

2000 Annual Report Executive Summary

City of Watsonville Enterprise Community

Over the past year, many exciting gains have been attained by the Watsonville Enterprise Community in its efforts to advance the economic and social vitality of the community. The following examples illustrate these advances:

Benchmark #1: Enterprise Community Youth Network Job Training Program (ECYN)

During FY 1999-00, the ECYN placed 34 youth in on- the-job training and work experience program.

As of December 2000, 24 of these youth completed their 1000 hour work contract at their training site, and were hired as permanent employees by their employer. This represents 70% permanent placement rate. Some of these participants are receiving full health benefits and wages higher than \$7.00 an hour.

ECYN Computer/Homework Center

In response to the high demand for access to technology, in March of 2000, the Computer Center completed its expansion. A total of 24 computers are now being used by the community on a daily basis. Within the first ten months of operation the number of total sign-ins increased by 95%, from 7,141 prior to expansion to 13,933 after the expansion. (Data comparisons were made between two periods, March 1999 to December 1999 and March 2000 to December 2000).

Successful Implementation of the Retail Readiness Program

On Saturday, July 29, 2000, Congressman Sam Farr, Retail Partners and family members came together to honor the last graduating class of the Retail Readiness Program in a most festive graduation ceremony held at the courtyard Plaza Vigil Incubator Project. After two years of operation and serving 168 community residents, the Retail Readiness Program has come to an end. The program effectively established a pool of trained and experienced retail workers for local businesses. Seventy-five percent of the program graduates have gone on to successfully secure employment and are earning an average salary of \$7.20.

Benchmark #3: Micro-Loan Fund (Business Booster Program)

The Business Booster Program is a loan guarantee program. The City guarantees up to 8% of land principal. The loans are available to assist existing small "near bankable" businesses with working capita, equipment purchase and business expansion. To date, 27 loans have been provided to local businesses, representing \$1,124,018 in funds distributed. Loans provided ranged between \$15,000 to \$50,000 with the average amount granted at \$40,000. A total of \$473,790 remains available to assist local merchants.

Benchmark #4: Facade Improvement Program

To date, eleven downtown businesses have received low interest loans to upgrade their store fronts and five have received loans for signage improvements. Businesses may receive up to \$10,000 per store front facade and up to \$5,000 per store front for signs. The total funding designated for the facade and signage improvements during FY 1999-00 was \$495,375, and to date \$299,176 (60% of funds) has been loaned to businesses in the Central Business Improvement District. Funding for the program during

FY1999-00 came from local Measure E (\$60,000) and the Watsonville Redevelopment Agency (\$375,000).

Other downtown economic development projects include: 1) completion of Paseo Plaza which now provides improved parking and pedestrian access and trash collection for businesses located on 400 block of Main Street; 2) the implementation of the Westside Industrial Land Use Study and Foreign Trade Zone Feasibility Study.

Background on Westside Industrial Land Use Study and Foreign Trade Zone Feasibility Study. In 2000, the City received a planning grant in the amount of \$100,000 from the Economic Development Administration (EDA) to develop and implement two studies—the Westside Industrial Land Use Study and a Foreign Trade Zone Feasibility Study. The EDA grant was matched with \$25,000 from the Watsonville Redevelopment Agency. These studies will provide valuable data that will enable the Enterprise Community to develop a strategy that will build a more diverse, stable economic base, increase job creation, and intensify the usage of the City's limited inventory of industrial property.

Two independent firms have been contracted to work with the City to develop and implement the studies—Economic and Planning Systems (EPS) will focus on the Westside Industrial Land Use Study and IMS Worldwide will assist with the Foreign Trade Zone Feasibility Study. The marketing study for the Westside Industrial Land Use Study is under way and is expected to be completed by March 2001. The Foreign Trade Zone Feasibility Study is expected to be completed by May 2001.

Benchmark #5: Establish a Small Business Incubator

During 2000, five additional businesses opened at the Plaza Vigil Incubator Project. These new businesses included a produce market, shoe store, natural foods, toys store and a Mexican curio shop for a total of 15 businesses operating at the Plaza Vigil Incubator Project. Five businesses are in their third to fourth year of operation, five are in their second year and five businesses have been in operation for less than eight months. Gross sales generated during 2000 were \$735,000. A total of 21 jobs were retained and 15 jobs created.

