Greg O’Sullivan, Interim Assistant Director, Center for Economic Development, CSU Chico
Kevin Palmer, Customer Relations, Riverside Public Utilities
Patty Pistoresi, Customer Service Academy-Merced College
Karyn Power Dean, Economic and Workforce, Customer Service Academy - Merced College
Jim Rabe, Senior Principal, Keyser Marston Associates, Inc.
Kay Reynolds, Partner, Tools for Business Success, LLC
Michael Roessler, Director, Business & Entrepreneurship Center Program, CCFWED
Carrie Rogers, VP, Business Assistance & Development, Los Angeles County EDC
Judie Scalise, Principal, ESI Corporation
Barry Sedlik, President, California Business Ventures
Mahesh Shah, CEO, FigTree
Ryan Sharp, Director, Center for Strategic Economic Research, SACTO
Kent Smith, Executive Director, LA Fashion District
Randy L. Starbuck, Economic Development Director, City of Elk Grove
Bruce Stenslie, President & CEO, Economic Development Collaboration of Ventura County
Ben Stone, Director, Sonoma County ED Board
Sarah Suverkrup Mundy, Assistant Director of ED & Cultural Services, Riverside County EDA
Cindy Trobitz-Thomas, Director of Economic Development and Housing, City of Eureka
Claudia Viel, CEO, CAMEO
COULD YOUR ORGANIZATION BE A FUTURE SBDC OUTREACH LOCATION OR LOCAL HOST?

California’s Small Business Development Centers (SBDC) are longtime partners with many of CALED’s local economic developers. We work together to help companies find financing, sit on panels together at local events, and refer clients to one another. In recent years though, SBDCs have deepened a variety of these partnerships to co-locate with economic development organizations and even be hosted by them. The result is a more diverse business assistance network that is better integrated with economic strategies at the local level.

In 2012 what a local SBDC “looks like” is very different from one community to another. With 38 service centers and over 100 satellites and outreach locations, SBDC services are offered at city and county offices, chambers of commerce, microenterprise nonprofits, community lender offices, workforce organizations, universities, state colleges, community colleges, etc. We have specialty centers providing technology commercialization assistance, an agricultural “Ombudsman” office, restaurant programs, programs delivered in Mandarin, Spanish and other languages, and an emerging advanced manufacturing program. Some centers have deep expertise in international trade; others work closely with Native American tribes.

The common thread: responding to local industry needs and assisting businesses grow and create jobs.

Unique SBDCs in southern California include TriTech SBDC in Riverside. TriTech focuses on high tech, rapid growth companies that have high economic impact potential. In Long Beach, the only remaining West Coast Center for International Trade Development (CITD) is also an SBDC. In Los Angeles, Pacific Coast Regional, a Community Development Financial Institution is also host to a vibrant SBDC.

In the middle of the state, SBDCs are embracing technology and regional economic strategies. SBDC services are offered by the Central Valley Business Incubator and a new technology program in collaboration with Cal Poly is called the “Small Business Development Center for Innovation.” The Alliance SBDC, hosted by Stanislaus Economic Development and Workforce Alliance is a model of deep community integration and strong partnerships with workforce development.

In the north, the SBDC Tech Futures Group is having success helping technology companies secure significant growth capital. The Hispanic Chamber of Commerce Silicon Valley hosts a Hispanic SBDC Satellite serving the South Bay area, and the Contra Costa WIB hosts an SBDC that integrates business assistance with workforce development. Two successful microenterprise organizations—West Company in Mendocino and North Coast Small Business Resource Center in Humboldt—are among the state’s best in terms of successfully assisting startup companies.

Organizations interested in closer SBDC partnerships and hosting SBDC services should contact the SBDC Lead Center closest to them to discuss opportunities of becoming an outreach location or hosting a satellite or full SBDC center.

In the Bay Area, there are currently five counties open for new SBDC hosts: Sonoma, Marin, Alameda, Santa Clara and San Mateo. A solicitation process is underway and closes November 26th. For more information and to see the full Request for Proposal (RFP), go to www.norcalsbdc.org/postings.
Low-Cost Public Infrastructure Financing for Local Governments

State I-Bank Seeks to Boost Public Infrastructure Funding with Record-Low Interest Rates!

