



# **CITY OF CAMARILLO**

## **Economic Development Committee**

### **AGENDA**

**Friday, November 17, 2017 – 8:30 a.m.**  
**Camarillo City Hall**  
**Administrative Conference Room**  
**601 Carmen Drive, Camarillo, CA 93010**

#### **ADA COMPLIANCE STATEMENT**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office at (805) 388-5316. Notification 48 hours prior to the meeting will enable the City to make reasonable accommodations to ensure your access to this meeting. (28 CFR 3.102.35.104 ADA Title II)

1. Call to Order
2. Approval of Minutes of the September 29, 2017 Meeting
3. Public Comments
4. Discussion Item(s)
  - a. Economic Development Report
  - b. Economic Development-Related Activities
  - c. Chamber of Commerce Report
5. Pending Item(s)
6. Information Item(s) – No discussion necessary
  - a. EDC - Additional Information Report
7. Committee Comments
8. Schedule Next Meeting
9. Adjournment

Written materials related to these agenda items are available for public inspection in the Office of the City Clerk at 601 Carmen Drive, Camarillo during regular business hours, Monday through Friday, 8:00 a.m. to 5:00 p.m. Questions may be referred to John Fraser at (805) 388-5349.

---

#### Packet Distribution:

Jan McDonald, Mayor  
Kevin Kildee, Councilmember  
Dave Norman, City Manager  
Tom Fox, Assistant City Manager  
Joe Vacca, Director of Community Development  
John Fraser, Senior Management Analyst  
David Moe, Asst. Director of Community Development

Roger Pichardo, Management Analyst  
Jeffrie Madland, City Clerk  
Counter Copy

Charlotte Craven, Vice Mayor  
Mike Morgan, Councilmember  
Tony Trembley, Councilmember

CITY OF CAMARILLO  
**ECONOMIC DEVELOPMENT COMMITTEE**

**MINUTES**

**Friday, September 29, 2017 at 8:30 a.m.**  
City Hall Administrative Conference Room

1. **Call to Order:** Meeting was called to order at 8:32 a.m.

Committee Members Present: Mayor Jan McDonald and Councilmember Kevin Kildee.

Staff Present: City Manager Dave Norman, Community Development Director Joe Vacca, Assist. Comm. Development Director David Moe, and Sr. Management Analyst John Fraser.

Others in Attendance: Cece Adame, Bill Locker, Larry Davis, Sandy Seekins, Marta Golding Brown, and Jane Collette.

2. **Approval of Minutes from July 21, 2017:** Approved as presented.

3. **Public Comments:** Ms. Brown discussed the process for posting vacant residential properties to avoid squatters; this, in light of recent illegal home sales attempts by individuals using Craig's List or other internet or social media platforms.

- 4.a. **Economic Development Report:** Mr. Fraser provided a review of the report.

Mr. Fraser noted there will be a community workshop at the Library on October 10 to receive input from residents and business owners regarding the City's upcoming economic study. Mr. Fraser handed out copies of the Ventura County Coast ad that appears in the September issue of Westways magazine.

- 4.b. **Economic Development Related Activities:** Mr. Moe provided a review of the report.

- 4.c. **Chamber of Commerce Report:** Ms. Adame provided the following report:

- There are now 575 Chamber member businesses.
- Three teams from the VC Startup Weekend are ready to move into the Maker Space at Camarillo Airport.
- The Business @ Breakfast events continue to grow, and are average 60 attendees. This month, CLU President Chris Kimble was the guest speaker.
- In October, the Business @ Breakfast speaker will be Darren Kettle with the Ventura County Transportation Commission.
- The State of the City luncheon had over 150 people, exceeding last year's event total.
- At the Economic Forecast on October 25, at Spanish Hills Country Club, the keynote speaker will be Peter Rupert from the UCSB Economic Forecast.
- Latinos in Business held their first luncheon at Las Posas Country Club with 65 attendees.
- Perhaps the Chamber's most active group is Women in Business. In August, the group's mixer at Marvilla Gardens had over 70 people.
- The Chili Cook-off & Country Music Festival was held on September 3 (on perhaps the hottest day of the year, around 100°F). The Chamber took over the annual event from Camarillo Hospice, but will not be presenting the event in the future.