One of the businesses, the "In the Spotlight Trophy Shop" has moved to a new location in the City. Prior to its move, the trophy shop served as a training site for eight Enterprise Community youth. This project was funded by a Rural Business Enterprise Grant in the amount of \$42,000. The project began in April 1999 and ended on September 2000. The youth received 200 hours of training in the areas of customer service, marketing, sales, inventory, finances and computer engraving. Three youth were subsequently hired to complete a 500-hour work contract.

After four years at the incubator, "Taqueria La Fuente" opened a second location which they eventually sold after less than one year of operation. Moreover, after two years at the incubator, "Picadilly's Pizza and Café" opened an additional site at Cabrillo College.

Benchmark #12: Housing Rehabilitation

The Housing Rehabilitation Loan Program, funded by Community Development Block Grants, provides low interest financing to rehabilitate houses for low and very low income families, either owner occupied or rental properties. Loans may be used to correct violations of health and safety standards, structural deficiencies, including seismic upgrade, and correcting building and code violations. To date, 31 loans have been provided for rehabilitation of 41 units. Seventeen of these loans have rehabilitated 22 units in the Enterprise Community. A total of \$1,556,222 has been distributed and \$389,095 remains

available to loan.

Benchmark #13: First Time Home Buyer Program

To date, 204 loans totaling \$4,039,000 have been granted to Watsonville residents through the First Time Home Buyer Program. Loans ranged from \$33,000 to \$55,000 with the average home loan at \$44,000. Five loans were provided to families residing in the Enterprise Community area, thus a total of 46 Enterprise Community families have benefitted from the program.

Benchmark #14: Establish Ramsay Park Youth Center

The Ramsay Park Center provides numerous recreational and enrichment programs and activities for youth and their families throughout the year including late night lock in dances, youth cooking classes, arts & crafts, field trips, sports, Tae-Bo and Salsa Aerobics classes, women's weight training and self-defense classes, and cultural celebrations. During the summer months, special outdoor programs are offered such as swimming, football and soccer tournaments. This past year, the average daily attendance at the Center was 76 and there are currently 650 registered users accessing the facility.

Center Advisory Councils.

The programs and activities offered at the Center are developed as a direct response to requests from the community. Currently, two community advisory bodies serve this role, the Adult Advisory Council and the Youth Advisory Council are instrumental in providing valuable input on program development and evaluation, conducting outreach to recruit new Center participants, fundraising, and volunteering to assist with Center activities. Meetings are held monthly and both councils work effectively and collaboratively to support staff in enhancing the programs offered for the community. In addition, council members have attained a strong sense of ownership and commitment to the Center. Each Advisory Council consists of 15 members and are predominately low-income Latino residents residing in the Enterprise Community.

Highlights of Special Events.

Some of the unique and special events held this past year at the Center which garnered increased participation and support by the community included:

Summer Lunch Program. A Summer Lunch Program sponsored by the United States Department of Agriculture through the State Department of Education was offered at Ramsay Park Youth Center from June 19, 1999 to August 11, 2000. Approximately, 340 lunches were served daily. During the program period, a total of 2,400 lunches were served to eligible children. The Summer Lunch Program was beneficial in that ensured that children of working parents received a daily nutritious meal during the Summer.

Community Blossoms. In recognition of Disability Awareness Month in October 2000, a "Community Blossoms Planting Day" was held and provided Center participants, children with special needs and their parents the opportunity to create a garden, obtain information regarding resources available throughout the community, make creative and fun crafts and enjoy a wonderful picnic meal in an festive and welcoming environment. The event was co-sponsored by Pajaro Valley Unified School District Special Services.

Neighborhood Posada. The cultural richness and pride of the Watsonville community was exhibited

during the "Neighborhood Posadas" celebration. The Center partnered with residents, community organizations and other recreation centers to offer the first city-wide "Neighborhood Posadas." A total of six traditional "posadas" were held throughout the City during December 17 to 22nd. The "posadas are a re-enactment of Mexico's most festive and colorful Christmas celebration which commemorates the time it took Mary and Joseph to travel from Nazareth to Bethlehem. Following each candle-lit procession families enjoyed delicious traditional dishes prepared by community volunteers—tamales, pozóle hot chocolate, and buñelos. Attendance at each of the posada processions ranged from 85 to 350 individuals. The "Neighborhood Posadas" received extensive coverage by the local media and were well received by the community at large.

Community Forum. In December 2000, a community forum was held at the Ramsay Youth Center inviting neighborhood residents to share their ideas for improving programs and activities offered as well as new programming they would like to see implemented. Although only fifteen attended, those present actively participated and provided valuable feedback. Participants also had the opportunity to interact with City Council members present as well as with staff from various City Departments. A follow-up community meeting is scheduled for February 2001 and a larger number of residents are anticipated to attend.

