



State of California
Department of Housing and Community Development

Enterprise Zone Program Designation Application Guidebook 2010

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STATE OF CALIFORNIA

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PREFACE

The California Department of Housing and Community Development (Department) has prepared the Designation Application Guidebook for 2010 to facilitate the process by which local communities may apply to be designated enterprise zones. During the fourth quarter of 2010, the designation periods of 2 of the current 42 enterprise zones will expire. Through this guidebook, the Department is identifying the steps local communities must take to apply for one of the two enterprise zone designations that will become available in 2010.

How to Use This Guidebook

The Department designed this guidebook to assist eligible communities in preparing competitive applications in a more cost-efficient manner. To take full advantage of its features, applicants should read Chapters 1 to 4 to become familiar with the background and requirements of the application process, and use the Appendices to identify the specific elements that the application should include.

Application Deadline

All applications for designation under this guidebook are due September 15, 2010. See the Target Dates table in Chapter 2 of this guidebook for other critical dates and deadlines.

Legal Requirements and Notices

The California Code of Regulations, Title 25, Division 1, Chapter 7, Subchapter 21, Articles 1-13, and the Government Code, Sections 7070, et seq., govern the requirements for the preparation of this guidebook.

This guidebook combines the Preliminary and Final Enterprise Zone Application Processes, and constitutes the Preliminary and Final Applications specified in Section 8439.3 of the California Code of Regulations.

CHAPTER 1: OVERVIEW OF THE ENTERPRISE ZONE PROGRAM

Program Background

The California Legislature created the Enterprise Zone Program to stimulate economic growth in the most economically distressed areas in the State. California currently has 42 enterprise zones located throughout the State. The Department is responsible for the designation process and program oversight.

The Enterprise Zone Program is a 15-year partnership between local governments, government agencies, non-governmental agencies and private business to generate new private-sector investment and growth. To assist this partnership, the State of California establishes a geographical area in which businesses are eligible for exclusive State incentives and programs, which include the following:

- Tax credits for sales and use taxes paid on qualified machinery purchases;
- Tax credits for hiring qualified employees;
- Interest deductions for lenders on loans to firms within the areas;
- A 15-year net operating loss carry-forward;
- Accelerated expense deductions; and
- Priority for various state programs, such as state contracts.

For their part, local cities and counties applying for an enterprise zone must be strongly committed to an economic revitalization and development program

To establish an enterprise zone, communities must submit their applications for an enterprise zone designation to the Department by the stated due date of an announced designation round. (See Chapter 2, Target Dates) The Department awards designations on a competitive basis.

Local Agency's Primary Responsibilities

The state does not fund a community's Enterprise Zone Program. Local communities must fund and staff the administration of their enterprise zone. In addition, the Department requires the community successful in obtaining an enterprise zone designation to maintain a substantial and sustained level of targeted economic revitalization and development resources for the life of the zone. The Department will also require the successful communities to submit annual reports, which, among other information, should include a self-evaluation of its progress in addressing its stated goals.

The success of an enterprise zone requires local jurisdictions to develop local incentives which are specifically tailored to local business conditions. Examples of the types of incentives that local jurisdictions provide may include but are not limited to the following:

- Assistance in providing or facilitating targeted employee training, recruitment, placement and tax benefits.
- Expedited permit processing, fee waivers and reductions
- Redevelopment agency-related incentives ;
- Business-improvement districts;
- Capital-improvement programs; and
- Economic development financing programs unique to enterprise zone businesses.

Multi-Jurisdictional Applicant Responsibilities

Although multi-jurisdictional zones may have a “lead” jurisdiction, it is expected that each jurisdiction within an enterprise zone will participate fully in the enterprise zone. Every jurisdiction bears some responsibility for the zone and must cooperate with the other jurisdictions in making the zone a success. Each jurisdiction is expected to follow through with the commitments made in the application.

There are no “silent partners” in an enterprise zone and every jurisdiction should have a representative who participates regularly in the zone’s administration.

Department’s Responsibilities

The Department is charged with auditing the enterprise zone at least once every five years from the date of designation. The purpose of the audit is three-fold: (1) to determine whether the community has complied with the terms of the application and Memorandum of Understanding (MOU); (2) to review the process for the collection of vouchering fees and reporting of this information to the state; and, (3) to provide information for regular reports and recommendations to the legislature. If the Department determines that the local jurisdiction is not complying with the terms of the application and MOU, it may revoke the enterprise zone designation.

CHAPTER 2: THE APPLICATION AND DESIGNATION PROCESS

Target Dates

The following table provides an overview of the critical dates of the application and designation process.

**TARGET DATES
FOR
THE APPLICATION AND DESIGNATION PROCESS**

Due Date	Task or Activity	Responsible Party
April 15, 2010	Issue Application Guidebook	Department
April 15, 2010 – July 15, 2010	Submit proposed boundaries for preliminary approval. (Optional)	Applicant
April 15, 2010 – June 15, 2010	Submit Eligibility Petition under Option 2 of the Eligibility Affirmation options. (Optional)	Applicant
September 15, 2010	Submit Application.	Applicant
September 30, 2010	Complete technical review. Notify Applicants of any technical deficiencies.	Department
October 29, 2010	Respond to technical deficiencies identified by the Department.	Applicant
November 30, 2010	Complete scoring results.	Department
December 2010	Announce conditionally-designated enterprise zones.	Department

Keys to a Successful Application

Applicants can ensure that their application for designation is complete and competitive by following these steps:

- Obtain the Department's preliminary approval on the proposed zone's boundaries (Chapter 4).
- Follow the formatting guidelines in Chapter 3.
- Follow the instructions carefully for each exhibit outlined in Chapter 4 and look at the exhibits while reading.
- Respond to all questions on the exhibits. Any response that is left blank will be viewed as intentional, i.e. that the applicant does not have a response.
- It is assumed that exhibits will "stand alone". All information included in the application must be in the exhibits in order to be considered. If your application includes narrative or supporting documentation that does not fit within the format of the application exhibit templates, be sure to (1) refer to those pages in the exhibit and (2) mark those pages, Exhibit (No) Addendum at the top of each page and a page number in the footer. Supporting information should be included in a divided accordion file or binder with each divider labeled with the exhibit number (see Chapter 3, Application Format). It is suggested that the pertinent content be highlighted so its purpose is immediately apparent. Information that is neither requested in the application nor referenced in the exhibits *will not be reviewed*
- The exhibit templates are designed so that the column size can be changed to accommodate the information given, however, the column headings should never be altered.
- Verify that the application includes all of the applicable items listed on the Application Checklist (Exhibit 1).

In addition to these steps, the Department encourages all applicants to regularly consult the State's program representatives during the application period. The Department's representatives can offer suggestions and guidance that may facilitate the preparation of a successful application.

Technical Assistance

For assistance in the preparation of the application, local communities may contact the following representatives from the Department's Enterprise Zone Program:

John Nunn, Jr.
Enterprise Zone Program Manager
(916) 322-7555
jnunn@hcd.ca.gov

Kelly Moeckley
EZ Auditor
(916) 323-1446
kmoeckly@hcd.ca.gov

Lesley James
EZ Representative
(916) 322-1112
ljames@hcd.ca.gov

Diana Prado
EZ Representative
(916) 324-5704
dprado@hcd.ca.gov

Tamara Tran
EZ Representative
(916) 327-2874
ttran@hcd.ca.gov

Adam Van Winkle
EZ Representative
(916) 324-6757
avanwink@hcd.ca.gov

Application Stages

The enterprise zone application and designation process consists of six stages:

Stage 1: The Application Period & Preliminary Boundary Review

Preliminary Review

The Department recognizes that, for many communities, the boundaries of their proposed zone will significantly influence the content of their application. To minimize the need for post-designation modifications and to help applicants anticipate eligibility, the Department will review and offer technical assistance to applicants on the configuration of the proposed application area prior to the due date of the application. Applicants are encouraged to seek technical assistance on any aspect of their applications prior to the deadline.

The Department will review the eligibility criteria for enterprise zone consideration and proposed zone boundaries. If the submitted documents are consistent with the guidelines, the Department issues a *qualified*, preliminary approval letter and/or comments on deficiencies. The applicant is required to re-submit documents which have received preliminary review with correspondence from the Department. If the applicant subsequently modifies the preliminarily-approved boundaries or eligibility criteria prior to the application deadline, the Department will withdraw its previous approval and re-evaluate the boundaries.

Application Period

To be considered for an enterprise zone, a community must submit an Application for Designation during the application period. For the 2010 Designation Round, the application period will run from Thursday, April 15, 2010 to the application due date, Wednesday, September 15, 2010. **To compete for the designations available during this round, communities must submit their application to the Department no later than 5:00 pm on September 15, 2010. Applications received after the deadline will not be considered.**

Stage 2: The Assessment of Eligibility and Qualifications

After the application deadline, the Department shall screen all applications to ensure that they are eligible to compete for an enterprise zone designation. Eligibility is determined by way of (1) a technical review to identify technical deficiencies of the application and (2) a substantive review, to determine if the applicant is eligible to participate in the rating and ranking of applications. The department may determine that an applicant with deficient responses may still be eligible to participate in scoring, only if the deficiencies can be fully addressed if awarded a *conditional designation*.

Technical Review

The Technical Review is a three-step process:

1. Program staff will review the application to ensure that the applicant is eligible to participate based upon distress criteria, boundary configuration, population and properly prepared resolutions.
2. Staff members will then review the application to verify that it contains each required document, as outlined on the Application Checklist.
3. Once the Technical Review is complete, a Technical Review Letter will be prepared confirming the receipt of the application and describing any deficiencies or missing documents.

The applicant is allowed up to 14 days to perform the required action or provide missing information.

Substantive Review

Upon receipt of Technical review responses, staff will conduct a Substantive Review. The objective of this review is to determine if the applicant's responses to the technical review were sufficient to participate in the rating and ranking of applications. The Department may determine that an applicant with remaining deficient responses *may* be eligible to participate in scoring, only if the deficiencies can be fully addressed if awarded a *conditional designation*. The Department will issue a letter describing participation status within 14 days of the applicant's technical deficiency response.

Scoring Criteria

The Department will award the designations based on the total points each applicant earns for its Economic Development Plan (EDP). The EDP is made up of eight components. There are a maximum of 1,250 points available for the plan. The available points for each component of the EDP are described below.

The total points available for the Economic Development Plan are based on the scoring of the following plan components:

- Marketing Strategy and Plan (*must score 150 out of 250 points*).
- Available Property and Businesses (*must score 120 out of 200 points*).
- Job Development (*must score 105 out of 175 points*).
- Planning and Local Incentives (125 points).

- Economic Development Financing Programs (100 points).
- Unemployment and Area Income Levels (100 points).
- Enterprise Zone Program Management and Vouchering Plans (150 points).
- Infrastructure and Capital Improvement Plan (150 points).

There are two thresholds the applicant must reach in order to qualify for ranking:

- **Threshold 1:** The initial threshold requires an applicant to score at least 60% of the total available points for each of the following key sections of the EDP: *Marketing Strategy & Plan, Available Property and Businesses, and Job Development*. The Department will disqualify any applicant failing to meet the 60% threshold on any one of these three sections from further scoring.
- **Threshold 2:** After meeting the first threshold, the applicant must then score a minimum of 750 out of 1250 total points (60%) to participate in ranking.

Bonus Points: An additional 100 points are available for scoring as Bonus points. The Department will consider points in the Bonus Point Section only after the applicant has met Threshold 2.

The Department will rank applicants based on the total points each applicant earns. The Department intends to conditionally designate the highest scoring applicants. If there is a tie for the conditional designation, the applicants with the highest scores in the Planning and Local Incentives section will receive the Conditional Designation.

Stage 3: Conditional Designation

The Department shall provide written notice of the conditional designation to the successful applicants. This notice will specify the conditions the applicants must satisfy in order to obtain final designation. The conditions shall consist of, but not be limited to, (1) providing the Department with all items included in the applicant's Economic Development Plan that have not been completed as of the date of the conditional designation, (2) the completion of the requirements of the California Environmental Quality Act, (3) Street ranges and map, (4) a legal boundary description, and (5) a vouchering plan.

The applicants must satisfy the conditions within 180 days of the date the Department mails the conditional designation notice unless an extension is granted by the Department.

Stage 4: Final Designation

The Department will grant final designation through a Memorandum of Understanding (MOU) after the applicant has satisfied the conditions identified in its conditional designation notice.