- Chamber staff also interacted with ZPower to help find an additional facility for the company.
  - The Holiday Tree Lighting will take place on Friday, December 1, and will also help promote the Shop Camarillo program. This year, there will be a digital check-in process for shoppers at the participating businesses. The Chamber will host the event in conjunction with the Camarillo Hotel & Tourism Association (CHTA), and the Pleasant Valley Recreation and Park District, as well as the Old Town Assoc.
  - Mr. Fraser added that the CHTA will be promoting Restaurant Week in January, and will encourage each participating restaurant to charge \$20.18 for a particular meal or dessert.
5. **Pending Item(s):** None.
- 6.a. **Information Item(s): EDC- Additional Information Report:** The Committee received and filed the report.
7. **Committee Comments:**
- Mr. Kildee inquired about a store that is going in next to Sprouts. Mr. Vacca indicated that it could be Rite-Aid.
  - Mr. Kildee questioned the remodeling schedule at Carl's Jr. (Las Posas/Daily). Mr. Moe noted that the improvements are scheduled to be completed toward the end of the year.
  - Mr. Fraser asked about the renovations to the two hotels near the Central Avenue interchange. Mr. Vacca indicated that the representatives with Marriott (Fairfield Inn) have made a number of revisions to the plans, which is extending the time for renovation (from the former Holiday Inn Express). The Executive Suites operators have submitted plans for their changeover to a new Holiday Inn Express.
  - A question was asked about the progress with the relocation/renovation of Topper's Pizza (to Pickwick Drive). Due to the hurricanes in the southern portion of the U.S., there have been delays in the delivery of some of their building materials.
  - Ms. McDonald also asked about the construction at El Rey restaurant due to the auto accident building damage. Improvements are continuing.
  - Mr. Kildee asked about the new tenant going into one of the retail units next to Starbuck's at Arneill/Las Posas. Orange Theory is a gym concept for smaller group workout classes.
  - A question was also brought up about the Shea Homes project for homes on a portion of the former St. John's Seminary. The project will include 281 single-family homes for persons 55 and older. The General Plan amendment for the project will be on the October 3 Planning Commission agenda. Mr. Moe noted that the project will also include a meeting place/parking area for a bike path.
8. **Schedule of Next Meeting:** November 17, 2017, at 8:30 a.m., at City Hall.
9. **Adjournment:** The Committee adjourned at 9:50 a.m.



# City of Camarillo

Office of the City Manager

## MEMORANDUM

**DATE:** November 17, 2017  
**TO:** Economic Development Committee  
**FROM:** John Fraser, Sr. Management Analyst  
**SUBJECT:** Economic Development Report

---

### ECONOMIC DEVELOPMENT MEETING HIGHLIGHTS

1. At this month's Economic Development Collaborative-Ventura County (EDC-VC) roundtable, the following items were discussed:
  - Thus far in 2017, 73 Camarillo businesses have been assisted; there were 72 businesses helped through the same period last year. In Ventura and Santa Barbara Counties, only Ventura (with its own loan program) has had more businesses assisted this year. The Camarillo businesses assisted represent 17% of the total for both counties combined (441).
  - 93 businesses in Ventura and Santa Barbara counties have been assisted in the following sectors: Manufacturing (93), Services (10), Professional/Tech (60), Accommodations and Food Services (40), Retail (48). Many retail businesses have been obtaining assistance to improve their e-commerce sales; those that are beginning to focus more on online sales are performing better.
  - A concern with staff, however, is the recent lack of Camarillo businesses applying for loans through the EDC-VC. Though one of the City's manufacturing firms could be resubmitting a loan request that was previously denied, Camarillo businesses have generally not been involved in loan activity for several months. To this end, staff has spoken with the EDC's Loan Officer, Marvin Boateng, about a possible workshop in early 2018 to bring more attention to the program. Many of the referrals for loans through the EDC come from banks.
  - The Ventura County SBDC continues to perform well, and is at 92% of its yearly goal for assistance to startup businesses. The SBDC reached its goal of capital infusion much earlier in the year, and is at a remarkable 273% of its goal.
  - The EDC-VC is contracting with a firm affiliated with George Mason University to provide a study to determine what the business culture is in Ventura County with respect to startups and entrepreneurs. The firm, Xopolis, will study the county's strengths and weaknesses with respect to the establishment of, and growth of new businesses. The interim report from Xopolis will be provided at the EDC-VC annual meeting on January 18, 2018.

