



Memorandum

To: Members of the City of Bloomington Common Council
From: Danise Alano, Director
Department of Economic & Sustainable Development
Date: July 20, 2009

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 create the best environment in the U.S. among Bloomington’s peer cities for economic vitality by improving the city’s quality of life.

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., public art supported by the City of Bloomington Community Arts Commission provides an 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).

Budget Highlights and Priorities

1. Business Assistance, Advocacy and Incentives (*Commerce*)

- Targeted economic revitalization areas in the city such as the two Community Revitalization Enhancement Districts, the six Tax Increment Finance Districts, the Certified Technology Park and the Urban Enterprise Zone, are areas of high priority for retention, recruitment and expansion efforts. As each has its own revenue sources, programs related to these areas do not directly impact this budget proposal.
- The Department proposes an increase in its Advertising budget to facilitate proactive measures to promote Bloomington as a destination for business and employment.

- Projects and programs supported by the Promotion of Business fund will include the development and implementation of a “Business Academy” at City Hall to help acquaint businesses with City departments and licensing and permitting processes. Also, the fund includes continued support of the Bloomington Life Sciences Partnership, Bloomington Technology Partnership and other economic development partner activities.

2. Sustainable City Initiative (*Commerce, Condition, Collaboration*)

- We propose to add a Sustainability Coordinator position, which will add a half-FTE to the Department of Economic & Sustainable Development and a half-FTE to the City Utilities Department. This will be the City’s central position responsible for coordinating, developing and administering programs and advising on policies within the area of sustainability in City government and in partnership with community organizations, institutions, businesses and citizens.
- Staff will continue to support and build relationships with other community organizations including the South Central Branch of the USGBC, Indiana University and Monroe County to further our commitment to energy efficiency, green building and sustainable development.
- Specific projects include downtown as a continued focal point with additional areas identified for shared private recycling and trash areas and their implementation seeded by the micro-grants from the Promotion of Business line item.

3. Arts as Economic Development and the Bloomington Entertainment and Arts District (*Character, Commerce*)

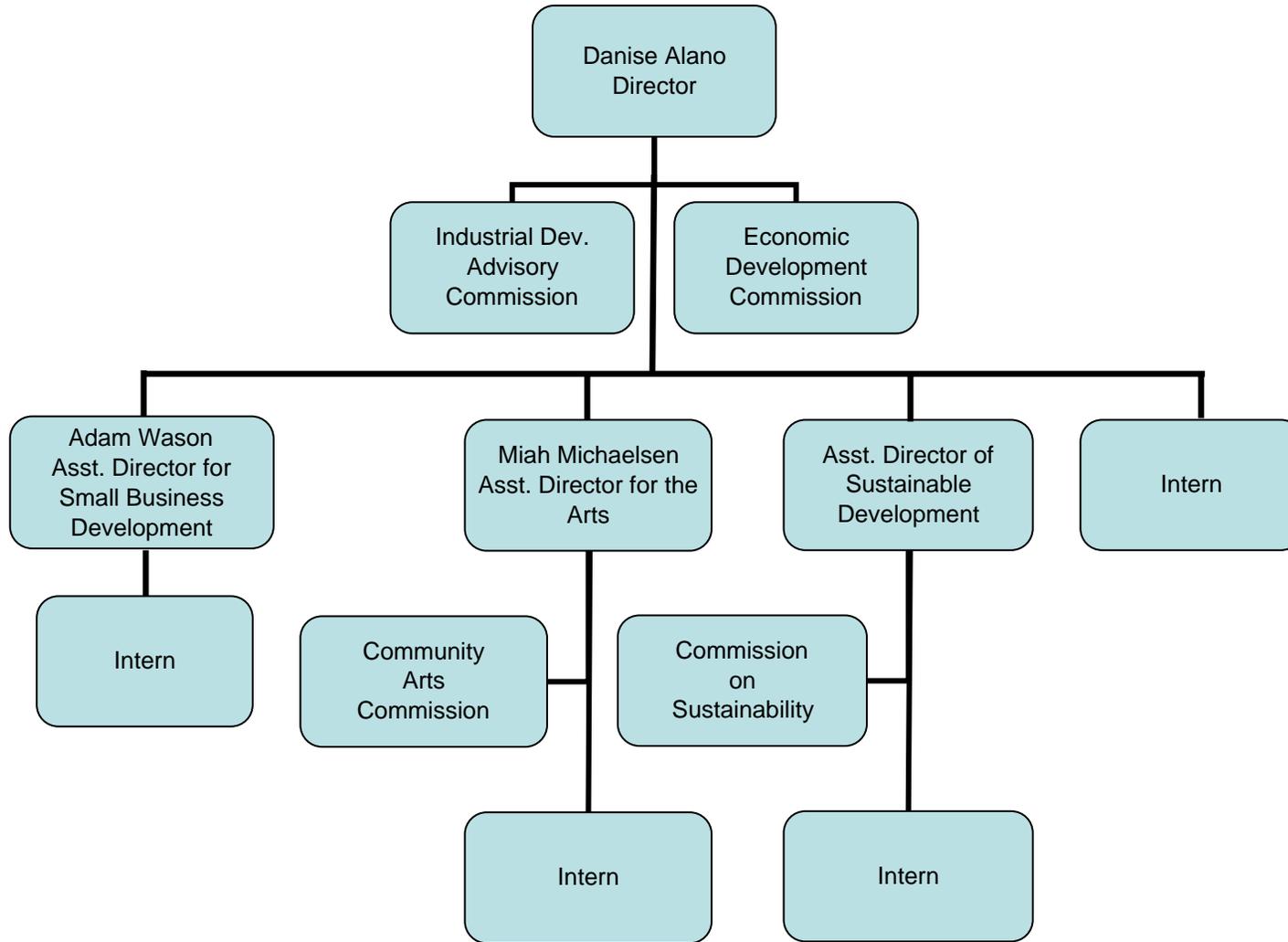
- No increase to the Department’s budget for specific art/entertainment business development is proposed; however, we maintain our commitment to growing and supporting this economic sector. Budgeted priorities include Promotion of Business funding for workshops and webinars for local and regional artists and arts and entertainment businesspeople, ongoing BEAD marketing efforts and seeding grants to expand the reach of events with demonstrated economic impact (e.g., Fourth Street Festival).
- In addition, we will leverage partnerships and resources to seek outside funding and support (e.g., National Endowment for the Arts) to enhance BEAD’s visibility and draw as a regional destination and to build capacity for businesses engaged in the local arts and entertainment industry.

