



Memorandum

To: Members of the City of Bloomington Common Council

From: Danise Alano Martin, Director, Economic & Sustainable Development
Department

Date: August 26, 2010

Highlights of the 2011 Economic & Sustainable Development Department Budget Request Related to Sustainability

The Department's mission includes helping to advance the principles of sustainable development. Our ultimate aim is that underlying all of our efforts is this often quoted 1987 Brundtland Commission definition of sustainable development: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Still, some initiatives and programs may be more obviously related to our effort to assist in the advancement of the City government and the Bloomington community toward sustainability. Below, those which impact this budget request are highlighted:

- In 2010, the City Utilities Department and Economic & Sustainable Development Department shared payroll expenses for the Sustainability Coordinator. In anticipation of Utilities having funding for a complementary Utilities position, ESD proposes to assume full payroll responsibility for the Sustainability Coordinator, who will continue leading and participating in collaborations with all departments toward enhancing the City's sustainable development efforts.
- This request includes funding for materials and other expenses related to a Sustainability Summit to be organized in partnership with the Commission on Sustainability. (\$1,000 in line 3170)
- The request includes continued membership in the US Green Building Council, Local Governments for Sustainability (a.k.a., ICLEI) and the Indiana Recycling Coalition. Available resources and networking through these memberships will assist in implementation of our Green Building Ordinance and our greenhouse gas emissions and sustainability indicator tracking. Additionally, through our primary program budget (line 3970) we would be able to help fund a "start-up weekend" type event aimed at bringing entrepreneurs, experts and other thought leaders together with the goal of creating local jobs through recycling.
- The Department provided the founding support for the "I Buy Bloomington" promotional campaign and we will continue to support it and other buy-local initiatives through collaborations and partnerships.

City of Bloomington Mission

“To preserve, promote and enhance Bloomington, Indiana’s distinct identity and vibrant quality of life.”

Department of Economic & Sustainable Development Mission

To administer strategic programs and initiatives that expand economic opportunities, preserve the health of our environment, provide for social equity to the citizenry and advance the principles of sustainable development through partnerships, collaboration and outreach.

Department of Economic & Sustainable Development and the Four Cs

While **Community Commerce** is the central organizing principle for all programs of the Department, each of the other 4Cs is met programmatically as well. **Community Character** is reflected, for example, through Arts as Economic Development programs (e.g., the “Bloomington Banquet” public art sculpture on The B-Line Trail provides a landmark attraction for Bloomington residents and visitors). **Community Condition** is enhanced by encouragement of business opportunities (e.g., program administration of the Itinerant Merchant Ordinance) as well as a living wage (through application of Living Wage Ordinance in economic incentives). **Community Collaboration** is reflected not only through supporting partnerships with dozens of social services, arts and sustainability organizations but also in our business advocacy, ombudsman and assistance efforts (e.g., Business Investment Incentive Loan/Grant Fund).

Background

This 2011 Budget Request marks only the third time the Department has prepared a separate request. The Department of Economic & Sustainable Development was created in 2009. Previously the economic development function resided within Mayor’s Office staff. The Department now consists of four full-time staff members who administer the integrated program functions of sustainable development, business relations and development and arts and cultural destination development. Our administrative programs for each of these areas are primarily funded through the Promotion of Business account (line 3970). If approved, the 2011 Budget will increase this line by 21.33%. The overall 2011 Budget Request comprises a 17% increase over the Department’s 2010 Budget and reflects the City’s ongoing and intensified focus on services, programs and initiatives to enhance the quality of life of Bloomington residents through these program areas. Note: the 38% decrease from 2010 in Category 2 is attributed to the fact that the 2010 budget provided for equipment and supplies to support a new FTE. Similar requirements do not exist for our 2011 Budget Request.

General Themes

Summarized below are some general themes that impact this year's budget proposal as well as the function and operations of the Department of Economic & Sustainable Development.

Redefining Prosperity

The Department assists and collaborates with all other City departments toward more efficient and sustainable City government policies and practices. Our department's main focus in this regard will be to continue as a facilitator, collaborator and enabler allowing others (our fellow co-workers and their departments as well as residents, businesses and community organizations) to move toward more sustainable policies and practices. The 2009 Redefining Prosperity report has provided some valuable guideposts in this ongoing and exciting collaboration.

Targeted Economic Vitality Efforts

Other targeted economic revitalization and/or allocation areas in the city – such as the two Community Revitalization Enhancement Districts, the Certified Technology Park, the six Tax Increment Finance Districts and the Urban Enterprise Zone – are areas of high priority for business retention, recruitment and expansion efforts. As each has its own revenue sources, related projects are not typically accounted for in the Department's Budget Request, however, they represent primary drivers of business development and assistance activities in the Department.