- Ventura County Grows Business) is seeking to increase its Linked-In membership on the site (<http://www.venturacountygrowsbusiness.com/>). To join, please go to <https://www.linkedin.com/groups/13522278>.
2. At this month's Camarillo Hotel-Tourism Association (CHTA) meeting, the following items were discussed:
    - In conjunction with the statewide Restaurant Month (January), Restaurant Week in Camarillo will be held January 23-29. The event will be registered with Visit CA. The CHTA budget for promotion will be around \$20,000.
    - The CHTA is a \$5,000 sponsor for this year's Holiday Tree Lighting in Old Town (Friday, Dec. 1). There have been ongoing discussions about ways to better keep residents in Old Town after the actual tree lighting (shopping incentives, carriage rides, etc.).
    - The Camarillo Hotel and Tourism Association (CHTA) website had 3,445 views last year. Thus far, in 2017, there have been 12,904 views. There have also been over 40,000 "likes" on Facebook this year.
    - In terms of hotel occupancy, in August Camarillo's hotels had a year-to-year decline of 6.2%, to 83.5%. Though the hotels here experienced the largest such decline from August 2016, Ventura (-4.5%), Thousand Oaks (-1.1%), and the County (-3.2%) all had declines as well. Oxnard was the only city that had an increase, though it was very modest (1.8%).
    - For the year-to-date, Camarillo's hotels are at 79.6%, and while that represents a 4.8% decrease from last year, the City's hotels have a higher occupancy for 2017 than those in Oxnard, T.O., Ventura, or the County.
  3. At this month's Ventura County Lodging Association (VCLA) meeting, the following items were discussed:
    - The VCLA Board recommended that the Ventura County Coast website utilize a U-Trip tool found on the Visit Seattle website for creating more interest in the area.  
  
The U-Trip tool can be reviewed here:  
<https://mytrip.visitseattle.org/personalize/#preferences>.
    - The VCLA meeting also included a discussion about the Amgen Bike Tour in May 2018. Amgen will pay for 550 hotel rooms, and is requesting that another 100 rooms be compensated (countywide). The leg of the race in Ventura County will begin at the Ventura Beach pier. To promote the Tour, the board approved \$30,000 from the VCLA general fund, and \$10,000 from Ventura's 20% fund.
  4. On October 10, a community workshop was held at the Library to kick off the City's Economic Development Strategic Plan process. It was noted that 21,511 residents commute elsewhere to work, while 24,249 commute to work in Camarillo. There are 4,645 residents that both live and work in the City. The Southern California average

for jobs per household is 1.27 jobs; in Camarillo, the figure is 1.44 per household. There will be a series of three summit meetings from November to January to obtain additional input from the business community.

## **BUSINESS OUTREACH / ECONOMIC DEVELOPMENT**

1. City and Camarillo chamber staff assisted ZPower (Calle Quetzal) in a search for additional office space. The company is expanding operations, and plans to hire 90 employees in addition to the current 200+ employees. ZPower recently leased another 20,000 sf at 4725 Calle Quetzal. ZPower manufactures rechargeable batteries, primarily for hearing aids, and the company's projected revenue for this year is \$30 million.
2. The EIR is under review for the new hotels and conference center. The project includes an Embassy Suites (155 rooms), a Home2 Suites (122 rooms), and a conference center to seat 750 people for business luncheons and other events.

## **BUSINESS ACTIVITY**

1. In early 2018, Spencer Mackenzie's Fish House is planning to open a new location in the former Chuy's restaurant in Carmen Plaza.
2. GeoLinks (Camarillo Ranch Rd) is utilizing its office to lure more employees to Camarillo. The telecommunications company hopes to triple its workforce (from 52 to 150) after doubling its revenue two years in a row. GeoLinks is located in the 38,000 sf former Zindagi (Zynga) Games building, which has an onsite gym, pool tables, a jukebox, and arcade games. The company rebranded itself in June from California International, and is now listed as the sixth fastest growing company (among 50) in the Tri-Counties, according to the *Pacific Coast Business Times*. GeoLinks provides clear fiber, hosted voice, flex fiber-optic, and Ethernet/copper (T1, DSL, and EOC) services. The company plans to offer initiatives to area universities, as well as Thomas Aquinas College.
3. Semtech (Flynn Rd) has completed a partnership with a Chinese bike-sharing company, Ofo, for use of the Internet of Things technology (LoRa) on the bikes. The LoRa system can track the bikes in remote regions, or in densely populated construction areas. Ofo provides bike-sharing in 180 cities worldwide.
4. In conjunction with the FBI, Oasis Technology (Daily Dr) is hosting a cyber security seminar at the Marriott Courtyard on November 14 (7:30 am). Oasis and the FBI's Ventura County task force will discuss ways to protect customer data, intellectual property, and finances. Oasis is involved in a nationwide rollout of its Titan anti-piracy product. During a one-year period, the Titan successfully blocked over 22 billion hack attempts at 23 locations.

