

## **2001 Annual Report Executive Summary**

### **City of Watsonville Enterprise Community**

During calendar year 2001, the Watsonville Enterprise Community continued its efforts in furthering the economic opportunities and social virility of the community. The following are examples of these achievements: Benchmark #1: Enterprise Community Youth Network Job Training Program (ECYN) During calendar year 2001, ECYN enrolled 23 youth (these included Summer Job Training Program youth) in the job training and work experience program. Eighteen youth completed the program during this time period while the remaining five youth were still working towards reaching their established contract hours. Of the 18 youth who completed the program during 2001, 14 were permanently placed in jobs, a 78% permanent placement rate. In addition, 12 youth not eligible for the program were referred to local employers for job placement. A total of 4 orientation/ job training workshops were held throughout the year. The thirty-six youth who participated in the workshops were oriented on the goals of the ECYN Job Training program and were provided with training on how to improve their job-search skills. This included preparing effective resumes and participating in mock interviews. Summer ECYN Job Training Program For the second year, on June 20, 2001, ECYN implemented the Summer Job Training Program in order to address the lack of summer employment opportunities for youth residing in the Enterprise Community. This was particularly beneficial for youth who had little to no work experience and who were interested in learning new skills and in earning wages to augmenting their household income. In partnership with various local employers, nine 150-hour contracts were established. A total of 9 youth enrolled and successfully completed their 150-hour contracts prior to returning to school in mid August.

Successful Completion of Opportunity to Work Program: On June 30, 2001, the OTW Program completed its goal of training and providing a year of paid work experience to hire at-risk youth ages 18 to 25. During the four years the program was in existence, a total of 42 youth participated in the program.

Implementation of Youthbuild Watsonville Project: On July 18, 2001, Enterprise Community embarked on a new project known as the Youthbuild Watsonville Project to address the needs of out-of-school youth and provide them with construction training and work experience. This Project involves the partnership of the Enterprise community ECYN Job Training Program, Watsonville Redevelopment Agency, John Muir Charter School, Regional Occupational Program, the Santa Cruz County CareerWorks, the Northern California Carpenters Union, Santa Cruz Community Counseling Center's Si Se Puede Program and the State of California Conservation Corps. The ten-month project will train twenty youth ages 16-25 in construction who will assist in constructing three new townhouses. The Youthbuild Watsonville Project offers a comprehensive and integrated curriculum that will increase the academic, leadership and vocational skill level of trainees while increasing the availability of affordable housing in the City. This is the first time that the Enterprise Community has implemented a job training program that offers local youth an opportunity to earn their high school diploma or GED while learning construction skills to build affordable housing. Thus far, the Project has trained 28 young adults while providing them with paid on-the-job training, educational instruction, counseling and leadership development opportunities. An important achievement of the Project is as of December 2001, five youth received their high school diplomas and are currently enrolled in college. ECYN Computer/Homework Center Summer Student Web Page Design Program. For the fourth year, the ECYN Computer Center offered the Summer Student Web Page Design Program for young adults. On July 9, 2001, eight youth were hired to design web sites for the Watsonville Police and Fire Departments. The students were between the ages of 14-18 and four of the students were female and four were male. During the six-week program, the students worked an average of 20 hours per week

and earned \$6.41 an hour. This project was made possible by funding from the Enterprise Community and through revenue obtained from workshops provided to the State of California Conservation Corps youth crew members by ECYN Job Training Program staff.

**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 capital, equipment purchase and business expansion. During 2001, one loan was provided to a local plumbing business in the amount of \$50,000. To date, 28 loans have been provided to local businesses, representing \$1,174,018 in funds distributed. Loans ranged between \$15,000 to \$50,000 with the average amount granted at \$40,000. A total of \$423,790 remains available to assist local merchants.