The MOU is the contract document between the Department and the jurisdictions comprising the Enterprise Zone. As such, it will embody the goals identified and commitments made in the application, establish mutually agreed-upon performance benchmarks, define self-evaluation processes, and list the reporting requirements and all other requirements pursuant to program regulations. The applicant's compliance with the MOU and the program regulations shall be the basis for its performance in the Department's audits, which will determine its continuation as an enterprise zone. The MOU will specify the effective date of designation, the expiration date of the enterprise zone, and other requirements, such as updates to census data.

Stage 5: Post Designation: Monitoring, Reporting, Auditing

The Department will evaluate each enterprise zone's performance based upon commitments made in its application and MOU, as well as its compliance with program regulations. State law mandates the Department audit each enterprise zone at least once every five years. However, it is the Department's plan to audit each new zone annually to determine if it has met its commitments. If an enterprise zone successfully passes two consecutive annual audits with a superior score, the Department will adjust the audit schedule to a five-year I review.

The new enterprise zones will be working in concert with the Department to ensure that the requirements stated in the application and MOU are being accomplished. The Department plans to require each Enterprise Zone to report on various activity levels throughout the year. The Department anticipates that this type of reporting requirement will result in higher accountability on the part of the enterprise zones, and ensure that they maintain their focus on the program's goals. To assist the enterprise zones with these goals, the Department will develop continuing education and peer review programs for zone managers and their staff to provide them with the necessary guidance and training they will require to fully implement a successful program.

CHAPTER 3: APPLICATION INSTRUCTIONS

Each Application for Designation must adhere to the format prescribed by the Department and include specified materials. The following sections describe the formats, as well as the materials that must be included in the application. The next chapter, Chapter 4: Application Content provides detailed descriptions and the exhibits required for each item.

Application Format (Hard Copy)

The application should adhere to the following requirements:

- **Accordion File.** Place any descriptive information not required by the application (such as marketing brochures, non-binding letters of support and web-site examples) or not adaptable to a three-ring binder in a separate, letter-sized accordion file, clearly labeled with the applicant name and titled “2010 Application Descriptive Information.”
- **Application Copies.** Submit two copies of each application binder: one clearly marked *Original* and one copy clearly marked *Copy*.
- **Binder Configurations.** Use three-inch, three-ring binders with a “D-ring” configuration.
- **Binder Labeling.** Binders should be labeled on both the front and the spine with the zone name and application year; clearly mark the front and side labels *Original* or *Copy*. For the spine, use the template, provided in Appendix C, as a guide.
- **Divider Labeling.** The application should be organized in the order requested in the Application Checklist with each exhibit separated by a divider that is clearly labeled with the exhibit number. Numbered, legal exhibit dividers, are suitable for this purpose and are available at most office supply stores.
- **Footer Requirement.** Each page should have a footer that contains the zone name, the application year and the page number. Number the pages sequentially from the beginning of the application to the end. Do not independently number individual sections.
- **Font.** Use 11 point, Arial font in the exhibits.

Application Format (Electronic Copy)

In addition to the two hard copies, applicants must also submit an electronic version of the application on a compact disc. The electronic version should adhere to the following requirements:

- **Content Organization.** Organize the contents of the CD in folders in the same order as the hard-copy application.
- **Labeling.** Label the CD directly on the disc with a printed or hand-printed label. The application CD should be clearly labeled as follows: [zone name] 2010 Application.
- **Number of Copies.** Two.
- **Software Requirements.** Format the documents with standard office software. Acceptable formats include the following: .jpg, .wpd, .doc, .tif, .gif, .pps, .xls, .pub, .mdb and .pdf. Applicants are requested to check with the Department before including documents with other types of file extensions.
- **Saving in PDF Format.** Although it is acceptable to submit the electronic copy of the application in PDF format, the exhibits that have been formatted in Excel must be submitted to us as Excel files. If necessary, a separate CD may be used for this purpose. Label this CD: [zone name] 2010, Excel Files.
- **Exhibits in Electronic Format.** Exhibits 3b, 11a, 11b, 12, 24b, and 24c are to be submitted *only* in electronic format.

Map Format

- **Labeling:** Clearly label each map with the zone name, the application year and a title that indicates the type of map.
- **Map Type and Size:** Refer to the Boundary Documents Checklist described in Chapter 4 and as seen in Exhibit 8.
- **Folded Maps.** Submit large maps folded neatly to a size approximately 8.5 x 11". An identifying label should be on the *outside* of the folded map.
- **Map CD.** Maps, in electronic format should be submitted on a separate CD and follow the labeling format.

Mailing Address

Submit the application and any and all correspondence concerning the California Enterprise Zone Program to the following address:

John Nunn, Jr.
Program Manager
Enterprise Zone Program
Department of Housing and Community Development
1800 Third Street, Suite 390
Sacramento, CA 95811

CHAPTER 4: APPLICATION CONTENT

Chapter Overview

This chapter describes all of the documents and exhibits applicants must include in their application for enterprise zone designation. Overall, the application may contain up to 49 exhibits. Some of the exhibits are intended to capture background information, historical indicators, and a picture of the current economic development landscape in the application area. Other exhibits serve as a platform for the local jurisdiction's proposal for executing an enterprise zone program which will serve to alleviate the current distress conditions that are the basis for eligibility and state consideration.

In evaluating the applicant's proposal, program staff will assess the applicant's capability to execute an enterprise zone program.

Proposal for an Enterprise Zone

The application for enterprise zone designation should be viewed as a "proposal" for the alleviation of local distress, using enterprise zone designation as a tool. The overall purpose of the proposal for enterprise zone designation is to answer these questions.

- *Do the program goals and courses of action include measures that will alleviate current distress conditions?*
- *Taking Enterprise Zone benefits off the table, what will be unique to the application area that can make this jurisdiction competitive for business investment?*
- *Are the historical objections and risks to investment being addressed in the proposal?*
- *Are the goals and activities specific to Enterprise Zone designation, without which the activity is unlikely to occur?*
- *How will having an Enterprise Zone enhance current economic and workforce development activities?*
- *Does the application demonstrate the applicants understanding of the Enterprise Zone Program as an economic development tool, the utilization of public-private partnerships to leverage resources to produce results, and the need to be accountable to themselves as well as to the State?*

Current Situation: Application exhibits have been structured to gather information which will produce an understanding of the application area's current economic development landscape and what the community has done to encourage private-public partnerships to date, i.e. business improvement districts, an economic development corporation, etc.

Program Goals: A *goal* is a specific, measurable occurrence, object, or accomplishment that the applicant wants to achieve, or obtain in the future.

A plan is created to accomplish those goals by identifying a *course of action*. There are *steps* that need to be taken to execute the course of action. (A key component in this definition is that it points to where you want to end, not where you are today.). Simply put, a goal statement is an investment in your locality; it clearly identifies *what you want, how you will get it, and when you will get it*.

After the applicant examines the current level of distress, the current business landscape, the local obstacles to retaining or attracting business, the shortfalls in workforce training and/or K-12 education, obstacles to employee placement and retention, etc...the applicant is expected to set specific goals to produce change. Before setting program goals, the applicant(s) and proposed partners should conduct serious discourse asking questions, e.g. *what do we want to change or accomplish in this application area relative to current distress factors? What specific issues or communities do we want to direct attention to in the first 5 years, in the next 5 years, etc? Are we setting goals that are specific, targeted, measurable and manageable? Are we prepared to track and capture data to assess the effectiveness of the enterprise zone economic development plan?*

Goal statements: Should be easy to understand, realistic, and measurable. Action verbs such as *focus, support, try, and understand* are not measurable

Course of Action: A planned course of action answers the question, *how will we go about meeting these goals?* The key component of the applicant's proposal is the quality and meaningfulness of activities, as well as performance standards that will determine the effectiveness of the plan. A course of action typically requires specific steps to stay on course.

Title 25 of the California Code of Regulations, requires a description of plans and activities in order to be considered for enterprise designation. Application exhibits have been designed to organize the applicant's proposed plans to accomplish their goals by seeking answers to these questions:

- *What activities are proposed to identify, train, and place the unemployed/underemployed into enterprise zone jobs? Are the administrative agencies and/or contractors who will provide intake and/or job development services in the application area providing funds and staff? What specific tasks/contributions will these agencies and/or contractors perform to execute the plan?*
- *What is the applicant's plan for targeted Business Retention, Expansion and Attraction? What is the role of the EDC or similar organization in these activities? What is the applicant's sales plan for on-site visits to businesses?*
- *Is the applicant proposing local incentives exclusively to Enterprise Zone businesses to compliment the incentives offered by the State, and demonstrate partnership with the State?*

- *How does the applicant propose to market the benefits of Enterprise Zone Designation? What advertising campaigns are being proposed and how will various types of media be utilized? Does the applicant propose to hold or attend promotional events? How does the applicant propose to utilize job development agencies as partners in marketing enterprise zone designation?*
- *How will the Enterprise Zone program be managed at a local level? Are funds and staff appropriately budgeted for zone management?*

Chapter Sections

Section 1: Contact Information and Commitments (Exhibits 1-6)

Section 2: Eligibility Affirmation (Exhibit 7a or 7b)

Section 3: Boundary Conformity and Preliminary Approval (Exhibits 7- 12)

Section 4: California Environmental Quality Act Requirements (Exhibit 13)

Section 5: Economic Development Plan (Exhibits 14-46)

Section 6: Request for Bonus Points (Exhibits 47-49)

The Department will use Exhibits 1-13 to confirm that the jurisdiction is eligible for an enterprise zone. Following this assessment, the Department will score the contents of the Economic Development Plan (Exhibits 14-49) and the Request for Bonus Points (Exhibits 47-49) to establish the application's overall point total.

Exhibits

The following sections sequentially describe the information required for each exhibit. Exhibit templates can be found in Appendix A. The applicant should refer to each exhibit template while reading the guidebook directions describing the use of exhibit. To be eligible for consideration, the application must include each of the exhibits described in this chapter unless the text identifies the exhibit as "*optional*" or a "*condition*" for designation. Those exhibits described as a "condition" will be required should the applicant be awarded conditional designation.

Exhibit Addendum: If applicants are compelled to make additional comments about an exhibit topic, which cannot be conveyed within the exhibit template, they should provide additional pages labeled to correspond with the applicable exhibit. (See Preface, *Keys to a Successful Application*)

Section 1: Contact Information and Commitments (Exhibits 1-6)

Section Overview

To apply for Enterprise Zone Designation, applicants should identify all of the appropriate contacts for their jurisdiction. In addition, applicants must describe their jurisdictions and their commitment to the program. To meet this requirement, applicants should submit the exhibits corresponding to the following topics.

Section Topics

Application Checklist (Exhibit 1)
Signature Page (Exhibit 2)
Contact Information (Exhibit 3)
Jurisdictional Resolutions (Exhibit 4)
Letters of Commitment Cover Page (Exhibit 5)
Commitment Letters Summary (Exhibit 6)

To meet the requirements for contact information and commitments, applicants should submit the following exhibits:

► Exhibit 1: Application Checklist

The Application Checklist identifies all of the exhibits that an applicant should submit as part of the application. Use the checklist identified as Exhibit 1 to confirm that the application contains all of the required materials.

► Exhibit 2: Signature Page

In the original copy of the application, place a signature page signed by the authorized official submitting the final application package.

The vouchering agent: If the applicant is a multi-jurisdictional zone, provide information on the vouchering agent of each participating jurisdiction if the zone will be using more than one vouchering agent. (If a vouchering agent has not been hired, please write, "To be determined." A revised signature page naming the vouchering agent will be required if the applicant is awarded conditional designation.

Exhibits 3a and 3b:

Directions: Use Exhibit 3a to identify the required individuals and their respective roles. Exhibit 3b is to be provided electronically, only. Contact information, in Excel format, should be provided as indicated on the template.

► Exhibit 3a: Contact Information

Each applicant must provide contact information (i.e., name, address, telephone number, fax number, and email address) for each jurisdiction and for the overall application. Use Exhibit 3a to identify the following individuals or roles:

1. The primary contact for the applicant is the zone signatory, responsible for signing the Memorandum of Understanding and other important, related

documents. The contact person should be the individual in a supervisory level position, typically the agency or city manager, who coordinated the application and is most familiar with all of the contributors to the application. The primary contact is the individual the Department will officially notify with the application review results.