5. Last month, Salem Media (Santa Rosa Rd) launched an urban gospel radio station in St. Louis. Salem is the nation's largest broadcaster and publisher of Christian and conservative content.
6. Of the 25 largest public companies in the Tri-Counties (ranked by market capital), two companies are in Camarillo. Semtech (#4) has \$2.5 billion, and revenue of \$544 million. Salem Media (#20) has \$169.8 million in capital, and \$274.3 million in revenue.
7. Marz Farms, which has its administrative offices on Camarillo Ranch Road, is one of the Tri-Counties largest agribusiness companies, with 500 employees. Founded in 1998, Marz is involved in berry farming and grocery sales.
8. Wal-Mart, which has a Neighborhood Market in Camarillo, is expecting to increase its e-commerce business by 40% (to \$11.5 billion). The company is also planning to add 1,000 online grocery sites, or twice the current number; e-commerce distribution centers have increased by 20% from a few years ago. Conversely, Wal-Mart plans to open fewer than 15 of its super centers in the U.S., while 35 such centers opened this year. However, there are plans to open 255 new standard-size stores internationally, focusing primarily in Mexico and China.
9. Ralphs is joining a number of retail chains that have partnered with the courier service Instacart to deliver groceries to customers' homes. The pilot program will begin in the Conejo and San Fernando Valleys during November, and delivery fees will start at \$5.99. Instacart is similar to Uber, though as a courier for retailers. Whole Foods, CVS, Gelson's, and Costco have already been using Instacart to deliver groceries.
10. Walgreens plans to close 600 of locations as part of its \$4.38 billion purchase of over 1,900 Rite Aid stores. The stores scheduled to close will mostly be under the Rite Aid name, and within close proximity to existing Walgreens.
11. Another notable brick & mortar retail problem involves Nordstrom. Nordstrom recently suspended efforts to take the company public after failing to find financing with favorable terms. Though considered a much respected, high-quality chain, like many retailers, Nordstrom is finding it difficult to impress investors/banks.
12. The VC Community Foundation has been ending the leases with a number of the non-profit groups that have been housed in the 53,000 sf building; the reason given is to attract for-profit companies as tenants. Among the groups that have had to relocate are the VC Housing Trust Fund and the VC Military Collaborative.



13. In October, the new 24-hour information touchscreen was installed at the visitor's kiosk located in the Premium Outlets.

14. Cavalia's *Odysseo* is scheduled to open on Nov. 11. The estimate is that 100,000 people will come to the shows, with 60% of the patrons from Ventura County, and 40% from Los Angeles and Santa Barbara Counties. Cavalia is spending over \$1 million to advertise the performances in Camarillo, and the shows could pump as much as \$7 million into the area economy. Additionally, the

Camarillo Hotel & Tourism Association was approved for \$40,000 from the Ventura County Lodging Association to promote Cavalia.

15. Unfortunately, the opening of the Cavalia shows coincides with the conversion of the former Holiday Inn Express to a Fairfield Inn, as well as renovations to both of Camarillo's Marriott Hotels. As a result, some 2,700 room nights for Cavalia personnel have gone to the Oxnard Marriott Hotels. A number of the Cavalia staff may stay at the Camarillo Good Nite Inn, which is less expensive.
16. Though Safire (Santa Rosa Rd) has closed, it may be reopening during the holidays. The restaurant owner is working with the property owner on a plan to reopen and take advantage of the Cavalia shows and other holiday events.

## MISCELLANEOUS

1. The Mandalay Generating Station in Oxnard is scheduled to be decommissioned by the end of the year. The contract between the plant owner, GenOn, and SCE was not renewed. The natural gas plant is the site of the hotly contested Puente Power Plant proposal. Last month, an expensive inspection prompted the company to file a notice with the PUC stating its intent to shut down the plant.
2. The U.S. Bureau of Economic Analysis released a report on the economies of metropolitan statistical areas (MSAs) throughout the U.S. The information about Ventura County is a concern:
  - The County's -2.7% growth rate in 2016 ranks last among California's 26 MSAs. Only three other California MSAs were negative: Bakersfield/Kern Counties (-1.8%), Napa County (-0.8%), and Santa Maria/Santa Barbara Counties (-0.7%).
  - Ventura County's growth has ranked last in the last four years, and through 2016, has not benefitted significantly from the state's post-recession recovery.
  - On a national basis, the County's lack of growth for last year has resulted in a ranking of 357 out of the nation's 382 MSAs.
  - If there's a silver lining, the report addresses the direction in which the county appears to be moving, not its current situation. Despite slow growth, Ventura County is still the 60th largest MSA in the country, and a 2% drop in one of the strongest biotech sectors in the nation isn't critical.



# City of Camarillo

Department of Community Development

## MEMORANDUM

**DATE:** November 17, 2017  
**TO:** Economic Development Committee  
**FROM:** Joseph R. Vacca, Director of Community Development  
**SUBJECT:** **ECONOMIC DEVELOPMENT-RELATED ACTIVITIES**

The Department of Community Development (Current & Advance Planning, Building & Safety, Code Compliance, Housing, and Community Development Block Grant (CDBG)), is often a first stop for many developers and business people, as they start the process of investing in Camarillo.