4. Professional Development (*Condition*)

- Reflecting tighter economic times, the department’s Instruction budget is reduced 41% from 2009; however, targeted pursuit of professional certifications and development opportunities meant to increase efficacy of the department is still adequately supported by this budget proposal.

Please do not hesitate to contact me with any questions. I welcome the opportunity to discuss this proposal further with you. Thank you for your consideration.

ECONOMIC AND SUSTAINABLE DEVELOPMENT



Economic and Sustainable Development 2009 Budget vs. 2010

Budget Allocation	2009 Budget			2010 Budget			\$ Change
	General Fund	Other Funds	Total	General Fund	Other Funds	Total	
100 - Personal Services	243,271	0	243,271	291,222	0	291,222	47,951
200 - Supplies	5,840	0	5,840	5,525	0	5,525	(315)
300 - Other Services	215,374	25,000	240,374	222,955	25,000	247,955	7,581
400 - Capital Outlays	0	0	0	0	0	0	0
Total	464,485	25,000	489,485	519,702	25,000	544,702	55,217

Employees	2009 Budget	2010 Budget	# Change
Regular	3.300	4.050	0.750
Temporary	0.000	0.000	0.000
Total	3.300	4.050	0.750

Department: ECONOMIC & SUSTAINABLE DVLPMT		2008	2008	2009	2010	\$	%
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:	3.30	4.05		22.73%
11 Salaries & Wages							
1110 Salaries & Wages - Regular				183,022	219,431	36,409	19.89%
1120 Salaries & Wages - Temporary				4,000	4,000		
1130 Salaries & Wages - Overtime							
12 Employee Benefits							
1210 FICA				14,307	17,092	2,785	19.47%
1220 PERF				19,675	24,137	4,462	22.68%
1230 Health Insurance				21,203	26,022	4,819	22.73%
1240 Unemployment Compensation				539	539		
1250 New Officer Medicare							
1260 Clothing Allowance							
1270 Police PERF							
1280 Fire PERF							
13 Other Personal Services							
1310 Other Personal Services				525		-525	(100.00%)
TOTAL - CATEGORY 1:				243,271	291,222	47,951	19.71%
2 SUPPLIES							
21 Office Supplies							
2110 Office Supplies				1,190	925	-265	(22.27%)
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	4,600	-50	(1.08%)
2430 Uniforms and Tools							
TOTAL - CATEGORY 2:				5,840	5,525	-315	(5.39%)
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	1,130	-800	(41.45%)
3170 Mgt. Fees, Consultants & Workshops					5,500	5,500	
32 Communication & Transportation							
3210 Telephone				70	70		
3220 Postage				1,000	1,000		
3230 Travel				1,445	1,825	380	26.30%
3240 Freight/Other							
3250 Pagers							
33 Printing & Advertising							
3310 Printing				1,500	2,000	500	33.33%
3320 Advertising					5,000	5,000	

Department: ECONOMIC & SUSTAINABLE DVLPMT		2008	2008	2009	2010	\$	%
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	2,440	1,011	70.75%
	3920 Laundry & Other Sanitation Serv.						
	3940 Temporary Contractual Employment			5,000	4,240	-760	(15.20%)
	3950 Landfill Fees						
	3960 Grants				10,000	10,000	
	3970 Mayor's Promotion of Business			200,000	184,000	-16,000	(8.00%)
	3980 Community Access TV/Radio						
	3990 Other Services and Charges			3,000	5,750	2,750	91.67%
	3991 3991 Crime Control						
TOTAL - CATEGORY 3:				215,374	222,955	7,581	3.52%
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:				464,485	519,702	55,217	11.89%