BEAD's Statewide Cultural District Certification

The Indiana Arts Commission has designated the Bloomington Entertainment and Arts District as an official Statewide Cultural District under I.C. 4-23-2-7. If this budget is approved, it will assist the Department to leverage the enhanced tourism marketing and economic activities that come with being part of a branded program with a statewide emphasis.

Budget Highlights and Priorities

1. Sustainable Development and Sustainable City Initiative (*Commerce, Condition, Collaboration*)

- In addition to programs and initiatives which impact our departmental budget request as listed above, we continue to seek additional sources of funding (grants, partnerships, etc.) to advance the City's intertwined environmental, social equity and economic development goals.
- We will work with our economic development partners locally, regionally and in the state to understand our green workforce capacity and green jobs potential. We'll leverage this information and our existing incentive structure (e.g., tax abatement, Business Investment Incentive Fund) toward community efforts to attract, retain and expand green businesses and industries appropriate for our community.

2. Business Relations and Development (Assistance, Advocacy and Incentives) (*Commerce, Collaboration, Condition*)

- Continued membership in the International Economic Development Council, the

Indiana Economic Development Association and the Bloomington Economic Development Corporation will provide staff with valuable training, networking and resources as well as vehicles for sharing the City's core economic development values with community leaders and peers. (line 3910)

- The support of the growth of our knowledge, research and development sectors continues to be a high priority economic development strategy. The Promotion of Business fund (our program budget line 3970) will support the City's role in and the business retention, expansion and attraction efforts of the Bloomington Life Sciences Partnership and the Bloomington Technology Partnership. Funds will also be directed to targeted entrepreneurial capacity building and workforce development through strategic partnership agreements. Collaborations with partners engaged in the promotion and nurturing of economic activity in the downtown will also be a priority.
- The Department will continue administering programs under the Itinerant Merchant Ordinance and will work with the business community and other departments to examine and improve other business-related legislation.
- Further, enhancements to our local Tax Abatement Guidelines and Business Investment Incentive Fund Guidelines will be presented for adoption in 2010. Those revisions were created with the assistance of advisors from the business community and the Economic Development Commission. The Department will continue its administration of these programs in alignment with the City's core economic development goals.

3. Arts and Cultural Destination Development (*Character, Commerce*)

- The request includes a \$5,000 increase for the re-granting fund of the Bloomington Community Arts Commission for a total of \$15,000 (line 3960).
- This increased program budget (line 3970) will allow us to implement new incentives through a matching grant program to encourage capital investment and job creation in creative enterprises in BEAD character areas and to facilitate audience development in targeted arts and cultural sectors as identified by the BEAD strategic plan.
- We further intend to restructure our currently ad-hoc partnership grant program into a more structured, competitive application process which continues to be targeted toward building capacity of arts businesses and organizations and seeding events with the capacity to add to Bloomington's destination attraction.
- Also from our primary program budget (line 3970), we aim to implement a gateway public art project for one of BEAD's character areas and to continue development of elements in our BEAD banner and partner-signage program to help enhance BEAD as a regional tourism destination.
- This increased budget for consultants (line 3170) would allow us to engage a professional arts space study to examine the possibility of rehabilitation of available public space into a combination visitor destination and live/work space for artists in downtown.
- We will continue development of the BEAD social media initiatives and the BEAD website, launched in June 2010 (www.visitbead.com). The request includes an