Community Development Department staff often provide a significant amount of information and direction to real estate brokers, investors, and business owners long before an application is filed for development or tenant improvements. These pre-submittal meetings often ensure a proposed project's success in order to address potential concerns that may arise during the development process.

City staff also assists businesses seeking to locate in Camarillo or expand by providing guidance and working with the business to obtain necessary permits in a timely manner. Community Development staff often works with applicants to find solutions to zoning requirements in order to ensure compliance and give special consideration when a unique use is being proposed. Since the last report, staff has assisted in the following projects and programs.

1. **Camarillo Children's Dental Group** – is a children's dental office that is currently located at 3687 Las Posas Road, Suite 180. The dental office will be relocating to a 4,445 square-foot office space at 4043 Mission Oaks Boulevard, Suite A&B, within the Creekside Executive Center. The Community Development Department worked with the management company of Creekside Executive Center to verify that adequate parking would be provided for the dental office prior to Camarillo Children's Dental Group acquiring the property. Staff reviewed the parking analysis for the business center and confirmed that sufficient parking is available to accommodate the dental office. The dental office is expected to relocate to its new location in the Creekside Executive Center by July 2018 after completing interior tenant improvements for the suite. The company will employ twenty people at the new location.



2. **KO Studios** – is a boxing and functional fitness studio that specializes in small group classes. The fitness and boxing classes will have a maximum of eight clients per class. KO Studios has an existing studio located in the City of Agoura Hills and the Camarillo location will be its second location. The boxing and fitness studio leases 1,800 square-foot suite, located at 302 Lantana Street, Suite 39 within the Paseo Camarillo Shopping Center. The Community Development Department worked with the business to verify adequate parking would be available for the use. The business will employ four people.



3. **Rock & Roll Pizza** – is a restaurant that specializes in a large variety of pizza pies and sandwiches. The restaurant subleases an 800 square-foot space, located at 305 Arneill Road, within Harley's Camarillo Bowling Alley in the Ponderosa Shopping Center. The Community Development Department was approached by Rock & Roll Pizza in September with preliminary plans for new building signage. Staff worked with the business by allowing the business, which subleases space from the bowling alley to have its own wall identification signs on the westerly and southerly sides of the bowling alley building. The restaurant employs two people.



**Planning Division staff provided routine assistance to the following businesses to ensure a smooth permitting process for establishing their businesses:**

4. **SCDiving Inc.**- is a scuba diving business that offers scuba diving classes, services, and instructions. The store also includes the sale of scuba diving equipment and accessories. SCDiving Inc. leases a 1,300 square-foot space, located at 575 Dawson Drive, Suites 9 & 10, within the Dawson Drive industrial area. The business employs four people.



5. **Ben Sherman USA** – is a men's retail clothing and accessories store. The business leases a 2,414 square-foot retail space, located at 740 Ventura Boulevard, Suite 512, within the Main Court of the Camarillo Premium Outlets and employs twelve people.



6. **Shoe Palace Corporation** – is a shoe store for men, women, and children, located at 740 Ventura Boulevard, Suite 1016, within the Fashion Court of the Camarillo Premium Outlets. The shoe store leases a 3,190 square-foot suite and employs twelve people.



7. **Attention to Detail Moving** – is a moving company that provides commercial and residential moving services. The company also provides packing, storage, and moving consultations to clients. The business operates in 31 cities in Southern California and



leases a 10,000 square-foot building, located at 1151 Avenida Acaso within the Flynn Industrial area. The moving business includes the use of 6 moving vehicles and employs 35 people.

8. **The California Transmission Supply Company, LLC** – specializes in retail and internet sales of Audi, BMW, Hyundai, Jaguar, Land Rover, and Maserati vehicle transmissions parts.

The business leases a 300 square-foot retail store located at 3115 Arneill Road, Suite 205, within the Ponderosa Shopping Center and employs one person.



9. **Spirit Halloween** – is a Halloween retail store that sells a wide variety of Halloween costumes for children, men, and women. The store also sells a large selection of Halloween home decorations. For the fifth consecutive year, Spirit Halloween leased a 7,000 square-foot suite, located at 415 Carmen Drive within the Carmen Plaza shopping center. The business employs twelve people.



10. **Vilena Baranova Agency** – is an insurance agency that specializes in personal, home, and auto insurance, located at 215 E. Daily Drive, Suite 16, within the Camarillo Inn Plaza. The business leases a 1,100 square-foot suite and employs one person.

11. **360 Nutrition Consulting** – specializes in providing nutritional consultations to clients. The nutritional consulting office leases an 800 square-foot office, located at 400 Mobil Avenue, Suite D-27 and employs one person.



