




## MEMORANDUM

**DATE:** May 18, 2009

**TO:** Honorable Mayor, Council Members/Redevelopment Agency Board

**FROM:** Peter Ingram, City Manager/Executive Director 

**RE:** Main Street Recovery Campaign Coalition

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The League of California Cities (League) and the California Redevelopment Association (CRA) are building a statewide coalition to protect local government and redevelopment funds from further “takings” by the State government.

Faced with budget deficits ranging from \$8 billion to \$15 billion depending upon the passage of the ballot measures on the May 18 special election, the State is expected to turn to local government and redevelopment coffers to help balance the projected deficits. If the ballot measures do not pass, the deficit is expected to grow to \$32 billion in FY 2010/11. While any money taken from local government must be repaid, there is no such protection for the taking of redevelopment funds. Cuts to redevelopment funds are expected to be permanent and ongoing. It is also anticipated that the State will appeal the recent court ruling overturning AB 1389 and the transfer of some \$350 million in redevelopment funds to County ERAF accounts to help balance the FY 2008/09 State budget; and/or find other ways to access redevelopment funds to help balance the State budgets.

Redevelopment is the **State’s only ongoing economic stimulus tool**, annually generating:

- 310,000 good-paying jobs
- \$32 billion in total economic activity
- \$1.6 billion in state and local taxes.

Many industries would be impacted by a further loss in Redevelopment funding, including: utilities, construction, manufacturing, trade, transportation, warehousing, finance, real estate, professional services and management, other services, and government.

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*Excellence: Passion To Do Our Best In Each Moment Integrity: Do The Right Thing, Not The Easy Thing  
Service: We Care And It Makes A Difference Creativity: Freedom To Imagine And Courage To Act*



Raids on Redevelopment threaten public-private partnerships and put private investment and capital infrastructure improvements at risk. On average, each dollar of Redevelopment spending generates \$7 in total construction activity. Economists contend that those \$7 act as a multiplier in the economy, generating \$14 for every \$1 investment of public funds.

Redevelopment is also the **second largest funder of affordable homes** in California after the federal government. A Redevelopment take would jeopardize the rehabilitation and construction of affordable homes, making an already troubling economic situation harder on low-and moderate-income Californians.

A take away of Redevelopment and local funds would also threaten the implementation of AB 32 and SB 375 as resources for encouraging development within the urban cores would be reduced.

The coalition membership form is attached. By signing it, the City and Agency agree to be listed as a member of the coalition. There is no obligation for contributing time or money. The lists of members will be used in materials such as fact sheets, and industry and legislator collateral.

It is recommended that the Council/Agency Board direct the City Manager/Executive Director to complete the form and join the coalition to help preserve and protect main street plans for economic recovery.

Attachments: Endorsement/Membership Form  
Main Street Recovery Coalition (as of 5/11/09).

***Build a Great Community Together***

***Excellence:*** Passion To Do Our Best In Each Moment   ***Integrity:*** Do The Right Thing, Not The Easy Thing  
***Service:*** We Care And It Makes A Difference   ***Creativity:*** Freedom To Imagine And Courage To Act



In 2004, Californians supported Prop. 1A, preventing the state from raiding local governments. In this economic climate, our group believes in standing with the voters. This is authorization to list our organization publicly as a member of the coalition of organizations, businesses and citizens who **support the Main Street Recovery Plan, protecting local funds from State raids**. Redevelopment is the State's ONLY ongoing economic stimulus program, and City Governments are already making difficult economic cuts and decisions of their own.

- We SUPPORT job creation, building sustainable communities and affordable housing, enhancing public safety and livable communities, and the economic stimulus that is generated by City services and Redevelopment. Maintaining these basic services and existing programs is essential to the State's economic recovery.
- We OPPOSE State raids on local government funds including City and Redevelopment monies that encourage public security and foster economic growth.

\_\_\_\_\_  
Name of group or business

\_\_\_\_\_  
Name of authorized person signing (please print)

\_\_\_\_\_  
Title of authorized person signing

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Full mailing address

Check this box if the authorized signer can also be listed as an individual supporter, along with his/her official organization title (Example: John Smith, Title, Company).

Check this box if the authorized signer is interested in reaching out to local legislators through letters, phone calls and/or meetings.

Please fax or email completed forms to the League of California Cities, Attn: Sam Caygill, (916) 658-8240 or [scaygill@cacities.org](mailto:scaygill@cacities.org).