2. The secondary contact, i.e., the person who is most familiar with the final plan, typically a staff person rather than a city or agency manager.
3. The enterprise zone manager. If the applicant is a multi-jurisdictional zone, provide information on the zone manager of each participating jurisdiction. If a zone manager has not been hired, please write "To be Determined"
4. The vouchersing agent. If the applicant is a multi-jurisdictional zone, provide information on the vouchersing agent of each participating jurisdiction if the zone will be using more than one vouchersing agent. If a vouchersing agent has not been hired, please write "To be Determined".
5. The names and contact information of the signatories for each jurisdiction. These are the people who will be signing the Memorandum of Understanding (MOU) and other important related documents. The names on this list should coincide with the people whose job titles appear as being the designated signatories in the resolutions of the governing board for each jurisdiction.
6. The State Assembly and Senate member(s) whose district(s) encompasses all or part of the proposed enterprise zone.
7. The U.S. Congressional representative(s) whose district(s) encompasses all or part of the proposed enterprise zone.

► Exhibit 3b: Contact Information

Exhibit 3b is to be submitted as an electronic document on the application CD only. Please do not include this exhibit as a hard-copy in the application.

► Exhibit 4: Jurisdictional Resolutions

Applicants must include a resolution authorizing the application on behalf of the jurisdictions. See Appendix C for sample resolutions for both single and multi-jurisdictional zones. Use Exhibit 4 as a cover page for the applicant resolutions. Attach an *original*, certified copy of the resolution adopted by each county and/or city having jurisdiction over any portion of the proposed enterprise zone. The Department will reject an application without a resolution. For each city and/or county that is an applicant, the resolution must contain the following provisions:

1. A finding that the application area is a depressed area and that designation of the area as an enterprise zone is necessary in order to attract private sector investment to the application area;
2. A statement that the city or county authorizes the application;
3. A statement that the city or county authorizes and supports job development, job creation, and economic development;

4. A statement that the city or county authorizes that staffing shall be made available to maintain record-keeping, monthly updates on zone activities, and to discuss these activities with program auditors;
5. A statement that the city or county shall develop a self-evaluation process to measure its progress in meeting its goals and objectives; and, that this process shall be submitted to the Department for review, approval and inclusion in the Memorandum of Understanding (MOU) prior to Final Designation;
6. A statement that the city or county agrees to complete all actions stated within the application that apply to its jurisdiction should the proposed enterprise zone be awarded designation; and
7. The title and department of the position that is authorized to sign the application, the MOU and other documents necessary for the implementation of the enterprise zone (use the title and department of the signatory supplied in Exhibit 2).

► Exhibit 5: Letters of Commitment

Background: The application must include letters of commitment from participating jurisdictions, organizations, agencies, financial institutions, non-profits or private sector organizations that have been identified as program participants. These letters shall include the specific commitments that the organization will make to support the execution and success of the proposed enterprise zone, not general statements of support.

Each agreement or letter of commitment should quantify the resources an organization is committing to the proposed zone, including the number of staff, percentage of staff time, and funds committed for the life of the program. Be specific and concrete. The actual commitment by the organization must be verifiable. Commitments obtained from organizations will be assessed during the Enterprise Zone's first audit. Fulfillment of the commitments made by the applicant jurisdiction, agencies, organizations, and institutions will be evaluated. Each of the agreements/commitments shall contain the following:

1. A brief description of the partner organization and its role in local program execution.
2. Commitments of staff time:
 - a. Name (if available) and title of the staff person dedicated to the project;
 - b. Percentage of time staff person is dedicating to the project;
 - c. Annual value of staff person's time (show calculation); and
 - d. Tasks to be completed by staff person in support of the zone.
3. Commitments of cash contributions:
 - a. Annual cash contribution; and

- b. Use of cash contribution.
- 4. Commitments of other contributions:
 - a. Provide as many specifics about the contribution as possible (number, dollar amount, etc.); and
 - b. Show the annual value of the contributions.
- 5. The agreements should summarize the total contribution(s) as follows:
 - a. Total annual value of the contribution in dollars; and
 - b. Timeframe of the contribution in relation to the first five years of the zone's designation (Year 1, Year 2, Year 3, Year 4, and Year 5)

► **Exhibit 6:** Provide a summary of all partner commitments.

Section 2: Eligibility Affirmation (Exhibit 7a or 7b)

Section Overview

To apply for an Enterprise Zone, a community must first establish its eligibility under the regulations. A community can establish its eligibility by meeting one of two options. The following topics will describe these two options and the corresponding exhibits.

Section Topics

Eligibility Option 1 – Distress Factors (Exhibit 7a)

Eligibility Option 2 – Petition for Distress Area (Exhibit 7b)

To meet the requirement for eligibility affirmation, the applicants must submit either Exhibit 7a or Exhibit 7b as described below.

► Exhibit 7a: Eligibility Option 1—Distress Factors

Background: Under Option 1, a community can establish its eligibility by demonstrating that it contains an “eligible area” within each of its jurisdictions, which meet specified criteria. An eligible area shall consist of census tracts, block groups, or enumeration districts with continuous boundaries with a population of at least 2,500 people, each of which meet at least three or more of the following distress criteria:

1. The net increase in per capita income between 1990 and 2000 was \$5,042 or less;
2. The average rate of unemployment for both 2008 and 2009 was 7.4 percent or more;
3. The percentage of persons below the poverty level in 2000 was 15.2 percent or more.

4. At least 70 percent of households had incomes below 80 percent of the median county household income in 2000; and
5. The area is within a jurisdiction declared a disaster area by the President of the United States within the last seven years.

Directions: To demonstrate eligibility under Option 1, the applicant should complete Exhibit 7a for each census tract, block group, or enumeration district in the eligible area. The table should *highlight* or otherwise identify which of the distress criteria each census tract meets. Appendix B describes the methodologies for the distress factors.

**Exhibit 7a
Distress Factors (DF)**

Census Tract	DF1	DF2	DF 3	DF4	DF5	Eligibility Status
Census Tract Number	Net Increase in Per Capita Income (Years 1990 & 2000)	Average Rate of Unemployment for Years 2008 and 2009	Percentage of Persons Below Poverty Level	Percentage of Households Below 80% of Median County Household Income	Declared Disaster Area (Date)	Meets at least 3 of 5 Distress Criteria?

► Exhibit 7b: Eligibility Option 2—Petition for Distress Area

Background: If a community does not satisfy the eligibility criteria under Option 1, it may qualify based on the existence of a distressed area within its jurisdiction. To qualify under this option, the community must submit Exhibit 7b to the Department on or before **June 15, 2010**. The Department shall issue an eligibility determination letter to petitioners within 30 days of receipt. The letter shall notify the petitioner of departmental approval or denial. If the Department denies the petition, the letter shall list the reasons for the denial. The Department’s decision to deny a petition shall be final.

Directions: To apply under Eligibility Option 2, the applicant should demonstrate that its community incurred one of the following distress factors: 1) a plant closure, 2) substantial economic distress, or 3) gang-related activity. Use Exhibit 7b as a cover page for these materials. The following section defines these distress factors and the required elements for the petition:

1. A Plant Closure. A plant closure or closures causing the unemployment of at least 100 full-time employees within twenty-four (24) months prior to the application due date. All submittals shall include:
 - a. Name(s) and address(s) of the closed plant(s);
 - b. Number of full-time employees who became unemployed within twenty-four months prior to the plant closure date;
 - c. Date(s) of the plant closure(s);

- d. A third party document substantiating the plant closure, such as newspaper or other similar evidence; and
- e. A description of the exact location, specific boundaries, and population for the petition area.

Or

2. Substantial Economic Distress. The population or geographic area meets the following criteria:

- a. At least 51 percent of the population or the geographic area within the petition area shall meet three of the five distress criteria listed in this application under the Eligibility Criteria of Option 1; and
- b. The remaining 49 percent of the population or the geographic area within the petition area shall meet a minimum of three economic distress criteria. At least one of the three distress criteria shall be an economic distress criterion listed under the Eligibility Criteria of Option 1. The remaining criteria shall meet the economic distress criteria from the following list:
 - i. The percentage of the population residing in the petition area receiving Aid for Families of Dependant Children is 120 percent or more of the percentage of AFDC recipients residing in the State of California and in the county within which the petition area is located;
 - ii. The percentage of the population residing in the petition area receiving county general relief is 120 percent or more of the percentage of general relief program recipients residing in the State of California and in the county within which the petition area is located;
 - iii. The high school drop-out rate for the most recent year for children residing in the petition area is 120 percent or more of the high school drop-out rate for children residing in the State of California and in the county in which the petition area is located;
 - iv. The most recent annual percentage of persons residing in the petition area below the poverty rate is 120 percent or more of the most recent annual poverty rate for the persons residing in the State of California; or
 - v. The most recent annual unemployment rate for persons residing in the petition area is 120 percent or more of the most recent annual unemployment rate for the persons residing in the State of California and in the county in which the petition area is located.
 - vi. The population of the petition area meets the population loss criteria identified by the most recent Urban Development Action Grant guidelines published by the United States

Or

3. Gang-Related Activity. A petition area shall qualify as a distressed area if the petition area experienced a history of gang-related activity, whether or not crimes of violence have been committed. Applicants qualifying under this distress factor should provide:
 - a. A problem statement that identifies the gang problem in the petition area. The problem statement should depict the seriousness of the gang problem and the impact that gang activity is having on the economic development of the petition area.
 - b. Statistical data showing that at least two of the following activities or events have increased over the five-year period preceding the petition:
 - i. The incidence of gang-related criminal activity, such as gang-related homicides;
 - ii. The number of gang members in the area;
 - iii. The drop-out rate for local schools;
 - iv. The percentage of law enforcement personnel in the petition area who are exclusively devoted to gang suppression.
 - c. Evidence of a special division, section or task force in the local law enforcement agency/agencies specifically devoted to the suppression of gang activity.
 - d. Letters from the following organizations or individuals certifying that gang activity in the petition area has severely impacted the community:
 - i. The local police department;
 - ii. The local Chamber of Commerce or local business owners;
and
 - iii. The administrators from the local schools.

Section 3: Boundary Conformity (Exhibits 8-12)

Section Overview

To qualify for an Enterprise Zone, the applicant must establish boundaries that encompass an eligible area in combination with an industrial and/or commercial area. Multi-jurisdictional applications will be considered if more than one jurisdiction shares an eligible area, however, the application must demonstrate the commitment and participation of all the jurisdictions in program management, and each jurisdiction will be expected to provide evidence of those commitments in audits and reports.

To ensure that the configurations of the proposed enterprise zones remain consistent with state laws and regulations, the Department intends to enforce all applicable restrictions and limitations on size, zoning ratios, and boundary configurations. The applicant must consider all the requirements, restrictions and exceptions presented in the Boundary Conformity section to configure an acceptable application area. *The Department shall not designate an enterprise zone that draws its boundaries in a manner that includes larger stable businesses or heavily residential areas to the detriment of areas in the jurisdiction that are economically depressed.*

Exhibits 8-12 will enable the applicant to define the application area, and to demonstrate acceptable exceptions.

Section Topics

- Preliminary Boundary Configuration Approval (Optional)
- Boundary Elements Defined and Illustrated
- Request for a Non-Contiguous Area Exception (Optional) (Exhibits 8)
- Boundary Zoning Ratios – 51% Rule (Exhibit 9a)
- Request for Exception to the 51-Percent Rule (Optional) (Exhibit 9b)
- Non-Contiguous Areas and Ratio Rules
- Multi-Jurisdictional Boundary Configurations
- Boundary Configuration & Map Checklist (Exhibit 10)
- Post-Award Final Boundary Documents - Conditions for Designation
 - Legal Boundary Description (Exhibit 11a or 11b - not required at this time)
 - Street Map (Exhibit 12- not required at this time)
 - Street Ranges (Exhibit 13 - not required at this time)

Preliminary Boundary Configuration Approval (Optional)

Applicants are encouraged to see preliminary review of proposed enterprise zone boundaries. See Chapter 2, Stage 1 for a description of this process.

Boundary Elements Defined

Each application shall include one application area consisting of one eligible industrial and/or commercial area. The configuration of an application area may

include four primary elements, the (1) application area, (2) eligible area, (3) commercial area, and (4) industrial area. The following definitions and illustrations describe acceptable configurations of these combined elements, and the conditions under which the applicant may request an exception.

