

2002 Annual Report Executive Summary

City of Watsonville Enterprise Community

During calendar year 2002, the Watsonville Enterprise Community continued its efforts in furthering the economic opportunities and social vitality of the community. The following are examples of these achievements: Benchmark #1: Enterprise Community Youth Network Job Training Program (ECYN). During the calendar year 2002, ECYN enrolled 18 youth (these included the Summer Job Training Program and Cyber Café Youth Run Business Project) Sixteen (16) of these youth completed the program during this period while the remaining 2 youth continued working towards completion of their contracts. Of these 16 youth, 4 were permanently placed in jobs, a 25% permanent placement rate, and 3 youth (19%) enrolled in higher education institutions. A total of 5 job search workshops were held throughout the year. A total of 30 youth participated in the workshops and received an orientation on the goals and objectives of the ECYN Job Training Program. All these youth received one-on-one coaching on job searches and resume writing. For the third consecutive year, the ECYN implemented a Summer Job Training Program, enhancing job opportunities available during the summer time for Enterprise Community eligible youth. Youth benefited from receiving 150 hours of on the job training, learning news skills and earning wages of \$7.00 per hour, thus, augmenting their household incomes. In partnership with local employers and the EC computer center various summer contracts were established. A total of 11 youth enrolled and successfully completed their 150-hour contracts prior to returning to school.

Successful implementation of the YouthBuild Watsonville Project: The YouthBuild Program served individuals 16-25 years of age with 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. YouthBuild Watsonville is a collaborative effort with five local partners: Enterprise Community ECYN Job Training Program, Watsonville Redevelopment Agency, John Muir Charter School, the Santa Cruz County CareerWorks and the California Conservation Corps. The purpose of the Youthbuild Watsonville Program is to assist disadvantaged young adults in completing their high school education, to provide them with construction and training as well as leadership skills to further their opportunities for gainful employment. The Project consists of three key components: 1) Educational and Job Training Services; 2) Leadership Training and Community Service, Counseling & Other Support Activities; 3) On-Site training through actual housing rehabilitation and/or new construction work. During 2002, the first year of the YouthBuild project was successfully completed. In addition, the second year of the program began offering continued opportunities for local low-income, at-risk youth to participate. The first year of the program was funded by Department of Housing and Urban Development. This program ended June 28, 2002 with approximately 23 YouthBuild graduates. Of those 23 graduates, 21 received their high school diplomas. During 2002, YouthBuild Watsonville youth completed three town homes on Airport Boulevard, which are designated for low-income housing, and assisted 34 participants in accomplishing their educational and job training objectives. 68% of the participants who enrolled in the program completed the 10-month construction-training program and received their high school diplomas. With the second YouthBuild program anticipated to begin August 2002, active recruitment took place during the summer months of June, July and August. The orientation was held August 5-8th where 24 eligible youth were selected to participate in the YouthBuild program. A total of 50 youth participated in the initial orientation. Two other orientations took place between September 11-13th and December 9-11th. During these orientations, another 8 youth were hired for a total of 29 youth enrolled. Of those 29 youth, 6 youth reside in the Enterprise Community. Thus far, the youth have been actively involved in the YouthBuild program framing one low-income house. More over, 100% of youth are on track to graduate with their high school diplomas in June 2003 when the second year will end. This second year of the YouthBuild program is funded by the Governor's 15

Percent Discretionary Fund and through a Rural Business Enterprise Grant from the U.S. Department of Agriculture. Initial partners have continue their involvement during this second year of the program.