**Benchmark #4: Facade Improvement Program:** To date, twelve downtown businesses have received low interest loans to upgrade their store fronts and five have received loans for signage improvements. No new sign loans were requested during 2001. Of the 17 businesses that have benefited from these two loan program 8 have been women-owned and minority businesses. During 2001, one facade loan was awarded in the amount of \$6,686. Businesses may receive up to \$10,000 per store front facade and up to \$5,000 per store front for signs. Funding in the amount of \$ 60,000 for the Sign Program during FY 2000-01 came from local Measure E and the Facade Improvement Program was funded in the amount of \$375,000 from the Watsonville Redevelopment Agency. The remaining balance in the Sign Program is \$100,000 and \$300,000 remains for the Facade Improvement Program for FY 2001-02.

**Benchmark #5: Establish a Small Business Incubator New Businesses During 2001,** two new businesses opened at the Plaza Vigil Incubator Project. These new businesses included Cellular City and RV Computers. Cellular City represents an expansion from a small business in Salinas. RV Computers moved from a weak retail location to Plaza Vigil and has since experienced a 20% growth in sales. In addition, RV Computers hired a youth from the Enterprise Community Youth Network Job Training Program. Currently, a total of 16 businesses are operating at the Plaza Vigil Incubator Project. Five businesses are in their third to fourth year of operation, seven are in their second year and four businesses have been in operation for one year or less. Two existing Plaza Vigil businesses, Picadilli’s Pizza and Glamour Cuts were sold to first-time business owners and will remain at Plaza Vigil. Additionally, El Pajaro Community Development Corporation assisted a non-profit Plaza Vigil office tenant, Matrix Consulting in expanding the business and purchasing a downtown location. Jobs Created/Saved A total of 17 new jobs were created during 2001 at businesses at Plaza Vigil; 10 full-time and 7 part-time and 44 jobs were saved as a result of businesses continuing to operate; 25 full-time and 19 part-time. Annualized Sales Gross sales generated during 2001 total \$715,000. Estimated annualized sales for Plaza Vigil merchants declined slightly from \$735,000 to \$715,000. El Pajaro Community Development Corporation (ELPCDC) is working with the Merchants’ Association to strengthen marketing in order to increase sales. ELPCDC does not have sales information from non-incubator tenants, however, it is estimated that tenant sales total more than 1 million per year. Technical Assistance & Support EPCDC provides individualized technical assistance to Plaza Vigil merchants in addressing challenges and for identifying opportunities to promote their businesses. In addition, ELPCDC provides periodic training workshops and support the Merchants’ Association. The Association meets monthly and serves as a forum for providing business training and for businesses owners to share marketing activities. The Small Business Development Center also co-sponsors forums and trainings which are attended by Plaza Vigil merchants. Other Business Development Assistance Provided. During 2001, the Central Coast Small Business Development Center (SBDC) provided Watsonville businesses with technical assistance and SBDC loans. Six businesses received loans totaling \$843,798. Approximately, 122 businesses participated in 13 workshops that were offered during the year and many of these businesses received a total of 988 hours of consultation services.

Benchmark #12: 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, 34 loans have been provided for rehabilitation of 46 units. Nineteen of these loans have rehabilitated 24 units in the Enterprise Community. A total of \$1,968,759 has been distributed. The Watsonville Redevelopment Agency secured a 2000 HOME Grant in the amount of \$1,500,000 to augment the remaining balance of \$222,867. Please note that \$750,000 of the 2000 HOME will be utilized to support the Small Business Booster Program. In addition, since many of the Housing Rehabilitation loans are provided to owner-occupied units, the Redevelopment Agency has allocated \$517,785 in Community Development Block Grant funds to support this aspect of the program. A total of \$1,490,652 remain available for loans.