By signing this form you agree to be listed as a member of our coalition. It does not obligate you to contribute time or money. Lists or partial lists of coalition members – with the titles they provide – will be used in materials such as fact sheets, industry and legislator outreach collateral, Web site and possibly ad and media use. All published member lists will note that titles and affiliations provided by individual members are for identification purposes only. This is the customary disclaimer used to make it clear that showing a person's current or former title does not mean or imply that the organization mentioned in that title has taken a position on this issue. Members' addresses, phone numbers and email addresses will be kept confidential. We will only use this information to contact you if needed and to send you occasional member updates.

**The League of California Cities and California Redevelopment Association  
thank you for your support.**

# SAVE YOUR CITY

**SAVE YOUR CITY:**  
**The Main Street Recovery & Protection Campaign Coalition**  
As of May 11, 2009

## **Labor Groups**

California Association of Professional Employees,  
AFL-CIO

## **Building Industry/Community Development**

Ashwood Construction, Inc.  
Forest City Development  
KTYG Group, Inc.  
National Charrette Institute  
Onyx Architects  
Overland Pacific & Cutler, Inc.  
Related California  
Rosenow Spevacek Group, Inc.  
Santa Fe Land Planning, Inc.  
Seifel Consulting, Inc.  
Sierra Economic Development Corporation  
The Innisfree Companies  
The Olson Company  
Urban Futures, Inc.

## **Environmental Community**

(NONE)

## **Public Safety**

Association of Los Angeles County Deputy Sheriffs  
Hollister Police Officers Association  
Livermore Police Officer's Association  
Los Angeles County Police Chief's Association  
Merced Police Department Sergeants Association

## **Affordable Housing Advocates**

Affordable Housing Development Corp.  
Burbank Housing Corporation  
Mercy Housing California  
Meta Housing Corporation  
Neighborhood Housing Services Silicon Valley  
Northbay Family Homes  
Pacific West Communities, Inc.  
Urban Housing Communities, LLC

## **Chambers of Commerce/Business Groups**

Alameda Chamber of Commerce  
Brea Downtown Owners Association  
California Business Properties Association (CBPA)  
Cerritos Regional Chamber of Commerce  
Gateway Chambers Alliance  
Greater Lakewood Chamber of Commerce  
Greater Stockton Chamber of Commerce

International Council of Shopping Centers (ICSC)  
Hollister Downtown Association  
Lake Elsinore Valley Chamber of Commerce  
Livermore Chamber of Commerce  
Lodi Chamber of Commerce  
Monrovia Chamber of Commerce  
Morgan Hill Chamber of Commerce  
NAIOP Corporate CA State Council  
Redlands Chamber of Commerce  
Redwood City Downtown Business Group  
Redwood City - San Mateo County Chamber of  
Commerce  
San Bernardino Area Chamber of Commerce  
San Gabriel Valley Coalition of Chambers  
San Gabriel Valley Economic Partnership  
Santa Cruz Chamber of Commerce  
Sonoma Valley Chamber of Commerce  
Sunnyvale Chamber of Commerce  
The Greater Huntington Park Area Chamber of  
Commerce  
Victorville Chamber of Commerce  
West Alameda Business Association

## **Small Businesses**

AAMCOM LLC  
A. Plescia & Co.  
Allan D. Kotin and Associates  
Community Advisors, Incorporated  
Economic & Development Specialist  
Fox Theatre Group  
Graphic Solutions  
Grat, INC dba Cartridge World  
Gresham Savage Nolan & Tilden, APC  
I Love Donuts  
John's Incredible Pizza  
Keyser Marston Associates, Inc.  
Kinsell, Newcomb & DeDios, Inc.  
Kosmont Companies  
Lustre-Cal Corporation  
Meyers Nave  
Murphy & Associates PC  
Oasis Tropical Fruits & Juices, LLC  
Opper & Varco, LLP  
Penfield Properties  
Real Estate Consulting & Services, Inc.  
Rose Colored Glass Company  
Shober Consulting, Inc.  
State Farm - Mike Delgado Agency

The Reynolds Group  
Vino Farms, LLC

**Ethnic Groups and Organizations**

Hispanic Business Council/Livermore Chamber of  
Commerce  
Kern County Hispanic Chamber of Commerce  
League of California Cities, Asian Pacific Islander  
Caucus

**Local Government**

Alameda City Council  
City of Portola  
City of Tracy  
Merced County Department of Commerce, Aviation  
and Economic Development

**Community Groups**

Brea Girls Softball  
Brea Little League Baseball  
Brea National Junior Basketball  
Brea Pop Warner  
Brea Soccer Association  
Country Club Park Neighborhood Association  
Habitat for Humanity of Orange County  
Sacramento Loaves & Fishes