ECYN Computer / Homework Center Summer Student Web Page Design Program: For the fifth year, the ECYN Computer Center offered the Summer Student Web Page Design Program. In June of 2002, fifteen youth were hired to design web sites for the City of Watsonville. The students were between the ages of 14-18 and five of the students were female and ten were male. During the six-week program, the students worked an average of 20 hours per week and earned \$6.75 an hour. The students completed web sites for the City of Watsonville Redevelopment and Housing Department, Monterey Bay Strawberry Festival, Spirit of Watsonville Celebration, and the Pajaro Valley Performing Arts Association. In addition, the students worked on the Fall Activity Guide for the Parks and Community Services Department. This project was made possible by funding from the Enterprise Community and through revenue obtained from the provision of Career Development workshops to the State of California Conservation Corps crew members by ECYN Job Training Program staff. The web sites developed by the students in the summer program can be accessed using the following addresses: Pajaro Valley Performing Arts Association <http://www.mellocenter.com>, City of Watsonville Redevelopment and Housing Program <http://www.ci.watsonville.ca.us/departments/hedd/rhddepartment2.html>, Spirit of Watsonville <http://www.spiritofwatsonville.com>, and the Award winning web site: Monterey Bay Strawberry Festival <http://www.mbsf.com>.

A new collaborative partnership was established to provide job training opportunities for youth The Enterprise Community entered in a new partnership named "SUEÑOS". In this partnership the Enterprise Community will provide Follow-up Services under the Workforce Investment Act (WIA) program during FY 2002-03 and 2003-04. SUEÑOS is composed of three main partners: Santa Cruz County Human Resources Agency-CareerWorks, providing work experience and work readiness skills to youth; Santa Cruz County Office of Education, in charge of the leadership development and enhancement of academic skills, and the City of Watsonville Enterprise Community, as the lead entity providing follow up services. These three partners have joined efforts to provide comprehensive job training, academic enhancement, mentorship, leadership and retention services to youth in Watsonville . The goal of SUEÑOS is to assist young people in obtaining the necessary academic, employment and life skill competencies that will enable them to become responsible and productive adults. The local Workforce Investment Board funds this program.

The Enterprise Community received a total of \$88,680 in funding to run the follow up component of this partnership. The follow up services consist of twelve months of follow up activities for WIA youth who have completed and exited the work-readiness skills and work experience component of the program. The follow up services consist of three main components: general assistance in career development, furthering educational opportunities and securing higher paying jobs. In addition, follow-up services will ensure the integration of leadership development opportunities throughout the different components of the programs. Thus far, 343 youth have been served and provided with follow-up services assisting them in finding meaningful employment opportunities and supporting them in staying engaged in school. The program serves individuals 14-21 years old who are Watsonville residents. It was initially estimated that this program would serve 177 youth annually. Performance goals are clearly defined allowing partners to efficiently measure the success of their component of the program. For the Enterprise Community, there are five specific goals established: · Younger Youth 14 –18: retention rate of 43% (remain enrolled in secondary or post secondary education). · Older Youth 19- 21: Employment retention rate of 74%, average earning gain after completion of the program \$2,544 and Credential rate set at 45%, which includes post secondary, vocational or military training. · Participants Customer Satisfaction 68%. Benchmark # 4: Façade Improvement Program

To date, 14 downtown businesses have received no interest loans to upgrade their storefronts and 8 have

received sign loans. Three sign loans were approved and funded during 2002 for a total of \$18,800. During 2002, two facade loans were awarded in the amount of \$39,900. Of those businesses that have benefited from these two loan programs, 8 have been women-owned or minority businesses. Businesses may receive up to \$40,000 per property for Façade improvements and up to \$10,000 per business for signs. The remaining balance in the Sign Loan Program is \$100,000 and \$350,000 remains for the Façade Improvement Loan Program for FY 2002-03.

Benchmark # 5: Establish a Small Business Incubator. **New Businesses:** During 2002, three new businesses opened at Plaza Vigil Incubator Project. These new businesses included La Bomba-Discos y Mas, El Quetzal Products and Nutri Natural. La Bomba Discos y Mas is a new start up music business operated by Leopoldo Rocha and his wife. Maria Peña, the owner of Mexican Dry Products located at Plaza Vigil, also operates el Quetzal Products. El Quetzal Products gives the owner the opportunity to expand the line of products not offered at the other store, such as fresh fruits and dairy products. Since the establishment of El Quetzal Products store, Maria Peña experienced a 51% growth in sales for both businesses combined. Nutri Natural is a small retail space that sells vitamins and natural products. Currently, a total of 16 businesses are operating at Plaza Vigil Business Incubator Project. Of the sixteen operational businesses, four businesses have completed six years of operation, one business has completed three years of operation and the remaining nine are undergoing their second year of operation. Two existing businesses at Plaza Vigil were sold to first time business owners and remain operational at Plaza Vigil. Sweet Petals Flower Shop and RV's Computers were the two businesses sold to new entrepreneurs. Plaza Vigil has maintained 100% occupancy rate for the past year, which is significant given the 8,900 square feet of retail space in the building.