Benchmark #13: First Time Home Buyer Program. To date, 228 loans totaling \$5,717,260 have been granted to Watsonville residents through the First Time Home Buyer Program. To date, seven loans have been provided to families residing in the Enterprise Community area and a total of 48 Enterprise Community families have benefited from the program. During 2001, twenty four loans were made, totaling \$1,678,260. Two of the 24 loans, totaling \$120,000, were for residents in the Enterprise Community. Loans ranged from \$33,000 to \$55,000 with the average home loan of \$44,000. In February 2002, the Watsonville Redevelopment Agency received notification that their 2001 HOME Grant for \$500,000 was awarded to extend the First Time Home Buyer Program and the Housing Rehafor FY 2002-03. Two New Home Buyer Assistance Programs implemented. The Watsonville Redevelopment Agency has implemented two new Programs–The Down Payment Assistance Program (DAP) and the Extra Credit Teacher’s Programs (ECT). These two programs are similar to the First Time Home Buyer Program with the exception that DAP has higher income limits and is for newly constructed homes and the ECT Program is for teachers from eligible schools. These new programs will further assist local residents in purchasing homes in Watsonville. Thus far, two loans totaling \$105,000 have been awarded in DAP and two loans totaling \$60,000 for the ECT Program.

Benchmark #14: Establish Ramsay Park Youth Center. The Ramsay Park Center provides a myriad of diverse recreational and enrichment programs for youth and their families throughout the year. These include late night lock in dances, youth cooking classes, sports, arts & crafts, field trips, Tae-Bo and Salsa Aerobics classes, women’s weight training and self- defense classes and cultural celebrations; During the summer months, special soccer tournaments. This past year, the average daily attendance at the Center was 105. Center Advisory Councils: The programs and activities offered at the Center are developed in direct response to requests from the community. Currently, two community advisory bodies serve this role, the Adult Advisory Council and the Youth Advisory Council. These councils provide invaluable 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 as well as seven other locations throughout the community. Ramsay Center staff took the lead role in administering the program at all sites. The Summer Lunch program began June 18th and ended August 10th. During the 39 days the program was in operation, a total of 12,731 lunches were served at eight sites city-wide. The summer lunch program provided lunches to youth 18 years of age and younger and recreational and educational activities were

also during the program. This year's summer lunch program was very successful in that it ensured that children of working parents received a daily nutritious lunch during the Summer.

**National Night Out:** An estimated, 250 residents attended the National Night Out anti-crime event held on August 7, 2001 to promote safety and a sense of community and collaboration. The event was held outdoors and included music, Tae Bo Class demonstration by Ramsay Center class participants, a safety walk for children, a women and teen self defense class, arts & crafts activities, a jump house and a neighborhood style barbeque. Children created a "Wishes/Milagros" mural which displayed their hopes of peace in the world. **Car Seat Installation Program:** In collaboration with AAA Auto Insurance, Salud Para La Gente (local migrant community clinic) and the Ramsay Center, a Car Seat Installation Program was held on October 3, 2001. One hundred low income families were pre-registered to receive free car seats. Prior to receiving a car seat, families participated in a workshop which provided education on the importance of car seats and child safety. The Watsonville Police Department and the City of San Jose Police Department assisted families in installing the car seats to ensure that they were properly installed and to teaching parents how to properly fastened their children. **Healthy Families, Strong Communities.** In observance of Domestic Violence Awareness Month, the Ramsay Center in collaboration with Defensa De Mujeres/Women's Crisis Support, a local non-profit domestic violence agency, hosted the "Healthy Families, Strong Communities" Fair on October 27, 2001. The fair offered a children's puppet show, a children's hand mural depicting that hands are not for hitting, self-defense classes, dance groups, a jump house, arts & crafts, community resources, non-violence pledge cards and great food. Approximately 250 residents received available community resource information available and participated in the special activities offered.

**Thanksgiving Community Celebration:** A Community Thanksgiving Dinner was held for over 450 residents on November 20, 2001. Over 37 community volunteers assisted in preparing turkeys, mashed potatoes, salads and desserts. Both the Youth and Adult Councils participated. Prior to dinner, a special meditation was offered by Minister Tom Alejo from Hope Ministries. Dinner was followed by the newly formed Ramsay Center Youth Folklorico Dancers and the established community White Hawk Aztec Dance Group. The community indeed came together and were generous with their time and good will. For example, a former center participant now living in Monterey County, forty five miles away, traveled to Watsonville with her family to volunteer.

