

Tammy Cloud-McMinn

From: Christine Davis <chris@carlsbad-village.com>
Sent: Monday, May 20, 2024 1:30 PM
To: City Clerk
Subject: Agenda Item #7 - Preliminary Operating Budget
Attachments: CVA_SupportLetter_EconDev.pdf

All Receive - Agenda Item # 7
For the Information of the:
CITY COUNCIL
Date 5/21/24 CA CC
CM ACM DCM (3)

Can you please add this to the record for the May 21, 2024 city council meeting for agenda item #7?

Thank you so much,

--

CHRISTINE DAVIS | Executive Director

Carlsbad Village Association

p: 760.644.2121

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Carlsbad Village Association

experience the village



Zachary Markham
Chairman

Heidi Willes
Vice Chair

Kenneth Reyes
Treasurer

Jenna Dotson
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Fumi Matsubara
Board Member

Samantha Dean Fauce
Board Member

Chanel Bennet
Board Member

Carrie Moore
Board Member

Anna Howard
Board Member

Rosemary Eshelman
Board Member

The Carlsbad Village Association (CVA) is a non-profit organization whose core purpose is to lead the continual improvement of Carlsbad Village by promoting and enhancing its business, cultural, and community vitality, making it a premier destination.

300 Carlsbad Village Dr.
Suite 108A #135
Carlsbad, CA 92008

www.carlsbad-village.com

May 8, 2024

Mayor and City Council Members
City of Carlsbad
1200 Carlsbad Village Drive
Carlsbad, CA 92008

Dear Mayor and City Council Members,

On behalf of the Carlsbad Village Association, I extend our gratitude and continued support for our collective efforts to foster a thriving economic environment in Carlsbad. The dedication and strategic actions of the City Council and its Economic Development Subcommittee have significantly contributed to the vibrancy of our city and the prosperity of our local businesses.

We commend the Council for approving and funding the Economic Development Strategic Plan last year, which serves as a pivotal roadmap for supporting businesses throughout the city, including the Village. We are proud to have been involved in the development of this plan and are eager to continue our partnership to ensure its ongoing success. The progress made in the first year is commendable, and we are excited to continue our close partnership.

In addition to the work by the full City Council we want to recognize Mayor Blackburn and Mayor Pro-Tem Bhat-Patel for their work on the Economic Development Subcommittee. They thoughtfully considered the year two Economic Development Strategic Actions for Fiscal Year 2024-2025 at the first two meetings of the subcommittee this year and have made a recommendation to the full City Council for their consideration on May 21. The fact that all of our business organizations have received a presentation on the strategic actions and the subcommittee's recommendation is a testament to the city's collaborative approach to economic development. Our board unanimously voted to support the subcommittee recommendation which includes:

Support for 40 Economic Development Strategic Actions strategic actions in Fiscal Year 2024-25

A focus on parking and mobility including greater engagement with the business community

Starting a small business liaison program in the next budget year instead of some future year

And continuing the current service levels in Fiscal Year 2023-2024 for economic development, organizational efficiency, and data into Fiscal Year 2024-2025 which means maintaining departmental support, staffing, and other resources.

We want to thank Mayor Blackburn and Mayor Pro-Tem Bhat-Patel for this recommendation and would respectfully request that the full City Council support it during your consideration of the preliminary budget on May 21, 2024.

Your leadership over the past four years has driven significant progress in supporting our businesses and enhancing our local economy through a strategic and data-driven approach. Given the current economic uncertainty, it is imperative that we do not waver in our commitment. We look forward to continuing our work together to implement the Economic Development Strategic Plan, ensuring the sustained vibrancy of our Village and city.

Thank you for your ongoing commitment and leadership.

Sincerely,

A handwritten signature in black ink, appearing to read 'Zac Markham', written in a cursive style.

Zac Markham
Chairman
Owner of Humble Olive Oils

City of Carlsbad
1200 Carlsbad Village Dr.
Carlsbad, CA 92008

May 20, 2024

SUBJECT: Agenda Item 7 2024-25 Preliminary Budget

Dear Mayor and Councilmembers,

My wife Noel and I are the folks behind Aloha Ice Co. in the heart of Carlsbad Village. Our journey from running a food truck to opening our storefront downtown has been both a joy and a challenge. Thank you to Mayor Pro-Tem Priya Bhat-Patel, Councilmember Acosta, City Manager Scott Chadwick, and the city's Innovation & Economic Development department for visiting our little slice of Hawaiian paradise during the city's new business tour program.

Aloha Ice is a product of our passion. There were challenges in getting open and it was great to learn about some of the types of support the city provides to businesses like ours. Our transition to a permanent location was a big step, and thanks to community support, it's been a success. We believe that places like ours not only add flavor to our city but also create spaces where people can come together and enjoy life's simple pleasures.