The California Infrastructure and Economic Development Bank (I-Bank) offers low-cost financing through its Infrastructure State Revolving Fund (ISRF) Program with fixed interest rates of 2.03% for 20-year loans and 2.32% for 30-year loans as of September 2012. The ISRF Program finances a wide variety of local government public infrastructure projects including streets, parks, and flood control. In light of the dissolution of redevelopment agencies and the loss of tax increment financing, the I-Bank has funding available for vital jobs-producing public infrastructure projects.

"Low rates enable more projects to be constructed or keep the cost of a project low enough to pass on the savings to ratepayers or to build a bigger project," said Stanton Hazelroth, I-Bank's Executive Director.

The ISRF Program provides up to $10,000,000 to local governments for up to 16 different kinds of public infrastructure. Applications are continuously accepted. Eligible applicants include cities, counties, special districts, assessment districts and joint powers authorities.

If you are seeking funds for your next infrastructure project, please contact ISRF Program Manager, Carlos Nakata at (916) 323-1399.

PROJECT PROFILE:
City of Davis | East Area Storage Tank

The I-Bank approved $10,000,000 in financing for the East Area Storage Tank Improvement Project in Davis, California. The project consisted of the construction of: a three-story, 4 million gallon municipal water storage tank; an 8.6 million gallon per day pump station; and associated piping and transmission main to connect to the existing City water distribution system.

The project supported a new retail development, making retail and general merchandise shopping available within the city limits, and is projected to reduce sales tax leakage from residents traveling outside the city to purchase basic goods. The project is estimated to generate 173 full time equivalent jobs.
Retail's Role In A City's Financial Health

Lisa Hill, Vice President, Buxton

As California cities face development challenges there are many cities that have found success by focusing part of their efforts on retail growth. A robust retail economy adds much-needed tax revenue, provides jobs, and allows residents to shop close to home.

A great example of a city focused on retail growth is Hesperia, Calif. Hesperia is a city of 90,000 located in Southeastern, Southern California. The population is diverse with a variety of incomes across the community. We spoke with Steve Lantsberger, Hesperia Economic Development Director for this article.

"The biggest challenge we face today in Hesperia is to attract quality development that provides living wage employment to our residents while at the same time, improving the quality of life for our residents through attraction of industry, retail, and bringing other amenities to our residents," said Lantsberger.

The city partnered with Buxton to provide data and analyses that would assist with retail attraction efforts. This data and trade area analysis are the same measurements taken by retailers when matching critical mass requirements for new store development.

"We have faced a number of constraints and challenges over the years. It's been important for us to identify those up front and provide developers and retailers with a strategy to overcome those challenges. The recent build up of the number of rooftops in our community has helped a great deal. In current day, we have actually established incentive programs to encourage retailers to locate in our community even in these tougher economic times," said Lantsberger.

At the time of the interview, the city had recruited more than 700,000 square feet of retail since beginning the recruitment process with Buxton and had another 2 million square feet of retail planned.

When asked what advice Lantsberger would give to communities that want to employ a retail recruitment strategy, he states: "The first and foremost recommendation I could give is that it's not an overnight success. It's going to take a number of years to really implement a good program. It takes commitment not only by the staff but by the City Council and community. You have to be committed and stay committed good times and bad, because we all experience openings and closures. The better cities' programs are the ones that prevail through the tough times."

Don't wait for troubled economic times to put the brakes on your city's prosperity. Consider pursuing appropriate, targeted retail development as a key to your community's good financial health.

For more information, contact Lisa Hill at 817-332-3681 or lhill@buxtonco.com.
A Busy Autumn for CEDA as We Help Multiple Non-Profit Organizations

The hustle and bustle of autumn was felt at the California Enterprise Development Authority (CEDA) as we worked to help finance projects for three different non-profit schools: Live Oak School in San Francisco, the Music Academy of the West in Santa Barbara, and Schools of the Sacred Heart also in San Francisco. These three projects resulted in over $45 million in bonds being issued and helped community non-profits.

Each project had unique aspects depending on the project goals but all shared the trait of benefiting from non-profit 501 (c)3 bond financing. Whether it was refinancing existing debt or obtaining financing for new construction and improvements, the bonds we provided are integral to furthering these schools' missions.

More information on each project is below:

LIVE OAK SCHOOL

This independent school serves approximately 275 students in a K-8 program from a wide variety of San Franciscoan neighborhoods. Live Oak School focuses on experimental learning with an emphasis on academic achievement and social development. They also encourage strong participation by the parents in order to form a partnership between the home and school in the students' education.

