



City's Local Stimulus Plan Already Bearing Fruit

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City Manager details early success of program.

In a time of economic recession, Santa Clarita officials were not just content standing by. A few months ago they drafted a 21-point economic development plan, which focused on solidifying local retail dollars, bringing new businesses to the area and streamlining City processes.

Since then, the plan has been met with some early success, according to City Manager Ken Pulskamp, who presented an update before the City Council Tuesday night.

One aspect, aimed at increasing the visibility of available Enterprise Zone tax credits to local businesses, has already resulted in a potential savings total of \$28 million to area companies.

Also, locally enacted business incentives were credited with the relocation of two major business centers to Santa Clarita. Advanced Bionics and Ronin Engineering both moved offices into the Santa Clarita Valley area, resulting in 450 additional locally based jobs.

Several aspects of the plan have yet to show significant impact; however they are moving forward rapidly. For example, the City has begun advertising the local benefits to businesses in the Burbank airport, and soon an advertising campaign directed at CEOs will begin in the greater Los Angeles area.

Local retail will continue to be pumped up, as the "Think Santa Clarita" campaign has already generated a following on social networking sites and has garnered much media attention. The ads focus on all of the options for shopping in, dining at, and the support of local businesses.

In the coming months, City officials will continue to track the successes of the 21-point economic development plan. Each year, every point of the plan will be fully assessed, and the City Council will decide whether or not to continue its program.

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