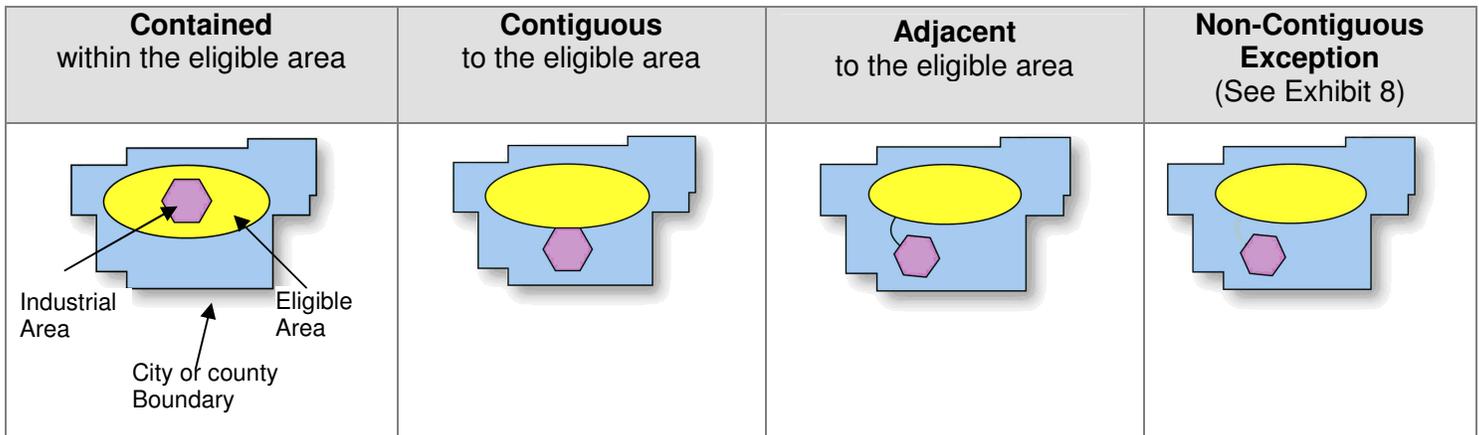
1. **Application Area:** The combination of an eligible area with a commercial and/or industrial area is referred to as the “application area.”

2. **Eligible Area:** As noted in Section 2, Eligibility Affirmation, an “eligible area” consists of census tracts, block groups, or enumeration districts with continuous boundaries and a population of at least 2,500 people. It is defined as an eligible area because each census tract, block group, or enumeration district meets at least three of five distress criteria.

3. **Industrial Area:** An industrial area means a geographic area in which at least 51 percent of the land area is zoned industrial by the local jurisdictions. For an industrial area to be included in an application area, the industrial area must be *contained within* or *contiguous* or *adjacent* to the eligible area. See Figure 2. For the purposes of the California Enterprise Zone Program, “adjacent” means (1) that the eligible area residents can reasonably be expected to travel to the industrial area in search of employment based upon historical employment practices, and (2) that the applicant jurisdiction’s infrastructure services are supplying the adjacent industrial area. Adjacency is most often established by demonstration of a right-of-way connecting the eligible area to the industrial area. See Figure 1.

Non-Contiguous Area Exception (Optional): In Figure 1, the illustration on the far right indicates a fourth option for configuring industrial area boundaries under certain circumstances. A non-contiguous industrial area is treated as an exception requiring Department approval. The Department will consider an exception to the industrial area boundary rules described above, if, and only if, the applicant can justify this type of boundary configuration as described in Exhibit 8 on the next page.

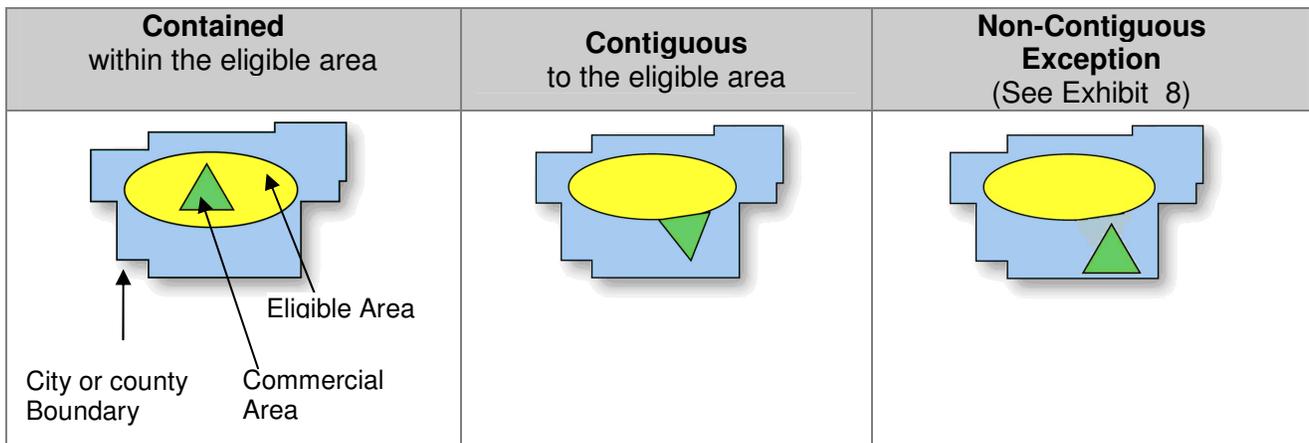
**FIGURE 1
PERMITTED INDUSTRIAL AREAS**



4. **Commercial Area:** A commercial area represents a geographic area in which at least 51 percent of the land area is zoned commercial by the city, county, or city and county. For a commercial area to be included as part of the application area, the commercial area must be either *contiguous* to or *contained within* the eligible area. “*Contiguous*” means that the commercial area shares a boundary or has a continuous boundary with the eligible area. See Figure 2.

Non-Contiguous Area Exception (Optional): In Figure 2 below, the illustration on the far right indicates a third option for configuring commercial area boundaries under certain circumstances. A non-contiguous commercial area is treated as an exception requiring Department approval. The Department will consider an exception to the commercial area boundary rules described above, if, and only if, the applicant can justify this type of boundary configuration as described in Exhibit 8.

**FIGURE 2
PERMITTED COMMERCIAL AREAS**



► Exhibit 8: (Optional) Non-Contiguous Area Justification

Background: Under specific circumstances, boundaries may be configured so that there is intervening land (between the eligible area and the commercial or industrial area) which will be excluded from the acreage of the enterprise zone. This configuration is described as “non-contiguous”. (Throughout this guidebook, any discussion of a “non-contiguous area” refers to a commercial or industrial area that does not share a boundary with the eligible area or other commercial or industrial areas.)

State law specifies that the applicant must first satisfy two tests to be granted an exception to the permitted boundary configuration illustrated above. The applicant must demonstrate that a non-contiguous commercial area is justified and aligns with the purpose of the enterprise zone program by passing these two tests. Otherwise, the Department will not permit a non-contiguous industrial or commercial area.

Directions: To include a non-contiguous area (excluded land) as part of its proposed enterprise zone, the applicant must demonstrate or satisfy both of the following conditions using Exhibit 8:

1. The non-contiguous area is needed to implement the applicant’s economic development plan. To satisfy this condition, the applicant must show how the non-contiguous area (the omission of intervening land) would help the Enterprise Zone meet the goals identified in its economic development plan. For this analysis, the application should list the goals and specify the role the non-contiguous area would have in meeting these goals.

2. The excluded area between the proposed zones boundaries would not, based on the proposed economic strategy also benefit from zone designation. To demonstrate this condition, succinctly explain why implementation of the goal would not benefit the excluded area.

Given the two conditions described above, it would be extremely difficult to justify an excluded area that is zoned for commercial or industrial use, and may include existing businesses.
--

Use Exhibit 8 to list each program goal or objective stated on Exhibit 14 to justify the need for a non-contiguous commercial or industrial area.

► Exhibit 8

Non-contiguous area exception justification

Instructions: List each program goal or objective as described on Exhibit 14 – The Marketing Plan. The space provided for a response is expandable, however, please be succinct in your response.

Strategic Goal (1)
<i>How will this Noncontiguous area help the enterprise zone achieve this goal?</i>
<i>How will the zone assess the non-contiguous areas impact on the goal?</i>
<i>Why will the area excluded from the zone <u>not</u> benefit from the goal’s execution/achievement?</i>
Strategic Goal (2) :

► Exhibit 9a: Boundary Zoning Ratios – 51% rule

Background: As discussed above, an application area must consist of an eligible area and one commercial or industrial area. State practice has required that the application area be zoned at least 51-percent commercial and/or industrial. However, the Department may grant an exception to this 51% ratio if the applicant meets the guidelines described in Exhibit 9b, below.

Directions: Use Exhibit 9a to identify the ratio of industrial and commercial zoning within the application area.

► Exhibit 9b: Request for Exception to the 51-Percent Rule (Optional)

Background: The Department recognizes that some applicants have difficulty achieving the 51-percent ratio on a zone-wide basis and, therefore, have relaxed this requirement. For Designation Round 2010, the Department will again consider application areas that are zoned less than 51-percent commercial or industrial, if and only if, there are no non-contiguous areas in the proposed boundaries. In addition, to be considered for this exception, the application must show that all of the following conditions exist:

1. There are no non-contiguous areas in the proposed boundaries.
2. The economic development plan contained in the application addresses the needs of the entire application area.
3. The employment, economic, and physical infrastructure commitments serve the entire application area.
4. The non-commercial or non-industrial areas included in the zone are required to either meet the eligibility criteria or to implement the applicant’s economic development strategy.

Non-Contiguous Areas and the 51-Percent Rule: Any jurisdiction which has a non-contiguous area is subject to the 51-percent ratio rule, and may not ask for an exception. If an application includes more than one jurisdiction, each jurisdiction must satisfy the ratio requirement. Table A provides an overview of the rule.

**TABLE A
RATIO RULES**

Boundary Type	RULE: Percentage of Commercial and/or Industrial Area Required	Exception Available?
Application area	≥ 51%	Yes
Application area includes a non-contiguous area	51% per jurisdiction	No
Multi-jurisdictional application without non-contiguous areas.	51% per jurisdiction	Yes
Multi-jurisdictional application with non-contiguous areas in some or all jurisdictions.	51% per jurisdiction with non-contiguous area	No

Directions: To demonstrate the conditions for an exception to the 51-percent ratio requirement, the applicant should provide a separate analysis for each condition with supporting documentation, if applicable. Use Exhibit 9b, shown below, to provide this information. If the Department determines that all of the conditions do not exist, it may request that the applicant modify the proposed boundaries to accommodate the 51-percent ratio.