This financing will reduce the interest rates associated with Live Oak's current indebtedness. The refinancing of existing debt frees up cash flow to support day-to-day operations and continue the employment of 40 full-time employees. The CEDA Board approved $6,000,000 in bonds for this project.

MUSIC ACADEMY OF THE WEST

A music conservatory that is dedicated to training the next generation of great classical musicians and vocal performers, for 65 years the Music Academy of the West has provided opportunities for advanced study and performance, and is recognized as one of the world's preeminent music programs for gifted, pre-professional classical musicians. The majority of the instructional programs occur during the eight-week Summer School and Festival, which runs from mid-June to mid-August each year.
"Fellows" are selected from an international pool of applicants and are awarded full scholarships, including free tuition, living accommodations, and meals. For the 2012 summer program over 1500 applications were received and 138 Fellows selected for enrollment.

In September, the CEDA Board approved $15,500,000 in bonds for this project. The proceeds of the tax-exempt loan will be used to pay off, or refund, tax-exempt Certificates of Participation (COPs) issued in April 2007. The proceeds of the COPs were used to fund capital improvements, including renovation of the main hall, improvements to three small buildings, renovation of a historic building that houses administrative functions, and the building of a two-story addition to create five practice/rehearsal studios.

Each project had unique aspects depending on the project goals but all shared the trait of benefitting from non-profit 501(c)3 bond financing.

SCHOOLS OF THE SACRED HEART

Located in the Pacific Heights neighborhood of San Francisco, Schools of the Sacred Heart is an independent school. Founded in 1887, it has been in its present location on Broadway Street since 1940. Sacred Heart consists of four schools: Convent of the Sacred Heart Elementary School (K-8 for girls), Stuart Hall for Boys (K-8 for boys), Convent of the Sacred Heart High School (9-12 for girls), and Stuart Hall High School (9-12 for boys).

Over the past 12 years, campus improvements and expansions have taken place and were financed through tax-exempt bond financing. The current issuance of $24,000,000 will refinance previous debt to gain rate stability and economic savings. The new bonds will generate approximately $3.6 million in net present value savings and will fix costs through maturity.

For more information on how CEDA can help non-profit businesses in your community, please contact Michelle Stephens at michelle@caled.org.
I am relatively new to the economic development world. Although I have a great mentor, Janet Coe, I am excited for the opportunity to obtain a certificate in economic development and be able to supplement Janet’s experience and advice with a more solidified technical knowledge and understanding. The greater understanding I have in economic development, the greater success potential I will have in helping businesses in Anaheim and California stay here, grow here, and be successful here.

John Ramirez, Business Assistance Manager
City of Anaheim, California

---

It’s a great learning and networking opportunity!
The program validated the work we’ve completed on our economic development strategy and gave me tools to bring back to my organization to ensure its successful implementation.
-Laura Allen, Town of Colma

---

For more information on the Introduction to Economic Development Certificate Program, please visit www.edacademy.org

---

Mark Your Calendars!
The CALED 33rd Annual Conference will be held April 10th & 11th, 2013 at the Renaissance Long Beach Hotel in Long Beach, California.

It is also time to start thinking about your accomplishments from this past year. If you would like to be recognized at the 2013 Conference, please send your Awards of Excellence Application in by January 31st, 2013.

For more details, visit www.caled.org.
HOW A CLOUD OF STEAM COULD POWER YOUR COMMUNITY'S ECONOMIC GROWTH

Ken Dozier, Executive Director, USC Engineer, Transfer Center

Many mayors and economic development professionals focus on attracting companies or building clusters of industries. A new economic development model believes regional economic growth is powered by creative people, who prefer places that are diverse, tolerant and open to new ideas. A diverse concentration of people working together speed the flow of knowledge, lead to higher rates of innovation, and catalyze high-technology business formation resulting in job generation and economic growth. A new “Creative Class” of scientists, technicians, engineers, artists, and mathematicians (STEAM) engage in the practice of architecture and design, education, music and entertainment. The wealth generated by the STEAM sector is astounding. It is nearly half of all wage and salary income in the United States, $1.7 trillion dollars (as much as the manufacturing and service sectors combined).

Every American gets an education. The literacy rate in the United States is 99 percent. If you compare American students to those of Western Europe or some of the Asian nations though, literacy is not enough. We need more to compete globally.