Jobs Created/Saved: A total of 5 new jobs were created during 2002 at the business incubator project in Plaza Vigil. All these five jobs are full time jobs, totaling 42 jobs available at the Incubator Project. Overall, Plaza Vigil Incubator Project has been able to save a total of 37 jobs, as a result of these businesses continuing to operate; 20 full-time and 17 part-time positions.

Annualized Sales Gross sales generated during 2002 totaled \$1,115,000. Total annualized sales for Plaza Vigil increased by \$400,000, representing a 55% increase compared with the total sales from the previous year. The increase of sales is attributed to a better mix of products available for customers attracting more people to the building. In addition, marketing efforts and further training of the merchants in Plaza Vigil have aided the increase of sales, by 11.5% above the estimated annual gross sales for the business incubator calculated at \$1,000,000.

Technical Assistance & Support: During the year 2002, El Pajaro Community Development Corporation (EPCDC) provided one-on-one technical assistance to all merchants in Plaza Vigil. Additionally, EPCDC provided three-Business Plan training workshops for potential incubator tenants, training a total of 21 future business owners in Watsonville. EPCDC continues to provide support to business owners in the Incubator Project by using the monthly Merchant Association Meeting as a forum for trainings. EPCDC also continues to provide support and resources for merchants to market their business more efficiently.

In addition to managing Plaza Vigil Business Incubator, during 2002, EPCDC assisted 52 local businesses in the Pajaro Valley area. These businesses received business technical assistance in areas of finances, accounting, and business management. These businesses also received assistance in preparing loan packages that provided some of these businesses with loans to operate or expand operations totaling \$210,000 in small loans.

Benchmark #12: Housing Rehabilitation. The City and Redevelopment Agency of Watsonville have used a variety of funds to support the rehabilitation of housing for low and very low-income tenants and

owners. A larger portion of the Federal Community Development Block Grant is used to provide low-interest financing to rehabilitate houses for low and very low income 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. During the 2002 calendar year, 8 units were completed in the Enterprise Community and 2 units were completed in the nearby neighborhood. The City has secured a 2000 HOME Grant in the amount of \$1,500,000 to fund a Rental Rehabilitation Program. A total of \$1,490,652 remains available for loans. The Redevelopment Agency has funded a Rental Rehabilitation Program and has completed the first 2 units just outside the Enterprise Community and has begun construction on 2 units inside the Enterprise Community.

Benchmark #13: First Time Home Buyer Program. To date, 262 loans totaling \$9.1 million have been made to Watsonville residents through the First Time Home Buyer (FTHB) Program. During 2002, thirty-six loans, totaling \$3,170,000 were made. Eleven of these loans were for homes located in the Enterprise Community. The total value of the FTHB loans made in the Enterprise Community during 2002 was \$970,000. In April 2002, the California Department of Housing and Community Development (HCD) awarded \$600,000 in Farmworker Housing Grant funds to supplement the FTHB program.

Two New Home Buyer Assistance Programs were implemented. Watsonville implemented two new loan programs in 2001, 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. The ECT Program is for teachers from eligible schools and has higher income limits as well. These new programs will further assist local residents in purchasing homes in Watsonville. Thus far, six DAP loans totaling \$293,000 were made and two ETC loans totaling \$60,000 were made.