EXHIBIT 9B

REQUEST FOR EXCEPTION TO THE 51-PERCENT RULE (OPTIONAL)

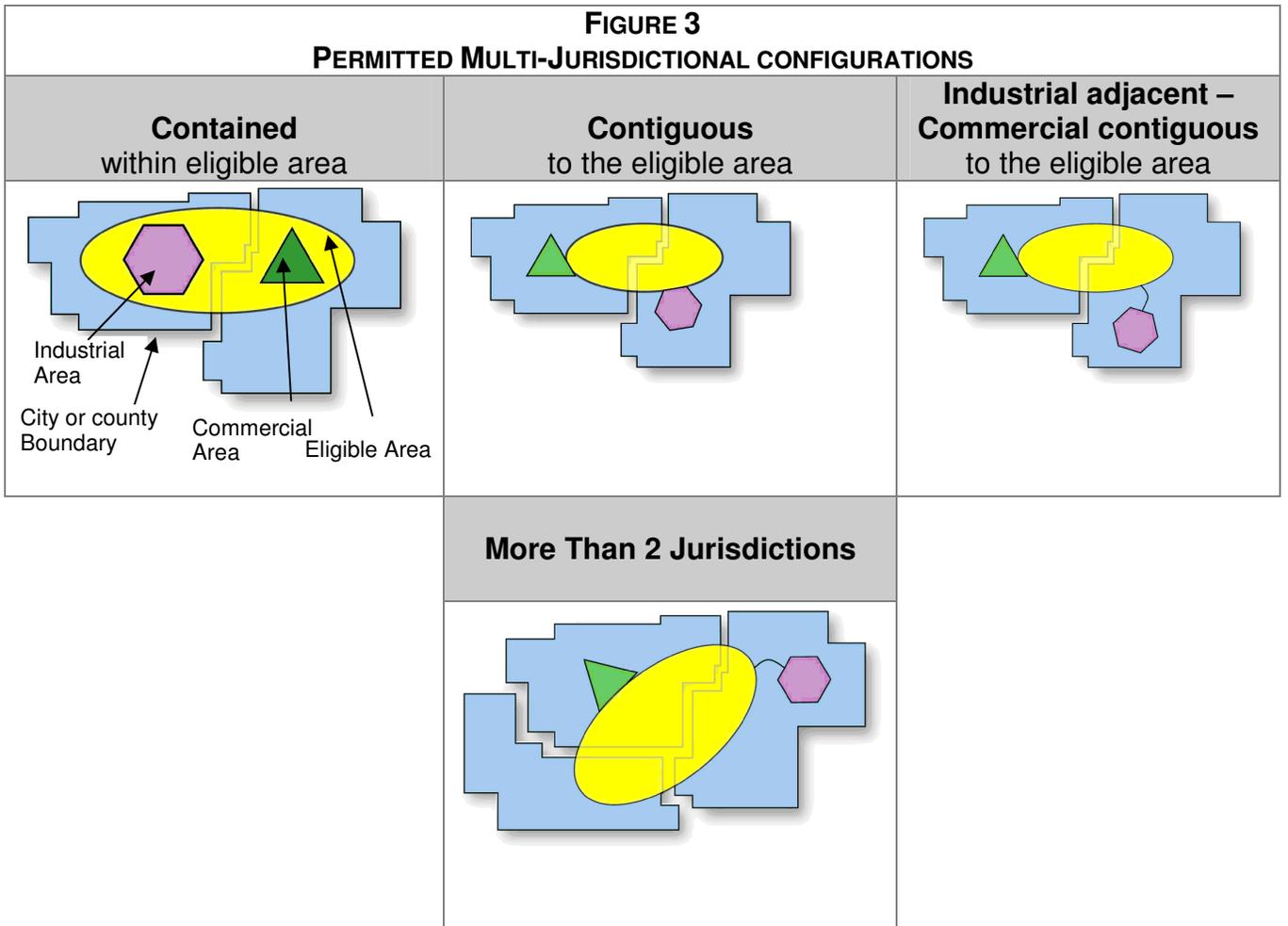
Instructions: Answer A, B, D and either C.1 or C.2.	
A.	The needs of the entire application area are served by the economic development plan as follows:
B.	The proposed employment, economic, and physical infrastructure commitments described in the economic development plan serve the entire application area as follows:
C.1	The non-commercial or non-industrial areas included in the proposed zone are required to meet the eligibility criteria. <input type="checkbox"/> Yes <input type="checkbox"/> No
C.2	The non-commercial or non-industrial areas included in the zone are required to implement the applicant's economic development strategy based on the following:
D.	The commercial and industrial areas included in the zone are all contiguous to the eligible area. Exhibit 8 is not being used to ask for an exception to the contiguity rule. <input type="checkbox"/> Yes <input type="checkbox"/> No

Multi-Jurisdictional Boundary Configuration

Jurisdictions may partner in applying for enterprise zone designation *if they share the eligible area*. Figure 3 illustrates permitted configurations of multi-jurisdictional applications.

Request for a Non-Contiguous Area Exception. Though not illustrated in Figure 3 below, multi-jurisdictions may also request a non-contiguous area exception using Exhibit 8.

Ratios – 51% Rule. Each jurisdiction must meet the 51% ratio of industrial and/or commercial land within that jurisdiction’s total acreage. A jurisdiction may request an exception to the 51% rule, subject to the above guidelines, Table A and Exhibit 9b. However, a jurisdiction with a non-contiguous area is not eligible for an exception to the 51% rule.



► Exhibit 10: Boundary Configuration Overview, Maps & Boundary Documents Checklist

► Part 1: Boundary Configuration Overview

This Exhibit represents an overview of the proposed application area and ensures compliance with State law.

► Part 2: Maps and Boundary Documents

Background: Each applicant must submit maps of the application area to visually illustrate a zone's boundaries, streets, zoning, and jurisdictional boundaries. The maps must be accurate because the Department will refer to them throughout the life of the zone. The applicant must consider all the *requirements, restrictions and exceptions* presented in the Boundary Conformity sections before preparing maps.

The Department shall not designate an enterprise zone that draws its boundaries in a manner that includes larger stable businesses or heavily residential areas to the detriment of areas in the jurisdiction that are economically depressed.

Directions: To meet the requirements for maps, the application must include specified maps of the proposed enterprise zone boundaries, census tracts, streets, and land-use zoning. **Please fold these maps.** The application must include the following maps:

1. Proposed Enterprise Zone Boundary Map & Street Map: A 24" x 36" GIS computer-generated color map of the zone showing legible street names and depicting the boundaries of the proposed enterprise zone application area, clearly distinguishing between the eligible, and industrial, and/or commercial areas. The maps should show: other non-residential zoning, jurisdictional boundaries, commercial/Industrial areas bordering proposed boundaries, and the zoning of land excluded to create a noncontiguous area. *Do not obscure street names.*

Care should be taken to avoid boundaries that include areas of large and stable employers, such as new shopping centers or to create tax or competitive inequities by splitting identified commercial and industrial areas.

Please submit an electronic copy of the map on a CD-ROM. Add notes regarding zoning in the excluded areas creating non-contiguity.

Non-Contiguous Area Exception: If a non-contiguous area exception has been requested, the map must identify the zoning of the intervening (excluded) land.

2. Census Maps: These maps must identify the eligible area boundary, census tracts/block group numbers used to establish the eligible area, and jurisdictional boundaries.

3. Land-Use Zoning Map: Depict the commercial and industrial land-use zoning for the proposed enterprise zone and the surrounding area indicating the commercial and industrial areas.

Post-Award Final Boundary Documents – Conditions for Designation

The following Exhibits need not be submitted with the application at this time. However, they will be required should the applicant be awarded a conditional designation. At that time, Exhibits 10c-12 will be treated as conditions for designation.

Maps define the zone boundaries and prevail as the final authority over street range listings.

► Exhibit 11a or 11b: Legal Boundary Description

Each final applicant must submit a legal description identifying the boundaries of the entire zone. After final designation, this written description will be binding for the term of the enterprise zone designation. The Department will accept either Exhibit 11a or Exhibit 11b.

► Exhibit 11a:

Directions: Use Exhibit 11a, illustrated below, to provide the boundary description for the proposed zone (commercial area, industrial area, and other parts of the eligible area needed to connect the two). Provide (1) a hard copy using this template, marking the document Exhibit 10 and (2) a clearly labeled and dated CD-ROM.

EXHIBIT 11A

LEGAL BOUNDARY DESCRIPTION AS OF (DATE)

Starting At	To the (direction)	Boundary (street/market)	Ending At	Boundary includes (street side)

► Exhibit 11b:

Digitized Map Option: See the instructions on Exhibit 11b to exercise this option, provide (1) a hard copy of the digitized map, marking the document Exhibit 11b and (2) a clearly labeled and dated CD-ROM.

► Exhibit 12: Street Ranges

Background: Each applicant must submit a listing of the address ranges on each side of the commercial and industrial streets within the zone boundaries. No address range for a street shall extend beyond the zone boundaries. Once final designation is made, the Department will post the listing of all streets and addresses included within the zone on its website. Once posted, the listing will be used by zone businesses, state tax officials, consultants, and lenders to determine eligibility for State tax credits. Applicants shall be responsible for bringing inaccuracies contained in the street range listing and additional street range listings based upon new development to the attention of the Department.

Directions: Use Exhibit 12, illustrated below, to provide the street ranges. Provide one hard copy using the exhibit and an electronic copy in an Excel format.

EXHIBIT 12
STREET RANGES BY DIRECTIONAL LISTING

Direction*	Street Name	From	To	Location**	Zip Code	Side	Effective Date***
Date Submitted By Title							

Section 4: California Environmental Quality Act Requirements

Each Enterprise Zone applicant must comply with the requirements of the California Environmental Quality Act (CEQA). (The CEQA statutes and guidelines are available at <http://ceres.ca.gov/ceqa/>.)

Under recent legislation, cities and counties that apply for Enterprise Zone designation after October 1, 2007, must include an initial study with their application. If the jurisdictions determine, based on the initial study, that they should prepare an environmental impact report (EIR), they must also include a notice of preparation with the application. On the other hand, if the initial study indicates that a negative declaration is appropriate, the jurisdictions must submit the initial study and the negative declaration.

If the Department selects an applicant as a conditional Enterprise Zone, the applicant must prepare and submit to the Department a draft EIR, a negative declaration, or a mitigated negative declaration. Prior to final designation, the applicant shall submit the final EIR, or negative or mitigated declaration.

The communities required to submit an EIR must (1) prepare one electronic copy of the draft EIR and submit with their conditional designation documents addressing the environmental impacts on the proposed enterprise zone areas, and (2) one electronic copy of the Notice of Completion (NOC) as described in Section 15085 of the CEQA Guidelines. The community must prepare the draft EIR and NOC in accordance with the procedural and substantive requirements of the CEQA and the CEQA guidelines.

► Exhibit 13: CEQA Reports

Use Exhibit 13 as a cover sheet for: (1) the initial study or if applicable, (2) the notice of preparation or (3) a negative declaration.

Section 5: Economic Development Plan (EDP) (Exhibits 14-46)

The Department will use the information presented in Exhibits 14-49, representing the economic development plan for the proposed application area, to assess the applicant's capability to operate an enterprise zone. (See Chapter 4 Overview, Proposal for Enterprise Zone Designation.) To ensure that the Department fully considers the jurisdiction's capabilities, the applicant should provide the information requested in these exhibits.

Exhibits 47, 48 and 49 provide an opportunity for the applicant to capture 100 bonus points to be added to the final score of the EDP.

Scoring Categories

1. Program Goals – Marketing Plan, up to 250 points (Exhibits 14-25)
2. Available Properties, Existing Business & Jobs, up to 200 points (Exhibit 26)
3. Job Development Plan, up to 175 points (Exhibits 31-38)
4. Economic Development Financing Programs, up to 175 points (Exhibits 27-30)
5. Program Management & Vouchering Plan, up to 150 Points (Exhibit 39, 44-49)
6. Infrastructure & Capital Improvement Plan, up to 150 points (Exhibit 50)
7. Local Incentives, up to 125 points (Exhibits 40a-42)
8. Unemployment & Area Income Levels, up to 100 points (Exhibit 43)

***Request for Bonus Points, up to 100 points
(Exhibits 47 – 49) – See Section 6***

Category 1: Program Goals - Marketing Plan (250 pts)

As part of its economic development plan, an applicant must identify its overall program goals and the marketing plan for goal achievement. An enterprise zone is expected to market the features and benefits of the area (including local, workforce, and state incentives) with the intention of stimulating business investment and creating jobs, thereby improving the socio-economic conditions of the community. The following exhibits require this information.

► **Exhibit 14: The Marketing Plan**

Directions: The exhibit serves as a template to organize and identify (1) quantifiable, measurable goals which align with the purpose of the enterprise zone program, (2) the plan or course of action to accomplish the goal, and (3) the agency or organization spearheading goal attainment.

- *Program Goals:* In setting goals, the applicant considers what they want to start, stop, change or accomplish to stimulate business investment in the application area in the first five years of enterprise zone designation, thereby reducing the level of distress. The goals should be specific and measurable so that the applicant and the Department can assess their progress and accomplishments based on quantified data.
- *Course of Action:* The applicant describes a succinct course of action which clearly correlates with goal achievement. The course of action should include specific steps and activities planned to meet the goal, including frequency of activities or timeframes. Activities may include the coordination, facilitation, or monitoring of activities performed by partners, or other organization/agencies in support of program goals.

► **Exhibits 15, 16, 17 - Five-Year Retention, Expansion and Attraction Plans**

The Department expects enterprise zones to implement a marketing strategy to retain, expand and attract enterprise zone businesses in the first five years of operation. Exhibits 15, 16, and 17 ask the applicant to identify specific plans to retain, expand and attract business in the application area. The plan should be broken down to yearly activities which represent a logical progression. The applicant should identify the specific industrial and/or commercial market segments to which activities will be targeted. The plan will identify the following elements for each retention, expansion or attraction activity: (1) Target Market, (2) Proposed Action(s) and (3) Lead Agency.