According to the Organization for Economic Co-operation and Development, improving American students’ academic scores by 25 points in twenty years (roughly a 5 percent improvement) would up U.S. economic growth by more than $40 trillion over their lifetimes. Bringing our scores up to those of Finland would increase U.S. “GDP by $100 trillion over the lifetime of a child born in 2010.”

We need a generation of STEAM talent to restore our communities’ economic vitality. This can be done in part by using existing resources.

Libraries are supporting nurturing non-judgmental knowledge transfer organizations essential to STEAM communities. In 1991 Virginia Tech joined forces with the town of Blacksburg, the local telephone company, and the local library to create a Blacksburg Electronic Village (BEV) to offer Internet access to every citizen in town. This approach broke new ground in the use of networking and technology to drive economic development.

BEV ACHIEVEMENTS INCLUDED:

• First town in the world to adopt an all-Internet model for a community-wide network
• The majority of the citizens are now regarded as computer and network literate
• Highest business use of the Internet of any community in the world
• Thousands of citizens provide global information services and products

Those not satisfied with the results of their existing economic development model might want to consider a cloud computing STEAM approach.

For more information on STEAM, contact Ken Dozier at kdozier@usc.edu.

Dear Members,

As the incoming President of the California Downtown Association (CDA) Board of Directors, I would be remiss if I didn’t thank immediate Past President John Lambeth as well as the progressive and forward-thinking Directors from this past year and the association’s membership. During the past 12 months, CDA experienced its greatest growth to date. These accomplishments included, but were not limited to, CDA consolidating its management efforts and partnering with funders to orchestrate critical legislative wins while positioning itself as the rightful ‘Go To’ organization for Downtowns and Business Improvement Districts throughout the state.

I am honored to accept this leadership role and will continue the forward trajectory. As with most evolving organizations, our Board of Directors will be assessing its mission and updating the strategic plan for 2012-2013 that will continue our momentum and take CDA, along with its partners, to even greater heights.

As within our own communities, one person or a particular group cannot accomplish great achievements and therefore I encourage your continued involvement with CDA to help achieve our collective objectives.

Sincerely,
Kraig Kojian

Kraig Kojian is the President and CEO of Downtown Long Beach Associates (DLBA). With over 20 years at DLBA, Kojian has spent the last 10 years directing the management of two improvement Districts, consisting of 1,800 stakeholders with annual budgets exceeding $4 million. The DLBA operates on behalf of the commercial property owners and tenants of the Downtown Business Improvement Districts. It is dedicated to the management, marketing, security and maintenance, advocacy, and economic and community development of the assessment district in cooperation with the City of Long Beach and the private sector.

He is active in the International Downtown Association (IDA), the California Downtown Association as well as several local organizations. In 2002 as chair to the California BID Coalition, Kojian successfully amended state legislation that governs PBIDs.
CDA TASTES LEGISLATIVE SUCCESS

We are extremely pleased to announce that one of the bills signed by Governor Brown is a reform measure, which we helped move forward, SB 1186 (Steinberg/Dutton). This bill will curb lawsuit abuse regarding the Americans With Disabilities Act (ADA) while promoting increased compliance with disabled accessibility building codes. This is the culmination of a multi-year, bipartisan effort that included leadership from state level elected officials Senate pro Tem Darrell Steinberg (D-Sacramento) and Senator Bob Dutton (R-Rancho Cucamonga), with federal support coming from Senator Dianne Feinstein (D-CA). Hailed as the most comprehensive and significant reform to California’s ADA Law, it passed the Legislature by a two-thirds vote.

CDA was also able to stop a few bills that would have imposed unacceptable changes to BIDS/PBIDS. AB 2265 (Hernandez; D-Baldwin Park) would have restricted who could manage a district preventing many management firms - some currently running a district - from being awarded a contract. After a big push by the California Downtown Association to educate lawmakers about the damaging impacts of this policy, the legislation was withdrawn from committee and is dead.

Another bill that would have imposed unnecessary changes on districts was defeated early in the process. SB 949 (Varraza; D-San Diego) would have allowed for the creation of Community Benefit Districts (CBDs), which were essentially PBIDs, but with significantly lower petition support requirements, that would allow assessment of noncommercial land uses including residential, and would allow a 20-year district term - much longer than what is currently allowed. It was promoted as new legislation that would mitigate the impact from the loss of redevelopment. However, the bill was not vetted by CDA members prior to introduction and there were a number of concerns regarding changing the vote threshold needed to formulate a district and adding new types of residential properties.