12. **H&H Tax Co.** – is a tax preparation service company that leases a 514 square-foot office space, located at 350 Lantana Street, Suite 214, within the Paseo Camarillo shopping center. The business employs two people.



13. **Realty Executives** – is a real estate business that specializes in working with first time home buyers, home owners and investors. The business leases a 700 square-foot office, located at 2310 East Ponderosa Drive, Suite 21 and employs one person.



14. **Freedom Park Arena** – is an existing hockey and skating rink that was previously operated by Pleasant Valley Recreation and Park District. The arena is now operated by a non-profit organization, Amateur Athletic Union of the United States, Inc. The non-profit organization leases an existing 160 square-foot building for office use. The arena is located within Freedom Park at 528 Freedom Park Drive within the Airport Industrial area. The business has 6 volunteers and employs one person.



15. **Digital Dummies Computer Service** – is a Mac and PC repair service company that specializes in computer repair and remote support. Services include troubleshooting, virus removal, component replacement and upgrades. The business leases a 271 square-foot space, located at 295 Mobil Avenue, Suite 4 and employs one person.



16. **ARS (Automotive Re-marketing Specialist)** – is an automotive sales office that specializes in obtaining cars at auctions and re-selling to other dealers at auto auctions. The office is used solely for office work and no cars will be stored at the location. The business leases a 2,000 square-foot unit, located at 725 West Ventura Blvd, Suite 3, within the Camarillo Airport Industrial Center and employs one person.



17. **Mission Oaks Tax and Accounting, Inc.** – provides personalized service in accounting, bookkeeping and tax planning to individuals and businesses. The business operates from a 3,367 square-foot space leased at 1320 Flynn Road, Suites 302 and 301 and employs eight people.



18. **Valenzano Insurance Services** – specializes in providing health, dental, life, vision, long term, and disability insurance to individuals and businesses. The insurance office leases a 714 square-foot space, located at 340 Rosewood Avenue, Suite G and employs three people.

19. **KS Creative Design** – specializes in graphic design, advertisements, branding, marketing, and logo design. The company operates from a 270 square-foot space leased at 323 Mobil Avenue, Suite 16 and employs one person.



20. **Mike's Farm Labor Inc.** – is a farm labor contractor that operates from a 2,142 square-foot office space leased at 3211 Corte Malpaso Court, within the Flynn Industrial Park. The business provides accounting services for farm labor contractors from the office and employs two people.



21. **Tifa Chocolate and Gelato** – is a dessert café that produces hand crafted gelato and offers artisan chocolate sourced from around the world. The café currently has stores in Agoura Hills and Westlake Village and the Camarillo location will be its third store. The business will operate from a 2,064 square-foot retail space leased at 620 Las Posas Road within Las Posas Plaza Shopping center. The suite was previously occupied by Earl Joseph Shoes. The company employs two people.



22. **WIP Communications, Inc.** – is a full service communications company providing design, implementation, and service for voice and data networks. The office operates from a 1,500 square-foot office space leased at 816 Via Alondra. The company employs three people.



23. **Special Event Permits Issued – Filming**

- A. **Event Name:** Noah and Allie  
**Company:** NZK Production  
**Location:** 855 Aviation Drive, Las Posas Road, Pleasant Valley Rd, and Airport Way  
**Attended:** 20 crew; 2 talent, & 4 support vehicles  
**Date(s):** 9/23/17 & 9/27/17
- B. **Event Name:** Temecula Road  
**Company:** Simian Design  
**Location:** 455 Aviation Drive  
**Attended:** 20 crew; 3 talent  
**Date(s):** 9/27/17

19. **Special Event Permits Issued – General**

- A. **Event Name:** 9/11 - Never Forget  
**Event Date:** 9/11/2017  
**Company:** Wyatt Germaine  
**Location:** Corner of Las Posas / Fieldgate Dr  
**Attended:** Flag display only, no attendees
- B. **Event Name:** Aire Grand Opening  
**Event Date:** 9/23/2017  
**Company:** Comstock Homes  
**Location:** 631 Pioneer St  
**Attended:** 50 people anticipated, 3 staff/volunteers