As you work on the city's future budget plans, we hope you'll continue to support small businesses. It's places like Aloha Ice that keep the community vibrant and the economy buzzing. Please vote for the recommendation made by Mayor Blackburn and Mayor Pro-Tem Bhat-Patel to keep investing in the staff and funding needed to support our businesses.

Thanks for everything you do,

Noel and Todd Breton
Owners, Aloha Ice Co.



May 14, 2024

Carlsbad Mayor & City Council
1200 Carlsbad Village Dr.
Carlsbad, CA 92008

Dear Mayor Keith Blackburn and City Council Members,

On behalf of the Carlsbad Chamber of Commerce, I am writing to express our strong support for the continued efforts and strategies outlined in the Economic Development Strategic Plan. As a key organization representing Carlsbad's business community, we are deeply invested in initiatives that promote economic growth and sustainability in our city.

Since the COVID-19 pandemic, our partnership with the City has reached new heights. Together, we have engaged in over 30 joint communications, developed the Gift Carlsbad shop local program, and connected businesses with nearly \$2 million in city loans. Our collaborative efforts have been crucial in saving businesses and securing the livelihoods of Carlsbad residents. Now, we have an opportunity to further enhance and accelerate our economic development partnership.

We are grateful for the City Manager and staff's collaboration on key industry focus groups, which have been instrumental in understanding and addressing the needs of our business community. The city's commitment to long-term strategic goals through the Economic Development Strategic Plan is immensely valuable. We appreciate the dedicated committee that focuses on economic development and addresses the needs of companies that add significant value to our city.

Our organization was actively involved in the development of the Economic Development Strategic Plan, and our board valued the opportunity to provide input on the Year 2 Economic Development Strategic Actions for fiscal year 2024-25. This involvement underscores your commitment to our partnership and to supporting Carlsbad's economic landscape.

The Economic Development Subcommittee recently recommended a series of actions that our board fully supports:

1. Implementing approximately 40 tactics outlined in the Economic Development Strategic Actions for fiscal year 2024-25.
2. Accelerating the development of a Small Business Liaison for the upcoming fiscal year, recognizing that small businesses constitute over 90% of our city's enterprises and are crucial to our economic success.
3. Increasing engagement on issues of parking and mobility.
4. Maintaining existing service levels, departmental structures, and staffing positions that have significantly contributed to our successful partnership.

Our board unanimously supports these recommendations, affirming our commitment to our continued partnership with the city. This is especially vital as we navigate the evolving economic landscape and strive to ensure Carlsbad's economic competitiveness.

Thank you for your ongoing partnership and dedication to enhancing the economic vitality of our community. We look forward to our continued collaboration and shared successes. Let's continue to achieve great things together.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bret Schanzenbach", followed by a horizontal line extending to the right.

Bret Schanzenbach
President and CEO

Tammy Cloud-McMinn

From: Cory Orcutt <cory.orcutt@sima.net>
Sent: Monday, May 20, 2024 2:39 PM
To: City Clerk
Subject: Item 7 2024-25 Preliminary Operating Budget
Attachments: Village Faire Restaurant and Shops 5.20.docx

Dear Mayor and City Council,

Carlsbad is a wonderful city, and a big part of what makes it special are the small businesses that make our downtown lively and inviting. The success of these businesses comes from working closely with the city and investing in programs that help the economy grow. Reducing the support for economic development would lead to fewer support services for small businesses which are essential for their growth and sustainability.

Here at the Village Faire Restaurant and Shops, we are home to 40 small businesses - a mix of retail, restaurants and service-related businesses - all which add significantly to the Village. Our small businesses generate substantial revenue for the city.

As you plan the city's budget for the future, we respectfully ask that you follow Mayor Blackburn and Mayor Pro-Tem Bhat-Patel's advice to keep investing in economic development, data analysis, and efficient operations.

Thank you,

Village Faire Restaurant and Shops

300 Carlsbad Village Drive, #108
Carlsbad, CA 92008
Office: 760-434-3838
Fax: 760-434-3833

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Carlsbad Mayor and City Council
1200 Carlsbad Village Dr.
Carlsbad, CA 92008

May 20, 2024

SUBJECT: Item 7 2024-25 Preliminary Operating Budget

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As you plan the city's budget for the future, we respectfully ask that you follow Mayor Blackburn and Mayor Pro-Tem Bhat-Patel's advice to keep investing in economic development, data analysis, and efficient operations.

Thank you,

Village Faire Restaurant and Shops

Tammy Cloud-McMinn

From: Kim Sidoriak <kim@visitcarlsbad.com>
Sent: Monday, May 20, 2024 4:53 PM
To: City Clerk
Subject: Agenda Item #7 - FY 2024-25 Preliminary Operation Budget
Attachments: Visit Carlsbad Letter to Council May 2024.pdf

Hello,

Please find the attached letter from Visit Carlsbad regarding Agenda Item #7: FY2024-25 Preliminary Operation Budget.