Lastly, although we did formerly oppose AB 904 (Skinner; D-Berkeley), we worked with the author to address a number of issues with the bill that would have an impact on downtowns. This bill sought to reduce parking requirements for affordable housing projects in certain urban areas. We worried that it could have had a negative impact on existing and future commercial projects because of spillover parking from residential projects. We are working with the League of Cities and the author to craft solutions to the bill if it is reintroduced next year.

CDA represents thousands of diversified businesses throughout California within its network of downtown associations, cities, chambers of commerce, business districts, supportive vendors and consultants and our legislative program is meant to further and advance our goals by addressing proposed changes in law that would affect our members.

Welcome New Board Member, Blage Zelalich
Deputy Director, San Jose Downtown Association

Blage oversees SJDA's Events, Promotions and Sponsorships departments, as well as Property-Based Improvement District operations, enhanced cleaning, ambassadorial, and beautification efforts in the downtown core. She is also the Association's lead staff on night culture initiatives, working closely with the San Jose Police Department and the City Manager's Downtown Manager on a variety of issues ranging from San Jose's Hospitality Zone Assessment and implementation to Entertainment Zone policing to cost-sharing proposals.

In 2012, the Downtown Doors program she administers through the San Jose Downtown Foundation was awarded a grant through the Art Works program of the National Endowment for the Arts and the Pinnacle Award for Public Space programing from the International Downtown Association. Prior to SJDA, Blage worked for the San Francisco Giants Community Fund and Genentech, Inc. She has a Masters in Business Administration from the University of San Francisco and a Bachelor's of Science in Biomechanics from the University of California, Davis.
BECOME A CERTIFIED DOWNTOWN PROFESSIONAL

Gain the skills you need and the recognition you deserve through this unique university-sponsored certificate program, designed especially for those working in the field of downtown revitalization. In partnership with the California Downtown Association (CDA), the College of Extended Learning at California State San Bernardino is proud to introduce the California Downtown Association Professional Certificate Program.

The certificate program, consisting of four courses, led by some of the best downtown revitalization specialists available, is conveniently formatted to be completed within two years. These courses represent the essential body of knowledge required for effective downtown professionals and include an examination of the concepts, laws, and practices of downtown development, renewal, and management. Successful completion of all four courses will earn each participant a certificate designating him or her as a “Certified Downtown Professional,” along with 5.6 continuing education units (CEUs).

WHO SHOULD ATTEND:
Downtown development professionals; economic redevelopment professionals; city administrators and elected officials.

CERTIFICATE PROGRAM FEATURES:
- Unique curriculum focusing on applied skills, designed especially for professionals already involved in the field of downtown development and management;
- Instructors drawn from practitioners, qualified academicians, industry executives and qualified specialists;
- Conferral of CEUs by an accredited 4-year university and availability of university transcripts;
- Two courses offered per year, allowing participants to complete within two years; and
- Courses are not sequential and can be taken in any order.

For more info, visit our website at www.californiadowntown.com.

Welcome New Board Member, Steven Fiata
Small Business Regional Sales Director, Citibank

Steve is the Small Business Regional Sales Director for the West and Central Regions in Citibank. He is responsible for the growth of the Small Business segment, identified as small businesses up to $5 million in revenues. Responsibilities include developing and executing sales strategies and working closely with Retail Bank Leadership to ensure the delivery of an excellent client experience in the markets Citi serves. Steve directly manages a sales force of 122 Business Bankers, eight Market Managers and four Regional Credit Officers.

Steve has over 35 years experience in financial services at JP Morgan Chase and Washington Mutual. He has held a variety of leadership positions at both institutions, including regional business banking roles in the New York Tri State, Southwest, and California areas. He comes with deep knowledge and experience in small business and consumer banking. Steve also has experience in strategic implementation and transformation management.
Conference Partner:
Governor's Office of Business & Economic Development (GO-Biz)

Business & Entrepreneurship Center (BEC) Program • Business Facilities Magazine
Buxton • CA Community Economic Development Association
California Downtown Association • CalRecycle
California Infrastructure & Economic Development Bank (I-Bank)
CDC Small Business Finance • Development Management Group
Growth Capital Associates, Inc. • Kosmont Companies • SAFE-BIDCO
Valley Economic Development Center • WSI International, LLC

Media Partner: SITE Selection