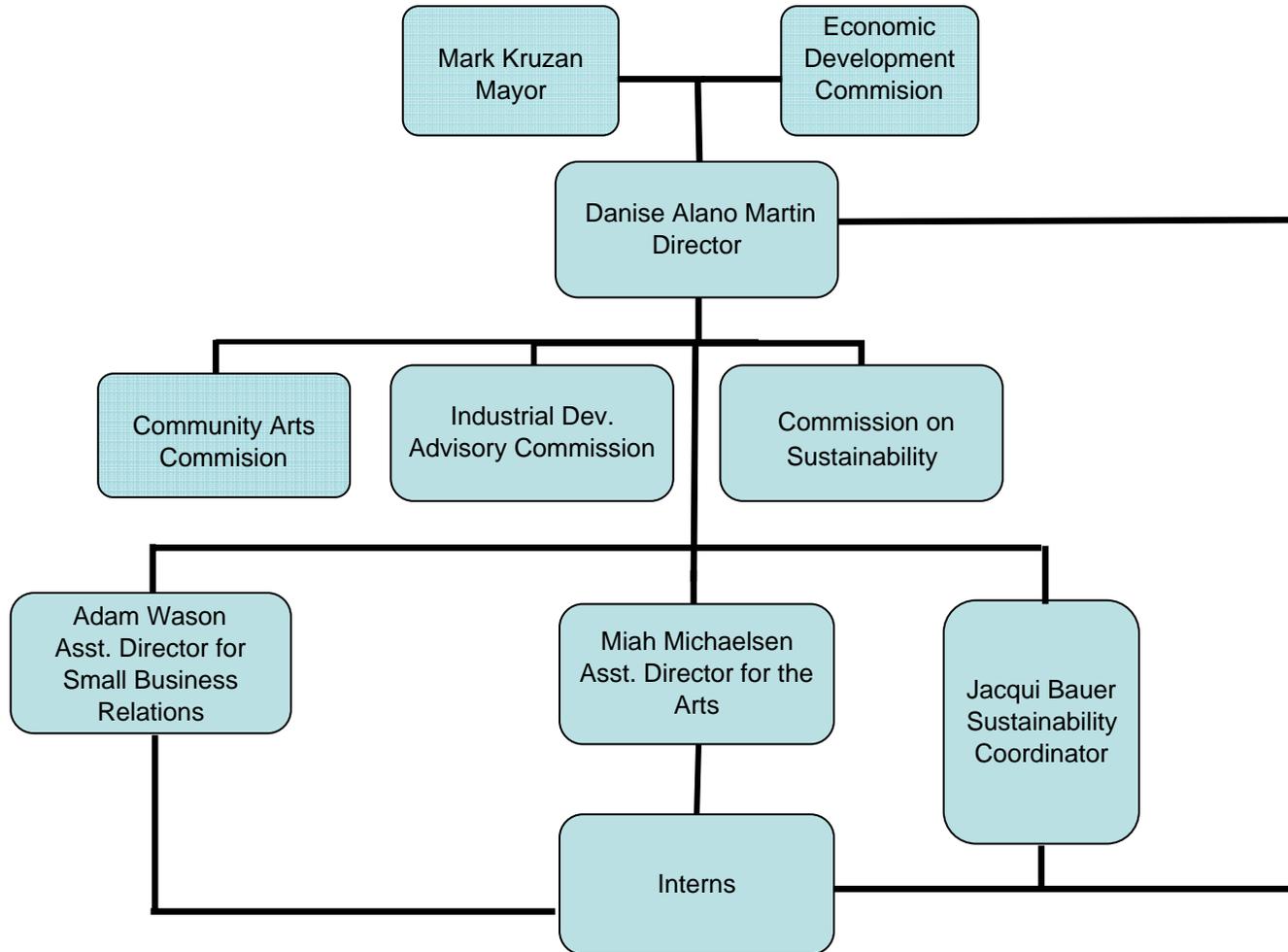
- additional \$5,000 to utilize professional developers to add considerable use interactivity to the website (line 3170).
- The request includes continued printing of BEAD brochures, maps and other collateral materials. The new BEAD brochures (created in 2010) are being distributed to visitors bureaus throughout the state, as well as other local and regional hospitality, arts and cultural venues.
 - The request includes increased funding (\$5,000) for enhanced regional advertising efforts for BEAD in concert with the Monroe County/Bloomington Convention & Visitors Bureau's regional marketing efforts.
 - The request includes membership in the Indiana Arts Coalition as well as subscription to Americans for the Arts "Leading Creative Communities" resource.

4. Professional Development (*Condition*)

- A focus on proper training and development is essential to the efficacy of the department. The Instruction budget (line 3160) is unchanged from 2010, but continues to include targeted pursuit of professional certifications and development opportunities for the staff. The Travel budget (3230) is decreased by 30% reflecting the increased utilization of webinars and other in-house or local training and development opportunities.

I welcome the opportunity to discuss this proposal further with you. Thank you for your consideration.