Benchmark # 14: Establish Ramsay Park Youth Center. The Ramsay Park Family Center provides enrichment programs as well as diverse recreational activities for youth and their families throughout the year. These include arts & crafts, Tae-Bo and Salsa aerobics classes, men and women's weight training and self-defense classes, late night lock in dances, youth cooking classes, sports, and cultural celebrations. During the summer months, special outdoor programs are offered such as swimming and soccer tournaments. This past year, the average daily attendance at the Center was 103 participants. Center Advisory Councils. The Ramsay Park Youth Council held monthly meetings with an average attendance of 8 youth. The Youth Council went on a variety of field trips, such as a three-day trip to Arroyo Seco. The youth learned to build campsites, and to cook for the very first time. Other field trips consisted of a movie at the Green Valley Cinema, and a trip to the Watsonville Sociedad Cultural Bilingue School Club presentation – Canta Sin Verguenza. The Youth Council held an assortment of fundraisers, car washes, and the snack bar at the monthly youth dances. The Adult Council/United Parents Project/Proyecto Padres Unidos meet on a quarterly basis. The Adult Council/Proyecto Padres Unidos helped support the variety of activities that the Youth Council were involved in. The Adult Council/Proyecto Padres Unidos helped in the development of the Posadas, such as selling tamales as a fund-raising activity. Both the Youth Council and the Adult Council provide invaluable feedback and leadership for programming conducted at Ramsay Park. The councils have demonstrated a strong commitment to develop successful activities at Ramsay Park benefiting the community as a whole and directly impacting the Enterprise Community area by offering recreation and after school activities for its residents.

Highlights of Special Events: Special events held this past year at the Center that increased participation and were supported by the community includ: Dia de Los Ninos. This event was held at the Watsonville Plaza on April 28, 2002 and was a complete success. Ramsay Park staff worked in conjunction with staff members of other recreation centers of the city to coordinate this department wide event. There was an estimate of over 3000 children, adults and parents in attendance. It was a great day of performances

and food for all in celebration of the Day of the Child. National Night Out. This event was held on August 6, 2002. Over 80 youth participated in the National Night Out, which was a complete success. Everyone enjoyed an assortment of games, arts and crafts, as well as food. All participants learned about City rules, street safety, home safety and how to be drug free. All joined in a Safety Walk with real life scenarios prepared by the Youth Council. The event ended with a presentation from the Police Department and a movie.

A Summer Lunch Program sponsored by the United States Department of Agriculture through the State Department of Education was offered at Ramsay Park Center as well as in 3 other sites. A one-week Recreation Leadership Summer Training was provided for staff to review the program, site operations, record keeping and other policies. The Parks & Community Services Department hosted a total of four locations for the summer lunch program; Ramsay Park Family Center, Gene Hoularis & Waldo Rodriguez Youth Center, Marinovich Park Community Center, and Callaghan Park. Three of these sites were in the Enterprise Community Area. Hundreds of children received lunches Monday through Friday from June 24 to August 16. Over 6000 lunches were served to Watsonville youth. The program was a complete success in each recreation center. Children ages 1-18 received a complete and balanced lunch.

Neighborhood Posada. Ramsay Park in collaboration with Defensa de Mujeres/Womens Crisis Support held the annual Las Posadas Celebration on December 20, 2002 at Ramsay Park. Due to poor weather conditions the procession was called off, however the event had a successful turn out of approximately 200 people. Participants enjoyed eating pozole, sweet bread and hot chocolate. Various arts and crafts activities were sponsored by local community agencies; Defensa de Mujeres/Women's Crisis Support, Survivor's Healing Center, YCORP, Watsonville Public Library, Pajaro Valley Arts Council, NAACP and the Parks and Community Services Department. Performances by Salsa Rueda, Juventud Latina Genesis and mariachi Sonora, as well as piñatas, and a tamale cook-off were special addition to the festivities. Healthy Families, Strong Communities. Ramsay Park co-sponsored the Defensa de Mujeres Domestic Violence Awareness event on October 19, 2002. Several non-profits agencies and community organizations had tables at the event offering crafts & games as well as important information that promoted healthy families and non-violence messages. There was live entertainment and plenty of food. Approximately 60 families were in attendance. Facility use 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, and alcohol and drug treatment support groups.