Thank you,



Kim Sidoriak | President & CEO
Visit Carlsbad | VisitCarlsbad.com
M: (310) 433-6289

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May 13, 2024

Mayor Keith Blackburn

Mayor Pro Tem Priya Bhat-Patel
Councilmember Melanie Burkholder

Councilmember Carolyn Luna
Councilmember Teresa Acosta

City of Carlsbad
200 Carlsbad Village Dr.
Carlsbad, CA 92008

Re: City of Carlsbad Economic Development Strategic Plan

Dear Mayor and City Councilmembers,

Visit Carlsbad and the City of Carlsbad have been partners in supporting tourism and a vibrant economy for decades. We appreciate your leadership and want to ensure we move forward in collaboration to cultivate long-term economic stability and progress.

In 2020, when the COVID-19 pandemic erupted across the globe the tourism industry was hit hard. The city took swift action by setting up a committee of council members to directly engage on economic recovery and work with our business organizations. Together we developed an initiative to aid in economic recovery and commit to sustainable economic expansion. Last year this came together by the City Council's approval of the Economic Development Strategic Plan. Visit Carlsbad supports the strategic plan and sees tremendous value in seeing the elements of the 5-year plan come to fruition.

Tourism accounts for a significant portion of Carlsbad's \$17 billion economy and contributes to the city's fiscal health through property, sales, and transient occupancy tax. We are grateful to the City of Carlsbad for its support of tourism, our destination marketing organization, and making governance changes to the tourism assessment district that assist in our long-term viability. We also appreciate Mayor Blackburn and Mayor Pro-Tem Bhat-Patel's service on the Economic Development Subcommittee and support their recommendation to continue our progress to support a dynamic economy.

The Economic Development Subcommittee's recent recommendation to support the tactics to implement the Economic Development Strategic Plan aligns with our goals at Visit Carlsbad. We use data to guide our marketing and business development efforts and the plan employs a similar data-driven approach. Knowing the city's blueprint helps us understand and predict trends, so we can effectively promote Carlsbad's growth and appeal. We also see the value in having a business liaison and doing further planning for mobility and parking. The subcommittee also recognized that it's impossible to accomplish these ambitious plans without the financial and human resources that are necessary; we support the idea of continuing commitment into the next fiscal year. In our interactions with the economic development team, we have consistently experienced collaboration, professionalism, and expertise.

Working together, we've managed to raise more awareness and elevate the perception of Carlsbad. This translates to greater tourism spending and increased tax revenues to the city. As you consider your priorities for the next budget year, please consider the successes that have come from our joint efforts and the city's commitment to supporting tourism.

Thank you for your time and for working with Visit Carlsbad. We're excited to keep pushing forward and making our city the best it can be for visitors and locals alike.

Sincerely,

Kim Sidorik

Kim Sidorik
President and CEO
Visit Carlsbad

Tammy Cloud-McMinn

From: Chih-Wu Chang <chihwu.chang@gmail.com>
Sent: Tuesday, May 21, 2024 5:54 AM
To: City Clerk
Subject: Concerns about the Budget Cut

Dear Mayor and City Council Members,

I have been a resident for 20 years, I am proud to see the progress the City has made over the years.

It is my understanding that the proposed budget cuts several persons, including the individual responsible for leading the city's Diversity, Equity, and Inclusion program. The DEI position demonstrates the our commitment to being intentional about diversity and inclusivity, and fostering a sense of belonging for our employees and residents. Eliminating this position would send the opposite message and could create a chilling effect on our efforts to be a welcoming city where everyone feels valued. Please retain the DEI position.

And I support what Mayor Blackburn and Mayor Pro Tempore Bhat-Patel made as members of the city's Economic Development subcommittee to continue the current level of support for economic development, operational efficiency, and data services in Fiscal Year 2024-25.

Last year the City Council approved an Economic Development Strategic Plan and if the proposed cuts to economic development go through, progress on that plan and support for our businesses would be hurt Since the City Council created a department in 2020 focused on economic development, government efficiency, and data, city operations have improved as has the economy.

Thank you for working hard to make our City a better place for everyone. Let's continue to work together to make Carlsbad even better.

Thank you.

Chih-Wu Chang

"We are all here on earth to help others"

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Tammy Cloud-McMinn

From: Hannah Summerhill <summerhill.hannah@gmail.com>
Sent: Tuesday, May 21, 2024 10:52 AM
To: City Clerk
Subject: Budgets Cuts

Hi Carlsbad Gov,

As a resident of Carlsbad, I wanted to write in support of the recommendation that Mayor Blackburn and Dr. Bhat-Patel have made to continue the level of funds for the economic development, operational efficiency, and data services in Fiscal Year 2024-25.

I'm also writing in full support of keeping the city's DEI position, in order to show our commitment to Carlsbad being an inclusive and progressive city that is welcoming to all.

Thank you,

Hannah Summerhill

www.hannahsummerhill.com

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