**Economic Development-Related Activities**

**November 17, 2017**

**Page 6 of 7**

- C. Event Name:** Bike Night  
**Event Date:** 9/22/2017  
**Company:** Ventura Harley- Davidson  
**Location:** 1326 Del Norte Rd  
**Attended:** 150 anticipated attendees
- D. Event Name:** BYU Alumni Association Scholarship Stride  
**Event Date:** 9/4/2017  
**Company:** BYU Alumni Association  
**Location:** PVRPD Fields Sports Park  
**Attended:** 200 anticipated attendees; 20 staff/volunteers
- E. Event Name:** Camarillo Arts Council Summer Events in the Park  
**Event Date:** 9/9/2017  
**Company:** Camarillo Arts Council  
**Location:** Constitution Park, 601 Carmen Drive  
**Attended:** 7,000 for concerts and 1,000 for movies
- F. Event Name:** Camarillo Mattress Parking Lot Sales  
**Event Date:** 9/1/2017  
**Company:** Camarillo Mattress  
**Location:** 2177 Pickwick Drive  
**Attended:** 100 anticipated attendees
- G. Event Name:** Camarillo Ranch Throwback Thursday Food Truck Festival  
**Event Date:** 9/28/2017  
**Company:** Camarillo Ranch Foundation  
**Location:** Camarillo Ranch, 201 Camarillo Ranch Rd  
**Attended:** 1,500 anticipated attendees; 10 staff
- H. Event Name:** Chili Cook-Off  
**Event Date:** 9/3/2017  
**Company:** Camarillo Chamber of Commerce  
**Location:** 201 Camarillo Ranch Rd  
**Attended:** 1,500 anticipated to attend; 70 staff/volunteers
- I. Event Name:** First Responders Appreciation Day  
**Event Date:** 9/24/2017  
**Company:** Horizon Baptist Church  
**Location:** Bob Kildee Park  
**Attended:** 200 people anticipated, 30 staff/volunteers
- J. Event Name:** Gamut Artist Showcase  
**Event Date:** 9/2/2017  
**Company:** Studio Channel Islands  
**Location:** 2222 Ventura Blvd  
**Attended:** 50-80 anticipated attendees
- K. Event Name:** Hansen 4-H Lamb Project  
**Event Date:** 9/1/2017  
**Company:** 4-H Animal Project - Hansen  
**Location:** 2361 Parkway Dr
- L. Event Name:** Hogs for Dogs Poker Run  
**Event Date:** 10/14/2017

**Economic Development-Related Activities**

**November 17, 2017**

**Page 7 of 7**

**Company:** Ventura Harley Davidson  
**Location:** 1326 Del Norte Rd  
**Attended:** 200 anticipated to attend; 35 staff/volunteers

**M. Event Name:** Hook 4-H - Lamb Project  
**Event Date:** 9/1/2017  
**Company:** 4-H Animal Project - Hook  
**Location:** 1704 Marco Dr

**N. Event Name:** Las Colinas Middle School Cross Country Meet  
**Event Date:** 10/26/2017  
**Company:** Pleasant Valley School District  
**Location:** Canyon "F"  
**Attended:** 120 anticipated, 20 staff/volunteers

**O. Event Name:** Rug Event  
**Event Date:** 9/3/2017  
**Company:** Home Depot  
**Location:** 401 W Ventura Blvd  
**Attended:** 100 people a day anticipated; 8 volunteer/staff daily

**P. Event Name:** St. Demetrios 40-Year Anniversary  
**Event Date:** 10/21/2017  
**Company:** Saint Demetrios Greek Orthodox Church  
**Location:** 5575 Santa Rosa Rd  
**Attended:** 500 people anticipated, 50 staff/volunteers

**Event Name:** Ventura County Out of the Darkness Community Walk  
**Event Date:** 9/16/2017  
**Company:** American Foundation for Suicide Prevention  
**Location:** Constitution Park, 601 Carmen Dr  
**Attended:** 400 people



# City of Camarillo

Office of the City Manager

## MEMORANDUM

**DATE:** November 17, 2017

**TO:** Economic Development Committee

**FROM:** John Fraser, Sr. Management Analyst

**SUBJECT:** EDC – Additional Information Report

---

### ECONOMIC INDICATORS

1. Unemployment in Ventura County decreased from 5.3% in August to 4.7% in September; the figure a year ago was 5.4%. For California, the September unemployment rate was also 4.7%, compared to 5.2% from 2016. This is currently the lowest unemployment rate in California since 2006.
2. Eight of California's eleven industry sectors added a total of 57,100 jobs in September. The government sector had the largest increase with 27,000 jobs, followed by trade, transportation, and utilities, which was up 13,000 jobs. Three sectors reported job losses in September: professional and business services (-3,500 jobs), manufacturing (-1,300), and mining/logging (-100).
3. U.S. employers added 261,000 jobs in October as the economy recovered from the Southeast hurricanes in September. Unemployment declined to 4.1%, from 4.2% in September. This was the lowest national unemployment rate in nearly 17 years. U.S. unemployment has fallen sharply from 4.8% in January.
4. In addition to the lives lost, Hurricanes Harvey and Irma, combined, destroyed nearly one million cars, and damaged over 200,000 homes in Texas, as well as nearly every home in the Florida Keys. More than 20,000 homes were completely destroyed. Damage estimates for Hurricane Harvey range from \$65 to \$190 billion; consequently, Harvey could become the most expensive disaster in U.S. history. The damage from Hurricane Irma could cost from \$50 to \$100 billion.
5. The hurricanes interrupted 20-40% of U.S. refining capacity, and caused gasoline inventories to decline sharply, affecting prices. The Department of Energy released five million barrels of oil from the Strategic Petroleum Reserve to bolster supply.
6. According to the CLU Center for Economic Research, Ventura County has finally regained the number of jobs lost during the recession, though many of these are lower paying healthcare and hospitality positions. Additionally, the county grew in