Benchmark #18: Conduct regular youth "lock in" activities. Ramsay Park Family Center and the Gene H Waldo Rodriguez Youth Center (GHWR), both located in the Enterprise Community area, held program "lock in" activities targeting youth in Watsonville. Both centers have monthly program activities working in coordination with private sponsors or community-based organizations that support these activities. Ramsay Park conducted a total of seven dances, five of which target exclusively youth. A total of 323 youth attended the dances programmed at Ramsay Park throughout the year, averaging 65 youth per dance. Two additional dances held targeted individuals 18+ years of age. In addition, the GHWR Youth Center held seven youth dances throughout the year with a total participation of 1412 youth, averaging 280 youth per dance.

Benchmark # 20: To establish a youth operated business in Watsonville. As a result of direct community input the City of Watsonville Enterprise Community has successfully established a youth operated business. The project consists of a Cyber Café where customers can access state of the art computer equipment and enjoy gourmet coffee drinks while engaging in a welcoming and an upbeat ambiance. The business was named "Net Café". "Net Café" is a unique business that provided hands on training experience for approximately 94 youth during the year 2002, including a special summer program. The

Net Café provided employment opportunities and entrepreneurial training for youth, and offered cultural and educational activities for all Watsonville residents. Six Enterprise Community youth gained experience in running a business, while the café offered Watsonville residents a place to socialize and access technology. The business is located in downtown Watsonville within the Enterprise Community Area. This convenient location allows Enterprise Community residents and high school students as well as college students a convenient location to access computers, stimulating the economic development in the Enterprise Community. Clients pay reasonable fees to access computer equipment, the Internet and use laser color printers available at the café. The Net Café is open on weekends and evenings, offering a convenient outlet for youth to gather and participate in safe activities or work on homework. The Net Café is a place “Where Youth Get Connected”, providing a permanent training site for youth to gain skills in customer service, small business management, inventory control, marketing, computer technology and basic food industry training. As of today, the project has completed one year of successful operations, gaining more of the market share in the area. This is the place where County and City workers, and other clients purchase their morning coffee and have meetings. In the afternoon, the Net Café opens its doors to an avalanche of youth that gather to use the equipment or simply enjoy a good coffee drink with their peers. The outcomes of the Net Café show a real commitment of the Enterprise Community and its partners to address the need of Watsonville residents to access technology, and have a safe and “neutral, gang free” place for young people to spend their time after school or on weekends.

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 2002, the Enterprise Community continued its success in leveraging \$2,205,213 in additional funds and in-kind services to support existing benchmarks as well as other projects, which benefit Enterprise Community residents. Outlined below is a list of the projects and funding sources received for these projects. ECYN Job Training Program Fees generated by providing Career Development Workshops for the California Conservation Corps for 3rd year \$5,000 Santa Cruz County Workforce Investment Act \$88,680 Cyber Café Youth Entrepreneurial Project Santa Cruz County Office of Education Regional Occupational Program \$74,500 National Foundation For Teaching Entrepreneurship \$8,700 ECYN Computer Center Santa Cruz County Probation Department Community Accountability Program (CAP) for 2nd Year \$21,000 Watsonville YouthBuild Project El Pajaro Community Development Corporation \$5,000 (in kind) City of Watsonville Parks and Community Services Department \$31,250 (in kind) Nevada County Office of Education John Muir Charter School \$54,533 (in kind) State of California Employment Development Department \$31,250 Santa Cruz County CareerWorks Youth Services \$130,996 15% Discretionary Funding Workforce Investment Act \$745,819 U.S. Department of Agriculture Rural Business Enterprise Grant \$194,723 City of Watsonville Redevelopment Agency \$168,300 City of Watsonville Neighborhood Services General Fund-Pride Grant Home Improvement Grant \$45,462 Redevelopment and Housing Department HCD HOME Grant \$600,000.