► **Exhibit 15: Five-Year Retention Plan**

Use Exhibit 15 to describe the applicant's plans to retain existing businesses.

► **Exhibit 16: Five-Year Expansion Plan**

Use Exhibit 16 to describe the applicant's plans to expand businesses in the commercial and industrial areas.

► **Exhibit 17: Five-Year Attraction Plan**

Use Exhibit 17 to describe the applicant's plans to generate leads and attract businesses to the commercial and industrial areas.

► **Exhibit 18: Proposed Methodology for Data Collection**

Background: The Department expects enterprise zones to track and measure the number of businesses and jobs in the application area compared to the date of designation, in order to evaluate progress.

Directions: To ensure that jurisdictions regularly assess their accomplishments in retaining, expanding, and attracting businesses, applicants must identify the steps they will take, the process, systems, tools and timeframes they will use to measure these results.

► **Exhibit 19: Economic Development - Role and Track Record**

Background: Many applicants will rely on an EDC or similar organization to assist with economic development in the community. These organizations typically use a designated enterprise zone as a “tool” in accomplishing their mission.

Directions: The exhibit should provide a detailed description of the role of the local EDC or similar organization and anticipated role changes as a result of enterprise zone designation. This description should include instances in the last five years in which the local economic development corporation successfully helped to attract or retain businesses. In addition, the description should identify the number of jobs created or retained.

Note: If the applicant does not have an EDC or similar organization, describe the jurisdiction’s performance in Part B, C, and D.

► **Exhibit 20: Annual Sales Plan for On-Site Visits**

The enterprise zone is expected to execute a sales plan for on-site visits (sales calls) to existing and/or new businesses. There must be a plan to contact existing enterprise zone businesses on a regular basis to identify needs, propose solutions, and keep the business informed. The applicant should identify the expected agenda (talking points) for visits, i.e. tax benefits, recruitment needs, expansion financing. The plan should also include site visits to convert leads to prospects and sales efforts to successfully attract new businesses to the application area.

► **Exhibit 21: Commercial Real Estate Brokers for the Application Area**

List five local and regional public, private and real estate organizations currently marketing property and development opportunities in the enterprise zone area.

► **Exhibit 22a: Advertising Strategy**

► **Exhibit 22b: Promotional Strategy**

Applicants must identify the resources and budget they will use to advertise and promote the enterprise zone. Use Exhibits 22a and 22b to provide a detailed analysis of the advertising and promotion strategy for marketing the enterprise zone.

► **Exhibit 22c: Examples of Advertising Materials.**

Use Exhibit 22c as a cover sheet to list 5 samples of existing advertising materials which are being submitted with the application.

► **Exhibit 23: Resources for the Marketing Plan**

An enterprise zone may not reduce the level of resources for marketing during the designation period without the prior written approval of the Department.

Directions: Use Exhibit 23 to describe the number of staff, organizations, and budgets committed to the marketing plan by the zone’s jurisdictions.

Category 2: Available Properties, Existing Business and Jobs (200 pts)

► **Exhibit 24a:** The proposed zone should contain at least 51% commercial and industrial-zoned lands. Although the zone may include residential areas, these areas should only be used to link the commercial and industrial lands.

The purpose of this exhibit is to identify application acreage, improved and unimproved land, vacant building square footage, and to establish a baseline for the number of businesses and jobs in the proposed enterprise zone.

Directions: If the proposed zone includes more than one jurisdiction:

1. Complete Exhibit 24a, for each jurisdiction and label the exhibit with the name of the jurisdiction.
2. Prepare a Master Exhibit 24a as a compilation of each jurisdictions data and label the exhibit “multi-jurisdiction summary”.

► **Exhibit 24b:** A list containing the names and addresses of all businesses in the application area with twenty-five (25) or more employees. Commercial and industrial businesses should be listed separately. * To be submitted via electronic copy only.

► **Exhibit 24c:** A list containing an inventory of all industrial and commercial buildings and sites for sale or lease in the application area. Commercial and industrial inventory should be listed separately. * To be submitted via electronic copy only.

Category 3: Job Development Plan (175 pts)

The enterprise zone must have a plan to identify, train and place unemployed and underemployed in the application area which should include targeted employee screening and job-linkage services. The section on Job Development shall include the following information:

► **Exhibit 25: Job Development Providers – Funds, Staff and Contributions**

List the agencies and organizations that provide job development services for the unemployed and under-employed in the proposed zone, the funds and staff committed for the implementation of the Economic Development Plan (EDP), and the proposed role or activity to be contributed by the agency under enterprise zone designation. (The data should be consistent with that provided in Exhibit 6 – Commitment Letters Summary.)

► **Exhibit 26: Track Record - Job Development Providers under WIA and CalWORKs**

List the names and addresses of all administrative agencies and/or contractors who will provide intake and/or job development services in the application area under the Workforce Investment Act (WIA) and CalWORKs. Present data that shows the track record of job placements by each agency.

► **Exhibit 27: Marketing - Strategies for Maximizing the Participation of Job Developers**

Describe enterprise zone program management’s plan to coordinate marketing efforts with job development agencies and/or contractors. Describe the activities that will be conducted for outreach, marketing, and promotion by job development entities (see Exhibit 25).

► **Exhibit 28: Use of Workforce Investment Board (WIB) Funds**

This exhibit should describe collaborations or agreements targeting WIB funds to *identify, educate, and train* the unemployed in the applicant community specifically for enterprise zone jobs over the next 5 years, including the dollar amounts committed by the WIB for specified purposes.

► **Exhibit 29: Job Development Outreach for the Application Area’s Under-Employed and Unemployed Persons**

The exhibit should provide a detailed description of the plan to identify, train, and place the application area’s unemployed and under-employed persons into the jobs created through the marketing of the application area.

► **Exhibit 30: Placement of Targeted Individuals in Enterprise Zone Jobs**

The exhibit should provide a detailed explanation of how the enterprise zone will place and track recipients of Workforce Investment Act and CalWORKs services into enterprise zone jobs.

► **Exhibit 31: Business Partnerships with Local Schools**

The exhibit should describe the applicant community’s plan to ensure that employers are partnering with the local schools to develop and maintain a trained workforce that will meet their labor requirements. Indicate whether the partnership described is current or proposed.

Category 4: Economic Development Financing Programs (100 pts)

The objective of this section of the EDP is to describe (1) the existing financing programs provided by the applicant or other agencies targeted at businesses within the application area, (2) past results, and (3) the proposed financing programs to be offered by the applicant or other agencies as incentives to business investment in the application area. The Department will award points based on the relative strengths of the proposed financing plan and the track records of the proposed financing programs and participants. The section on Economic Development Financing Programs should include the following information:

► **Exhibit 32: Financial Assistance Available for Businesses in the Application Area**

List up to five agencies, organizations, and firms that will provide financial assistance to businesses and property owners in the proposed enterprise zone. For each entity, describe the types of financial services or loan programs available. In

addition, provide a detailed record of the companies that received financial assistance since 2006.

► Exhibit 33: Financial Institutions Interested in Making Loans to Companies in the Application Area

The exhibit should list and identify the following:

1. The identity of the financial institutions (up to five) that have expressed an interest in making business loans to businesses located in the proposed enterprise zone.
2. The types of loan programs currently offered.
3. For each entity, the application should identify the number of loan applications received for commercial and/or industrial businesses resulting in approval or denial during three year period 2007-2009.
4. The number of commercial and/or industrial companies that received loans during 2007 -2009.

► Exhibit 34: Applicant Loan Programs Prior Three Year Results

The exhibit should provide a detailed explanation of the loans available through programs offered by the applicant(s), together with data sharing the results of these loan programs for the three years prior to this application. If this is a multi-jurisdictional application, list each jurisdiction followed by the loan programs offered by the jurisdiction.

► Exhibit 35: Financial Institutions Interested in making Small Business Administration (SBA) Loans to Companies in the Application Area

List the financial institutions that are presently making loans guaranteed by the Small Business Administration.

Category 5: Enterprise Zone Program Management & Vouchering (150 pts)

The governing body of each zone shall ensure that its zone management is budgeted and staffed at a level that will permit compliance with the marketing activities and voucher program requirements of the state. The enterprise zone's governing body shall not reduce the budget or staff allocation of its zone management from the levels indicated in its application. The budget and staff allocation will be included in the MOU.

The following 3 exhibits are requesting information that is captured on the Letters of Commitment Summary.

► Exhibit 36: Annual Line-Item Budget for Enterprise Zone Administration

Each applicant must describe the annual line-item budget and the source of funding that the applicant will commit for the administration of the proposed enterprise zone. This budget should: (1) reflect the total funding provided by all applicant jurisdictions (See Exhibit 37) (2) a total of the non-applicant funding identified in the Commitment

Letters Summary, and (3) vouchering revenue. Expenses should include, at minimum, staff expense; marketing expense including advertising and promotion; sales expense and vouchering program expenses.

► **Exhibit 37: Contributions of Participating Jurisdictions**

The exhibit should identify the annual enterprise zone budget contributions (dollars) by each applicant jurisdiction which has been identified above as providing marketing, job development, and other aspects of implementation of the Economic Development Plan.

► **Exhibit 38: In-Kind Contributions of Participating Jurisdictions**

The exhibit should identify the annual enterprise zone in-kind contributions by each participating jurisdiction and/or agency providing marketing, job development, and other aspects of implementation of the Economic Development plan.

► **Exhibit 39: Enterprise Zone Manager's Duty Statement**

Background: Each enterprise zone's governing body shall designate an enterprise zone manager, and shall notify the Department in writing of its designee. If the zone manager is not an employee, department, or agency of the city, county, or city and county in which the enterprise zone is located, the governing body shall enter into a written agreement with the zone manager requiring, at a minimum, compliance with state vouchering regulations and all other applicable enterprise zone requirements.

Each applicant must provide *an officially adopted duty statement* describing the responsibilities and tasks to be performed by the person responsible for administering the proposed enterprise zone. The duty statement shall include *percentages of time* to be spent on essential and marginal activities. The enterprise zone manager shall be *full-time and shall spend at least half of his or her time contacting businesses*. The total percentage of time allotted to these activities shall correspond to the applicant's staffing commitments.

Directions: The job duty statement shall include the following elements in Exhibit 39:

1. Administration of the Enterprise Zone Program;
2. Administration of the vouchering policies, procedures and plan; and
3. Administration of an active marketing plan for the Enterprise Zone Program to the local businesses and communities in the enterprise zone. (50% of time to be spent contacting businesses)

► **Exhibit 40: Organizational Chart**

Background: Each application must include a chart that shows:

1. All persons, organizations, governmental and non-governmental partners involved in all aspects of the proposed enterprise zone, including marketing, job development, financing and administration, along with their reporting relationship to the enterprise zone.
2. The organizational chart should also define the zone manager's reporting relationship in the applicant's jurisdiction.

3. The organizational chart shall show staff by job title and not solely the agency or department identified as a general area.

Directions: Use Exhibit 40 as the cover page for the organization chart(s).

► **Exhibit 41: Vouchering Plan Draft (Condition)**

The applicant will be required to provide a Vouchering Plan *if awarded conditional enterprise zone designation*. Vouchering will require a significant portion of the enterprise zone's staff resources. As a result, the applicant must show that the enterprise zone has the technical competence and sufficient dedicated resources to administer this important function. The Vouchering Plan shall detail the enterprise zone's organization, staff, and resources. In addition, each enterprise zone will need to show that it will have the necessary systems in place to implement the required policies and procedures and to comply with all voucher regulations.

The plan shall include the following information:

1. How the enterprise zone will ensure that the Vouchering Agent and all employees involved in reviewing and approving voucher applications are adequately trained to perform this function.
2. The revenue, budget, and staffing for vouchering activities.
3. The timeline for implementing the vouchering activities.

Conditional Designation Requirements: Exhibit 41 may be revised by the Department upon the announcement of conditional designations. Conditionally designated applicants will be expected to submit a signed Vouchering Plan & Remittance agreement and a final draft of the internal operations procedure to process vouchers.

► **Exhibit 42: Self-Evaluation Commitments**

Background: As part of the application process, applicants must identify the specific goals and objectives they plan to accomplish during their enterprise zone's designation period. To ensure that the applicants can adequately monitor their progress towards meeting these goals and objectives, the Department requires a description of the methodology that the enterprise zones will use to track and assess the effectiveness of their programs. In addition, the Department requires a description of the steps the enterprise zones will use if they determine that progress is insufficient or inadequate. Once designated, each enterprise zone will be required to report at least annually on the effectiveness of its local program.