Facility use by community-based organizations.

Over 30 community groups and organizations utilized the Center for meetings, training's and special activities throughout the year. Such groups included neighborhood schools, a violence prevention organization, soccer teams, community migrant health clinic, a teen club, skateboard club., alcohol and drug treatment and support groups and parent groups.

Benchmark #15: Increase Number of Youth Served Through

BASTA Program

Since its inception in 1992, BASTA (Broad-based Apprehension, Suppression, Treatment and Alternatives) has strived to successfully identify and intervene with gang members while providing support to at-risk youth and their families to prevent future gang involvement. The Program is a partnership with Watsonville Police Department, Santa Cruz County Sheriffs Department, Santa Cruz County, District Attorney, Santa Cruz County Probation Department, Fenix Services, Inc., Pajaro Valley Unified School District, Pajaro Valley Prevention and Student Assistance, Inc. and the Enterprise Community.

The Enterprise Community is responsible for providing BASTA youth with recreational, graffiti abatement, job search assistance and referral, support services and community service activities.

The following highlights some of the accomplishments this past year:

Recreational Activities:

From January, 1, 2000 to December 31, 2000, youth participated in a total of 25 recreational field trips and/or activities. An average of 7 youth attended these activities. The activities included: deep sea fishing trip, Great America, attending the San Francisco Giants and the Oakland A's games, hiking trip, playing basketball, and bowling.

Monthly computer training sessions have been incorporated in the recreational and educational activities

available to youth.

Graffiti Abatement Activities:

Since January 2000, 24 youth and "curfew" youth have participated in graffiti removal and litter abatement activities. A total of 24 graffiti clean-ups were conducted throughout the community.

Ace Hardware donated over 100 gallons of paint for graffiti clean-ups.

Support Services:

Home visits were established so that staff could become more familiar with the youths' home environment and to provide information to family members regarding BASTA services. Both staff from Fenix and the BASTA Specialist jointly conduct the home visits.

Weekly visits to Juvenile Hall have been established to provide support to youth in detention. 15 youth have been visited while in detention.

Drop-in hours have been established for youth to meet with the BASTA Specialist to check-in to discuss issues, obtain information and receive guidance and support. This is a new requirement which requires youth to meet with the BASTA Specialist once a month. To date, 3 youth have attended the monthly sessions.

Community Services:

From January 2000 to December 31, 2000, youth participated in 18 community service activities.

5 youth assisted the Neighborhood Services Division with the Census 2000 community effort. Youth distributed flyers door-to-door, attended Census Day activities. In addition, 2 youth were featured in a Census 2000 commercial aired on the local media stations.

7 youth assisted at the Annual Volunteer Recognition Awards held at the YWCA and 4 of the youth were presented with certificates of recognition by Mayor Oscar Rios at the event.

6 youth assisted as well as participated in the Neighborhood Development Conference. Youth attended two workshops, "Art & Culture" and "Successful Job Search".

4 youth served hot meals to the homeless at Dorothy's kitchen in Salinas.

Successes in Leveraging Funds for Enterprise Community Activities

All Enterprise Community Title XX grant funds are spent on youth through (Benchmark 1) the EC Youth Job Training Program and (Benchmark 14) After-school recreation programs at Ramsay Park Family Center. During 2000, the Enterprise Community has successfully leveraged \$1,321,946 in additional funding to finance existing benchmarks as well as other projects which benefit the Enterprise Community residents of all ages. Below is a list of the project, funding source and amount received.

ECYN Job Training Program \$5,000

Fees generated by providing Career Development Workshops for California Conservation Corps

ECYN Computer Center \$17,499
Microsoft Corporation (software donation)

Summer Student Web Page Design Project \$12,960

Santa Cruz County Community Foundation (\$10,690)

David Mills, Harbourton Enterprises 2,000)

21st Century Learning Center Grant \$128,000
US Department of Education/Pajaro Valley Unified School District

Regional Technology Information Project \$73,950
Latino Issues Forum

Watsonville Youthbuild Project \$892,537

Housing and Urban Development Department (\$300,000)

Watsonville Redevelopment Agency (\$592,537)

Westside Industrial Land Use Study and \$125,000/Foreign Trade Zone Feasibility Study

Economic Development Agency (\$100,000)

Watsonville Redevelopment Agency (\$25,000)

Enterprise Community Youth Network \$60,000
City of Watsonville General Fund

Watsonville Census Complete Count \$7,000
Community Education
State of California Complete Count Committee