population, so on a per capita basis, jobs are still lacking. Ventura County had a negative 2.7% gross domestic product in 2016, which was mainly due to the loss of almost \$1 billion of output in non-durable manufacturing.

7. The median home price in Ventura County is \$565,000, with prices having increased 4.1% over the past year. County home prices are expected to increase 2.3% in 2018. The median prices of homes currently listed is \$649,900 and sold is \$550,240.
8. Last month, the County's first Economic Vitality Strategic Plan was approved by the Board of Supervisors. The Plan is organized into six groups:
  - Protect the County's key assets for encouraging economic vitality.
  - Maximize workforce readiness.
  - Focus on key industries/clusters with high-quality employment opportunities.
  - Focus marketing/branding efforts on economic vitality.
  - Review infrastructure conditions and needs.
  - Address key threats to economic progress in Ventura County.
9. The Workforce Development Board is one of the partners on the P-20 Council, which is focused on education and career paths for students in Ventura County. The P-20 Council is working to bring together decision makers from education, business, government, and community organizations to education and career paths from pre-school through college and post-secondary/careers. The website is: <https://www.vcp20.org/join-us>.
10. Deckers, with a large storage/distribution presence on Mission Oaks Blvd, continues to have problems with investors at the corporate level. Marcato Capital Management is suing Deckers Brands to force changes to the company's board of directors. Deckers plans to leave Camarillo in November 2018 and relocate its distribution facilities to Lake Perris.
11. A CSUCI-based project that supports health and physical education teachers statewide has received \$361,000 annual funding from the Regents of the University of California to continue its work. The California Physical Education-Health Project is a collaborative network of physical fitness educators and classroom instructors dedicated to supporting K-12 physical education throughout California.
12. Cable channel programming fees have impacted TV viewing costs, which has increased the number of customers leaving cable for online or dish service; however, industry experts say there is still no threat of consumers leaving broadband in significant numbers. Overall, cable/broadband pricing is up around 12% this year (compared to 2016), at an average price of \$66 a month. Despite this, over 90% of cable/broadband customers surveyed said they weren't likely to cancel their service.

13. For many years, Sears was America's largest retailer, employing one out of every 204 working people in the country. Since 2012, Sears has closed more than half of its stores nationwide. The former Canadian division of Sears is closing all of its stores. The closings in Canada are a blow to Sears Holdings CEO Eddie Lampert, who owned as much as 45% of Sears Canada. Lampert has put hundreds of millions of his personal fortune into the U.S. operation of Sears to turn things around. Sears Canada was operating around 200 Sears, Sears-Home, outlets, and other types of stores.
14. A new trend is emerging in retail centers: more public spaces. Designers and developers are proposing open areas and entertainment attractions to draw shoppers, increase their length of stay, and encourage repeat visits. Some industry experts are touting public spaces as retail's new anchors, primarily because they do increase foot traffic. Many developers are investing in top-of-the-line attractions like fountains, themed environments, urban gardens, and other amenities.

At the Legacy West Center in Plano, Texas, a large show fountain helped the center's public space become the main attraction of a \$3 billion mixed-use project. The fountain is integrated into an outdoor entertainment area that attracts thousands of visitors each week for scheduled shows that infuse music and lights into the performance. These attractions often pay for themselves within months.

## **LEGISLATIVE**

1. On November 1, California's new gas tax took effect, with gas prices increasing by 12-cents per gallon, and diesel prices going up 16-cents per gallon. The controversial transportation bill is expected to raise \$52 million over the next decade for major improvements in public transit and infrastructure, including improving all highways to a level of good or fair condition by the end of 2027.
2. Federal trade officials are recommending that the Trump Administration impose an import tariff of as much as 35% on solar panels to protect U.S. companies from low-cost imports. The recommendation came after two American companies, Solar World Americas and Suniva, Inc., petitioned the International Trade Commission for a tariff. However, the issue has divided the solar industry, with some panel makers backing a tariff, and others claiming it will increase costs for consumers and affect product demand. Over the past decade, a glut of cheap solar panels, many from China, have had a significant impact on the U.S. market.