Directions: Use Exhibit 42 to describe how the enterprise zone will assess its progress towards meeting the goals and objectives stated in the exhibits included in the application. The responses to Columns A-F in Exhibit 42 should address the following questions:

TABLE B
INSTRUCTIONS FOR EXHIBIT 42: SELF-EVALUATION COMMITMENTS

Column	Required Contents
A	Column A describes EDP exhibits describing application goals and commitments that the enterprise zone must monitor and assess throughout the designation period.
B	Column B should specify how often the enterprise zone will conduct the assessments (i.e., monthly, quarterly, semi-annually, or annually), the method of reporting and to whom the report will be made. (At a minimum, the Department requires annual assessments.) Also use Column B to identify the lead evaluator of goal progress and performance of commitment activities. The lead evaluator may be EZ Program Management or a partner.
C	The applicant response in Column C will answer the question(s): <ul style="list-style-type: none"> - How will you know the course of action is effective or working? - What quantitative data will be measured to assess progress? Column C should describe the performance measure, i.e., the item the enterprise zone will assess. For example, if the commitment in Column A is the Sales Plan, the performance measure is “the number of on-site visits to businesses.” If the commitment in Column A is the Financing Plan, a performance measure would be “utilization/effectiveness of applicant financing programs”.
D	Column D should describe the steps the enterprise zone will take if it determines that its strategies have not been effective based on the results of the self-evaluation. As part of this description, the applicant should identify milestones for implementing any changes to its strategies.

Category 6: Infrastructure and Capital Improvement Plan (150 pts)

In this section, applicants will describe the application area's infrastructure through a detailed analysis and description of the availability and condition of the infrastructure serving the primary industrial and/or commercial areas. The zone should contain the primary commercial and industrial areas, and commercial and/or industrial areas intended to be served during the period 2009 through 2014 as identified in an adopted Capital Improvement Plan, which outlines the community's planned five-year plan for capital projects.

► Exhibit 43a: Infrastructure Analysis and Description

Background: The applicant shall provide an analysis and description of the condition and capacity to deliver service at the current peak level, and available peak capacity at the end of the planning period for the following:

1. Water supply;
2. Storm drainage;
3. Sewers and waste treatment plant;
4. Natural gas and electric;
5. Streets and street lighting;
6. Any other indicators of capacity, conditions and availability of the infrastructure within the industrial and/or commercial area; and
7. All plans to expand or improve infrastructure including projected costs, financing and time tables for completion.

► Exhibit 43b: Capital Improvement Plan

In addition, the applicant shall attach one copy of the adopted Capital Improvement Plan, which identifies planned infrastructure improvements for a five-year period, which includes the years 2010 to 2011. This may be provided electronically on CD.

Category 7: Local Incentives (125 pts)

The Economic Development Plan shall include a detailed description of the additional local incentives provided by the applicant and a detailed explanation of how the proposed incentives will stimulate business investment in the application area. In considering the development of incentives for exclusive use by businesses in the Enterprise Zone, the applicant is being asked to partner with the state by providing additional incentives beyond those available via the enterprise zone program.

Many of the incentives to stimulate investment in the application area are being addressed in other Exhibits, i.e. available land for development, sound infrastructure, financing programs, workforce readiness. There may also be other factors which give a competitive edge to the applicant such as geography and natural resources.

Enterprise Zones will be expected to demonstrate the utilization of incentives to attract, expand or retain businesses and measure their effectiveness.

For the purposes of this section, the incentives *may include* regulatory, tax, program, and other incentives that will attract private sector investment.

Regulatory incentives include, but are not limited to, The suspension or relaxation of locally originated or modified building codes, zoning laws, general development plans, or rent controls, the elimination or reduction of fees for applications, permits, or rent controls, and the establishment of a streamlined permit process.

Tax incentives may include the elimination or reduction of construction taxes or business license taxes.

Program and other incentives may include

- (1) The provision or expansion of infrastructure,
- (2) The targeting of federal block grant moneys,
- (3) The targeting of economic development grants and loan moneys, (4) the targeting of state or federal job disadvantaged and vocational education grant moneys,
- (5) The targeting of federal or state transportation grant moneys,
- (6) The targeting of federal or state low-income housing and rental assistance moneys, and
- (7) The use of tax allocation bonds, special assessment bonds, bonds under the Mello-Roos Community Facilities Act of 1982, industrial development bonds, revenue bonds, private activity bonds, housing bonds, and other similar bonds.

► Exhibit 44a or 44b: Local Incentives Exclusive to Enterprise Zone Businesses

Background: The plan for incentives shall include the following information:

1. A detailed explanation of how the proposed local incentives will stimulate business investment in the application area;
2. The plan to reduce fees for application area businesses, including development fees, license fees, and permit fees; and
3. An explanation of methods to be employed to reduce the administrative processing time required for plan reviews and permit applications for enterprise zone businesses.

Directions: Use Exhibit 44a to describe incentives offered exclusively to enterprise zone businesses to stimulate and compete for business investment in the application area. Use Exhibit 44b for multi-jurisdictional applications.

► Exhibit 45: Neighborhood & Employment Transformation Activities

The exhibit should describe the current activities and planned activities underway to transform neighborhoods in the application area, including the coordination of support services to assist and/or position residents of the enterprise zone to accept employment, retain employment and become more self-sufficient. Describe any activities to be undertaken to support work attendance or remove obstacles to successful job performance once hired.

Category 8: Unemployment and Area Income Levels (100 pts)

This section of the Economic Development Plan requires the per-capita income and percentage of unemployment for each census tract/block group in the proposed eligible area.

► Exhibit 46: Unemployment and Area Income Levels for Census Tracts in Eligible Areas for Year 2000

List the following information on unemployment and area income levels for the year 2000:

1. Provide the per capita income for each census tract/block group in the proposed eligible area.
2. Provide the percentage of unemployment for each census tract/block group in the proposed eligible area.

Section 6: Request for Bonus Points (Exhibits 47-49)

During the rating and ranking process, the Department will give special consideration, bonus points, or both, up to a maximum of 100 points, to applications that demonstrate the greatest need and meet **at least two** of the following criteria:

Criterion 1—Poverty Levels

This criterion requires that the census tracts in the proposed enterprise zone application area have a high percentage of households with incomes below the poverty level. Methodologies to calculate this data are located in Appendix B.

► Exhibit 47: Poverty Level

To be considered under this criterion, at least 17.5 percent of the households in the census tract must be below the poverty level. (The Department will award up to 50 points based on a relative scale.)

Criterion 2—Unemployment Rates

This criterion states that the average unemployment rate (as indicated in Census 2000) for the census tract(s) of the proposed enterprise zone application area must be at least five percentage points above the statewide average for the most recent calendar year as determined by the Employment Development Department.

► Exhibit 48: Local Unemployment Rate

To qualify for this bonus criterion, the average unemployment rate for the census tracts of the proposed enterprise zone application area must be at least 10.4 percent. (The Department will award up to 50 points based on a relative scale.)

Criterion 3—Unique Distress Factors

To qualify under Criterion 3, the applicant jurisdiction must document that it has a unique distress factor affecting long-term economic development, including, but not limited to, resource depletion, plant closure, industry recession, natural disaster (including areas declared a disaster by the President of the United States within the last seven years), or a military-base closure.

► Exhibit 49: Unique Distress Factors

To qualify for bonus points under this factor, the application must include a detailed description of the unique distress factor(s) (incurred since the Year 2000) and clearly indicate the job loss associated with these factors. (The Department will award up to 50 points at its discretion.)

EXHIBIT 1

APPLICATION CHECKLIST

Exhibit	Title	Format		Page
		CD	Hard Copy	
1	Application Checklist	X	X	
2	Signature Page	X	X	
3a	Contact Information	X	X	
3b	Contact Information Spreadsheet	X	-	
4	Jurisdictional Resolutions	X	X	
5	Letters of Commitment Cover Page	X	X	
6	Commitment Summary	X	X	
7a or	Eligibility Option 1 – Distress Factors	X	X	
7b	Eligibility Option 2 – Petition for Distress Area	X	X	
8	Non-Contiguous Area Justification (Optional)	X	X	
9a	Boundary Ratios	X	X	
9b	Request for Exception to the 51 – Percent Rule (Optional)	X	X	
10	Boundary Configuration and Map Checklist	X	X	
11a	<i>Conditional Designation Requirement</i> Legal Boundary Description as of (Date)	X	-	N/A*
11b	<i>Conditional Designation Requirement</i> Legal Boundary Description - Digitized Map Option	X	-	N/A*
12	<i>Conditional Designation Requirement</i> Street Ranges by Directional Listing	X	-	N/A*
13	CEQA Reports	X	X	
14	The Marketing Plan	X	X	
15	Five-Year Commercial/Industrial Retention Plan	X	X	
16	Five-Year Commercial/Industrial Expansion Plan	X	X	
17	Five-Year Commercial/Industrial Attraction Plan	X	X	
18	Proposed Methodology for Data Collection	X	X	
19	Economic Development – Role and Track Record	X	X	
20	Annual Sales Plan for On-Site Visits	X	X	
21	Commercial Real Estate Brokers for the Application Area	X	X	
22a	Advertising Strategy	X	X	
22b	Promotional Strategy	X	X	
22c	Examples of Advertising Materials (<i>labeled accordion folder</i>)	-	X	
23	Resources for the Marketing Plan	X	X	
24a	Available Properties, Existing Business and Jobs	X	X	
24b	Commercial and Industrial Businesses in the Application Area with 25+ employees	X	-	
24c	Commercial and Industrial Building and Sites for Sale or Lease in the Application Area	X	-	
25	Job Development Providers – Funds, Staff and Contributions	X	X	
26	Track Record – Job Development Providers Under WIA and CalWORKS	X	X	
27	Marketing – Strategies for Maximizing the Participation of Job Developers	X	X	
28	Use of Workforce Investment Board (WIB) Funds	X	X	

EXHIBIT 1 APPLICATION CHECKLIST

Exhibit	Title	Format		Page
		CD	Hard Copy	
29	Job Development Outreach for the Application Area's Under-Employed and Unemployed Persons	X	X	
30	Placement of Targeted Individuals in Enterprise Zone Jobs	X	X	
31	Partnerships with Local Schools	X	X	
32	Financial Assistance Available for Businesses in the Application Area	X	X	
33	Financial Institutions Interested in Making Loans to Companies in the Application Area	X	X	
34	Applicant Loan Programs – Prior Three Year Results	X	X	
35	Financial Institutions Interested in Making Small Business Administration (SBA) Loans to Companies in the Application Area	X	X	
36	Annual Line-Item Budget for Enterprise Zone Administration	X	X	
37	Contributions of Participating Jurisdictions	X	X	
38	In-Kind Contributions of Participating Jurisdictions	X	X	
39	Enterprise Zone Manager's Duty Statement	X	X	
40	Organizational Chart	X	X	
41	<i>Conditional Designation Requirement</i> Vouchering Plan	X	X	N/A*
42	Self-Evaluation Commitments	X	X	
43a	Infrastructure Analysis and Description	X	X	
43b	Capital Improvement Plan (<i>electronic version only if available</i>)	X	optional	
44a	Local Incentives Exclusive to Enterprise Zone Businesses	X	X	
44b	Local Incentives Exclusive to Enterprise Zone Businesses (Multi-Jurisdictional)	X	X	
45	Neighborhood and Employment Transformation Activities	X	X	
46	Unemployment and Area Income Levels for Census Tracts in Eligible Areas for Year 2000	X	X	
47	Bonus Criterion 1: Poverty Level	X	X	
48	Bonus Criterion 2: Local Unemployment Rate	X	X	
49	Bonus Criterion 3: Unique Distress Factors	X	X	

* Required if awarded conditional designation.

**EXHIBIT 2
SIGNATURE PAGE**

**CALIFORNIA ENTERPRISE ZONE PROGRAM
2010 APPLICATION**

Name of Enterprise Zone

Name and Title of Authorized Official

Affiliation of Authorized Official

Signature of Authorized Official

Date

California Enterprise Zone Program
Department of Housing and Community Development
1800 Third Street, Third Floor
Sacramento, CA 95811
Telephone: (916) 322-1112
<http://www.hcd.ca.gov/fa/cdbg/ez>

EXHIBIT 3A

CONTACT INFORMATION

APPLICANT INFORMATION

List the name(s) of the jurisdiction(s) applying for final designation.