ECONOMIC AND SUSTAINABLE DEVELOPMENT



Department: ECONOMIC & SUSTAINABLE DVLPMT		2009	2009	2010	2011	\$	%
Fund: GENERAL (101-04-00000-5)		Budget *	Actual	Budget **	Request	Change	Change
* Budget amounts include all appropriations approved. ** Budget amounts include appropriations approved through June 30th.							
1 PERSONAL SERVICES			FTE:	3.75	4.00		6.67%
11 Salaries & Wages							
1110 Salaries & Wages - Regular	178,022	178,292	219,431	226,216	6,785	3.09%	
1120 Salaries & Wages - Temporary	4,000	4,515	4,000	4,000			
1130 Salaries & Wages - Overtime							
12 Employee Benefits							
1210 FICA	14,307	13,476	17,092	17,612	519	3.04%	
1220 PERF	19,675	19,486	24,137	25,449	1,312	5.44%	
1230 Health Insurance	21,203	21,203	26,022	25,960	-62	(0.24%)	
1240 Unemployment Compensation	539	539	539		-539	(100.00%)	
1250 New Officer Medicare							
1260 Clothing Allowance							
1270 Police PERF							
1280 Fire PERF							
13 Other Personal Services							
1310 Other Personal Services	525	525		908	908		
TOTAL - CATEGORY 1:	238,271	238,035	291,222	300,145	8,923	3.06%	
2 SUPPLIES							
21 Office Supplies							
2110 Office Supplies	1,190	98	925	925			
22 Operating Supplies							
2210 Institutional & Medical							
2220 Agricultural Supplies							
2230 Garage & Motor Supplies							
2240 Fuel & Oil							
23 Repair & Maintenance Supplies							
2310 Building Materials & Supplies							
2320 Motor Vehicle Repair							
2330 Street, Alley & Sewer Materials							
2340 Other Repairs & Maintenance							
24 Other Supplies							
2410 Books							
2420 Other Supplies	4,650	583	4,600	2,500	-2,100	(45.65%)	
2430 Uniforms and Tools							
TOTAL - CATEGORY 2:	5,840	680	5,525	3,425	-2,100	(38.01%)	
3 OTHER SERVICES & CHARGES							
31 Professional Services							
3110 Engineering & Architectural							
3120 Special Legal Services							
3130 Medical							
3140 Exterminator Services							
3150 Communications Contract							
3160 Instruction	1,930	2,170	1,130	1,130			
3170 Mgt. Fees, Consultants & Workshops			5,500	26,500	21,000	381.82%	
32 Communication & Transportation							
3210 Telephone	70		70	70			
3220 Postage	1,000	5	1,000	1,000			
3230 Travel	1,445	1,810	1,825	1,275	-550	(30.14%)	
3240 Freight/Other							
3250 Pagers							
33 Printing & Advertising							
3310 Printing	1,500	110	2,000	5,600	3,600	180.00%	
3320 Advertising		618	5,000	10,000	5,000	100.00%	

Department: ECONOMIC & SUSTAINABLE DVLPMT		2009	2009	2010	2011	\$	%
Fund: GENERAL (101-04-00000-5)		Budget *	Actual	Budget **	Request	Change	Change
34	Insurance						
	3410 Liability & Casualty Premiums						
	3420 Worker's Comp. & Risk Admin.						
35	Utility Services						
	3510 Electrical Services						
	3520 Street Lights/Traffic Signals						
	3530 Water & Sewer						
	3540 Natural Gas						
36	Repairs & Maintenance						
	3610 Building						
	3620 Motor						
	3630 Machinery & Equip. Repairs & Maint.						
	3640 Hardware & Software Maintenance						
	3650 Other Repairs & Maintenance						
37	Rentals						
	3710 Land						
	3720 Building						
	3730 Machinery & Equipment						
	3740 Hydrant Rental						
	3750 Other						
38	Debt Service						
	3810 Principal						
	3820 Interest						
	3830 Bank Charges						
	3840 Lease Payments						
39	Other Services & Charges						
	3910 Dues & Subscriptions	1,429	1,332	2,440	8,195	5,755	235.86%
	3920 Laundry & Other Sanitation Serv.		93		100	100	
	3940 Temporary Contractual Employment	5,000	6,571	4,240	6,075	1,835	43.28%
	3950 Landfill Fees						
	3960 Grants			10,000	15,000	5,000	50.00%
	3970 Mayor's Promotion of Business	200,000	133,522	184,000	208,250	24,250	13.18%
	3980 Community Access TV/Radio						
	3990 Other Services and Charges	3,000	360	5,750	2,750	-3,000	(52.17%)
	3991 3991 Crime Control						
TOTAL - CATEGORY 3:		215,374	146,590	222,955	285,945	62,990	28.25%
4 CAPITAL OUTLAYS							
41	Land						
	4110 Land Purchase						
42	Buildings						
	4210 Building Purchase						
43	Improvements Other Than Building						
	4310 Improvements Other Than Bldg.						
44	Machinery & Equipment						
	4410 Lease-purchase						
	4420 Purchase of Equipment						
	4430 Furniture & Fixtures						
	4440 Motor Equipment						
	4450 Equipment - ITS Capital Replacement						
45	Other Capital Outlays						
	4510 Other Capital Outlays						
TOTAL - CATEGORY 4:							
TOTAL - ALL CATEGORIES:		459,485	385,306	519,702	589,515	69,813	13.43%