Goleta’s Second Annual

STATE OF THE CITY

TITLE SPONSOR: MarBorg Industries
doing more with less
the benefits of partnerships
Corp Yard
Sumida Gardens
Helmets for Safety
South County Energy Efficiency Partnership
Green Business Program

Green is Good for Business
Goleta Partnership for Preparedness
Goleta’s Economics 101

- Diverse and solid tax base
- Future revenue growth will occur over time
- Attractiveness of the City/Region will continue to compliment our tax base and property values
- UCSB creates constant presence and an annual turnover
- Significant employment base
Who we are as a community

- Income levels
- Education levels
- Demographics
Median Family Household Income by Region

- Buelton
- Carpinteria
- Goleta
- Santa Barbara
- Santa Maria
Estimated Household Income - 2008

Highest Per Capita Income in County
Goleta Demographics

- Highly educated population
  - 1,256 Doctoral Degrees
  - Almost 30% of the County
Goleta Demographics

- Average Age
  - 39.4 years
  - 2nd only to Santa Ynez Valley
  - 36.4 County-wide average
- Highest wages/income in County
What Makes Goleta Unique?

- Proximity to University
- A long history of development of high-tech, defense, and medical product industries
- Regional shopping center
- Transportation corridor
- Adjacent to major tourist destinations
Major Revenue Sources

• **Property Tax**
  
  • Goleta is home to 3 of the largest tax payers in the entire County
  
  • Home values remain high due to slow growth and high demand
  
  • Future housing and commercial development is on the horizon
Major Revenue Sources

- **Sales Tax**
  - Regional shopping & Big Box
  - Disposable income from UCSB w/ annual turnover
  - Strong retail sales of non-luxury items
  - High Business-to-Business sales
2008 Year End Per Capita Sales Tax Comparison

- California: $135
- Solvang: $180
- Santa Barbara (City): $195
- Goleta: $240
Per Capita Sales Tax Comparison

State Santa Barbara Goleta

Business to Business
Construction
Transportation
Food Products
General Retail
Major Revenue Sources

- Transit Occupancy Tax (Bed Tax)
  - Mix of facilities with Bacara at one end and motels and hotels
  - 3 new hotel approvals with signature properties
  - High room demand
What this means for Goleta

- **Short-term outlook**
  - Property Taxes will see modest gains
  - Sales Tax will remain down with slow growth ahead
  - Bed Tax flat but increasing with new facilities and rebounds in the economy
  - Reduction in spending, personnel, and services
Goleta 2009-2010 Budget
(Proposed)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Revenues</td>
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<tr>
<td>Versus</td>
<td>$15.5 Million Last Year</td>
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<td></td>
<td>- 10% Reduction</td>
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<td>Expenditures</td>
<td>$13.7 On-going</td>
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<td>$0.3 One-time</td>
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<td>$14 Million</td>
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Result: Structural Balance - No use of reserves.
What this means for Goleta

• Long-term outlook
  • New developments in housing, commercial, and office
  • New hotels and bed tax
  • Revenue Neutrality Bump
What’s Ahead for the City of Goleta
Poised to Take Flight