**Neighborhood Posada:** The cultural richness 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 second annual city-wide Neighborhood Posadas. A total of five traditional "posadas" were held throughout the City during December 16 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. The Ramsay Center held its Posada on Sunday, December 16, 2001. Residents from the surrounding neighborhoods, Seneca Court, Pennsylvania and Starlight Apartments, took part in organizing the event. The Posada began with a candle-lit singing procession from Starlight apartments to Seneca Court with a final celebration at Ramsay Center. About 150 individuals welcomed the procession as it arrived at the Center. The Celebration continued indoors with a welcome and meditation read by Council member Ana Ventura Phares. A delicious tamale dinner was served, prizes were raffled and entertainment was provided by Ramsay Center folklorico dancers and the White Hawk Aztec dancers. Children had fun breaking the three beautiful pinatas. An estimated 450 residents attended. A total of 55 volunteers including representatives from the Ramsay Center Youth and Adult Councils, Club Latino (High School youth group) and Grupo Renacer (a support group with children with disabilities) were instrumental in the success of the Community Posadas. This year, the Posadas brought much pleasure and comfort to residents, particularly those who could not travel home to Mexico to join their families in celebrating the Posadas. Typically, during the winter months, migrant field workers return home to small pueblos in

Mexico. However, due to the tragic events of September 11, 2001 and the increased restrictions of travel of immigrants, many Mexican nationals were either not allowed to exit the Country or were fearful that they would not be allowed to return to Watsonville to resume working. Facility used by community-based organizations. Over 37 community groups and organizations utilized the Center for meetings, trainings 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, youth groups, high school clubs, dance groups, churches, parent groups, alcohol and drug treatment support groups.

Benchmark #15: Increase Number of Youth Served Through BASTA Program Successful Completion of Broad-based Apprehension and Suppression Treatment BASTA Program. After nine years of operation and serving youth offenders, the BASTA Program has ended. The program effectively offered approximately 589 youth with counseling, supportive services, participation in community service projects, graffiti abatement and neighborhood clean-ups, as well as, job search assistance and referral and recreational activities. The Enterprise Community is responsible for providing BASTA youth with recreational, graffiti abatement, job search assistance and referrals, support services and community service activities.

Benchmark #20: Establish a Youth Operated Business On January 23, 2002, youth enthusiastically welcomed the community to the “Net Café” at a most festive and gala grand opening. The Net Café, a state-of-the-art cyber café, offers the community, particularly youth, a vibrant colored and beautifully designed café adorned with Mexican mosaics. The Net Café provides youth a safe place to gather, drink coffee and access computers. The café features a full gourmet coffee bar, great food, and pastries, 13 modern computer stations, scanners, and color laser printers. Customers will be able to access high speed Internet while sipping a hot cup of cappuccino. The unique aspect of the Net Café is that it will provide up to 55 youth with on-the-job- training, paid work experience, skill development in the areas of small business management theory and practice, marketing, computer maintenance, computer technical support, customer service, food preparation and inventory control. This Net Café has been realized as a result of the partnership between several local agencies who have contributed their expertise, time and resources. The partners are:

- The Santa Cruz County Office of Education-Regional Occupational Program serve as the business owner and provides small business management course and has hired the business manager.
- El Pajaro Community Development Corporation is the lead entity in charge of the pre-development phase of the project and is acting as a fiscal agent for funds received by from the Santa Cruz County Human Resources Agency-CareerWorks Program.
- The Santa Cruz County Human Resources Agency provided \$300,000 for the project to assist with costs associated with pre-development phase and will assist with recruitment of trainees and provide staff support for grant writing.
- The Enterprise Community Youth Network Job Training Program serves as the fiscal agent for State funds in the amount of \$91,975 received through the U.S. Department of Agriculture Rural Business Enterprise Grants to support recruiting and hiring trainees. In addition, the ECYN Job Training staff will assist in facilitating project steering committee meetings and searching for additional funding sources. As of today, 35 youth have undergone training and participated in the design and set-up of the café, thus creating a most welcoming and friendly ambiance.