PRIMARY CONTACT

List the name and contact information of the person the Department of Housing and Community Development should notify of the final application results.

Name and Title

Name of local jurisdiction including specific office or department

Mailing address

City State Zip Code

Telephone Email Fax

SECONDARY CONTACT

List the name and contact information of the person most familiar with the application (if different from above).

Name and Title

Name of local jurisdiction including specific office or department

Mailing address

City State Zip Code

Telephone Email Fax

EXHIBIT 3A CONTACT INFORMATION

ENTERPRISE ZONE MANAGER

List the name and contact information of the person designated as the Enterprise Zone manager. For multi-jurisdictional zones, provide information on the zone manager of each participating jurisdiction using copies of this form.

Name and Title

Name of local jurisdiction including specific office or department

Mailing address

City

State

Zip Code

Telephone

Email

Fax

VOUCHERING AGENT

List the name and contact information of the person designated as the vouchering agent. For multi-jurisdictional zones, if more than one vouchering agent will be used, provide information on the vouchering agent for each participating jurisdiction using copies of this form.

Name and Title

Name of local jurisdiction including specific office or department

Mailing address

City

State

Zip Code

Telephone

Email

Fax

EXHIBIT 3A

CONTACT INFORMATION

SIGNATORY

List the name and contact information of the person whose job title has been designated as the signatory for the zone. For multi-jurisdictional zones, each jurisdiction should provide the information on the signatory for its jurisdiction.

Name and Title

Name of local jurisdiction including specific office or department

Mailing address

City

State

Zip Code

Telephone

Email

Fax

LEGISLATORS

List the names of the State Assembly member(s) and Senate member(s) whose district(s) encompasses all or part of the proposed Enterprise Zone. There is no need to provide mailing information.

Assembly Member(s)/District(s)

Senate Members (s)/District(s)

CONGRESSIONAL REPRESENTATIVES

List the names of the U.S. House of Representatives whose district(s) encompasses all or part of the proposed Enterprise Zone. There is no need to provide mailing information.

U.S. Representative Member(s)/District(s)

EXHIBIT 4
TABLE OF CONTENTS FOR THE
JURISDICTIONAL RESOLUTIONS

Instructions:

Using the format shown below, please provide a cover page that provides the name of the jurisdiction and the page number that corresponds to the resolution. Make sure all resolutions have wet signatures!

<u>Jurisdiction Name</u>	<u>Resolution Number</u>	<u>Exhibit Number</u>
City of XYZ	45678	Exhibit 4-1
County of ABC	12345	Exhibit 4-2

EXHIBIT 5
TABLE OF CONTENTS FOR THE
LETTERS OF COMMITMENT

Instructions:

Using the format shown below, please provide a cover page that provides the name of the party providing the letter of commitment and the page number that corresponds to the letter.

Jurisdiction or Business

XYZ Business, Inc.

ABC, LLC.

Page #

5-1

5-2

EXHIBIT 7B

ELIGIBILITY OPTION 2 – PETITION FOR DISTRESS AREA

Instructions: Use the following table to identify the steps and information required to request eligibility under Eligibility Option 2—Petition for Distress Area. Use Column D to provide the information requested. Where applicable, attach any required documentation to this exhibit.

A	B	C	D
Item	Required Element	Instructions	Applicant Response
I.	Applicant Jurisdiction	Describe the city or county that is requesting eligibility under Option 2.	
II.	Boundaries of Petition Area	Describe the boundaries of the area affected by the distress factors. The description may or may not include all of the boundaries of the proposed enterprise zone.	
III.	Distress Factor	Identify which of the three distress factors qualifies the petition area for eligibility under Option 2: 1. Plant closure 2. Substantial economic distress 3. Gang-related activity	
1.	Plant Closure	To qualify under the Plant Closure option, provide the following information:	
		a. Name and address of the closed plant.	
		b. Number of full-time employees who became unemployed within 24 months prior to the plant closure date.	
		c. Date of the plant closure	
		d. A third-party document substantiating the plant closure.	
		e. A description of the location, boundaries and population for the petition area.	
2.	Substantial Economic Distress	To qualify under the Substantial Economic Distress option, show that the population or geographic area meets the following criteria:	
		a. At least 51 percent of the population or the geographic area within the petition area shall meet three of the five distress criteria listed under Eligibility	

A Item	B Required Element	C Instructions	D Applicant Response
		Criteria of Option 1; and	
		b. The remaining 49 percent of the population or the geographic area within the petition area shall meet a minimum of three economic distress criteria. At least one of the three distress criteria shall be an economic distress criterion listed under Eligibility Criteria of Option 1. The remaining criteria shall meet the economic distress criteria from the following list:	
		i. The percentage of population residing in the petition area receiving Aid for Families of Dependant Children is 120 percent or more of the percentage of AFDC recipients residing in the State of California and in the county within which the petition area is located;	
		ii. The percentage of population residing in the petition area receiving county general relief is 120 percent or more of the percentage of general relief program recipients residing in the State of California and in the county within which the petition area is located;	
		iii. The high school drop-out rate for the most recent year for children residing in the petition area is 120 percent or more of the high school drop-out rate for children residing in the State of California and in the county in which the petition area is located;	
		iv. The most recent annual percentage of persons residing in the petition area below the poverty rate is 120 percent or more of the most recent annual poverty rate for the persons residing in the State of California;	
		v. The most recent annual unemployment rate for persons residing in the petition area is 120 percent or more of the most recent annual unemployment rate for the persons residing in the State of California	

A Item	B Required Element	C Instructions	D Applicant Response
		and in the county in which the petition area is located.	
3.	Gang-Related Activity	<p>To qualify under the Gang-Related Activity option, provide the following information:</p> <p>a. A problem statement that identifies the gang problem in the petition area. The problem statement should depict the seriousness of the gang problem and the impact that gang activity is having on the economic development of the petition area.</p> <p>b. Statistical data showing that at least two of the following activities or events have increased over the five-year period preceding the petition:</p> <p>i. The incidence of gang-related criminal activity, such as gang-related homicides;</p> <p>ii. The number of gang members in the area;</p> <p>iii. The drop-out rate for local schools;</p> <p>iv. The percentage of law enforcement personnel in the petition area who are exclusively devoted to gang suppression.</p> <p>c. Evidence of a special division, section or task force in the local law enforcement agency/agencies specifically devoted to the suppression of gang activity.</p> <p>d. Letters from the following organizations or individuals certifying that gang activity in the petition area has severely impacted the community:</p> <p>i. The local police department;</p> <p>ii. The local Chamber of Commerce or local business owners; and</p> <p>iii. The administrators from the local schools.</p>	

EXHIBIT 8 (IF APPLICABLE) NON-CONTIGUOUS AREA JUSTIFICATION

Instructions: List each program goal on Exhibit 14 – The Marketing Plan. Please be succinct in your response. Note *Directions* for this exhibit!

Strategic Goal (1) :

How will this Non-contiguous area help the enterprise zone achieve this goal?

Why will the area excluded from the zone not benefit from the goal's execution/achievement?

Strategic Goal (2) :

How will this Non-contiguous area help the enterprise zone achieve this goal?

Why will the area excluded from the zone not benefit from the goal's execution/achievement?

Strategic Goal (3):

How will this Non-contiguous area help the enterprise zone achieve this goal?

Why will the area excluded from the zone not benefit from the goal's execution/achievement?

Strategic Goal (4):

Continue as formatted above.

EXHIBIT 9A BOUNDARY RATIOS

Instructions: Use the following table to identify the ratio of the acreage zoned commercial and industrial to the total acreage of the Application Area in the proposed enterprise zone. If more than one jurisdiction will participate in the proposed enterprise zone, please identify the totals for each jurisdiction and then the total for the entire zone.

A	B	C	D	E
Jurisdiction	Acreage Zoned Commercial and Industrial (Acres)	Other Application Area Acreage* (Acres)	Total Application Area Acreage (Columns B + C)	Ratio of Acreage Zoned Commercial and Industrial to Application Area (Col. B / Col. D)
Totals** =				

* Other Application Area Acreage should include all areas in the Application Area not zoned either commercial or industrial.

**Use this row to summarize the totals of two or more jurisdictions.

EXHIBIT 9B
REQUEST FOR EXCEPTION TO THE 51-PERCENT RULE (OPTIONAL)

Instructions: Answer A, B, and either C.1 or C.2.	
A.	The needs of the entire application area are served by the economic development plan as follows:
B.	The proposed employment, economic, and physical infrastructure commitments described in the economic development plan serve the entire application area as follows:
C.1	The non-commercial or non-industrial areas included in the zone are required to meet the eligibility criteria. <input type="checkbox"/> Yes <input type="checkbox"/> No
C.2	The non-commercial or non-industrial areas included in the zone are required to implement the applicant's economic development strategy based on the following:
D.	The commercial and industrial areas included in the zone are all contiguous to the eligible area. Exhibit 9 is not being used to ask for an exception to the contiguity rule. <input type="checkbox"/> Yes <input type="checkbox"/> No

EXHIBIT 10 BOUNDARY CONFIGURATION & MAP CHECKLIST

PART 1 – Boundary Configuration Checklist			
This section represents an overview of the proposed application area. The Department shall not designate an Enterprise Zone that draws its boundaries in a manner that includes larger stable businesses or heavily residential areas to the detriment of areas in the jurisdiction that are economically depressed.			
Item	Area Type	Requirement	Exhibit or Response
1	Jurisdiction	List names of participating jurisdictions and unincorporated communities. Indicate unincorporated areas with ().	
2	Enterprise Zone	Total number of acres (See exhibit 24a)	_____ Acres
3	Eligible Area	Population of Eligible Area The source and/or evidence of population size	_____ Population.
4	Industrial Area	If there is an industrial area <i>adjacent</i> to the eligible area, confirm that the infrastructure for the industrial area is supplied to the applicant area.	<input type="checkbox"/> N/A <input type="checkbox"/> Confirmation Statement follows:
		If there is an industrial area adjacent to the eligible area, confirm there is a historical practice of employees reasonably traveling to this area to work. Describe this practice and the route.	<input type="checkbox"/> N/A <input type="checkbox"/> Description follows:
5	Non-Contiguity Exception	There is at least one Non-Contiguous industrial or commercial area in the proposed application area?	<input type="checkbox"/> Yes (See Exhibit 8) <input type="checkbox"/> No
6	51% Ratio Rule	The application area boundaries are contiguous for all participating jurisdictions. Exhibit 8 has not been submitted.	<input type="checkbox"/> Yes <input type="checkbox"/> No
		51% ratio exception requested?	<input type="checkbox"/> Yes (See Exhibit 9b) <input type="checkbox"/> No
7	Preliminary Boundary Approval	Did you receive a preliminary boundary approval from the Department prior to submitting your application?	<input type="checkbox"/> Yes <input type="checkbox"/> No (If yes, attach the preliminary boundary approval letter or any letter from the Department commenting on proposed boundaries.)

EXHIBIT 10 BOUNDARY CONFIGURATION & MAP CHECKLIST

PART 2 – Map Checklist: All maps to show zone name, map type, date and legend. Fold maps and label the back of the map. Instructions: Use this exhibit to list all of the maps submitted, as part of the 2010 application designation. Attach letter-size copies of the maps to this exhibit and submit full-sized versions (i.e. 24" x 36") under separate cover.						
Item	Map Name	Description	Format			Map Exhibits
			Portable Doc Format (PDF)	Shape File (GIS)	Color (Hard Copy)	
1	Census Map	Identifies (1) The eligible area boundary (2) The eligible census tract numbers and boundaries (3) Jurisdictional boundaries.	X	X	X (24" x 36")	<input type="checkbox"/> Exhibit 10a
2	Proposed Enterprise Zone Map	Each element within the application area including: <ul style="list-style-type: none"> • Eligible area • Commercial area; and/or industrial area • Other non-residential zoning • Enterprise Zone boundary • Jurisdictional boundaries • Show commercial/industrial zoning of intervening land when non-contiguous exception is requested. • Street names 	X	X	X (24" x 36")	<input type="checkbox"/> Exhibit 10b
3	Street Maps	Identifies all the streets within the proposed zone boundary.	X	X	X (24" x 36")	Condition, if awarded <input type="checkbox"/> Exhibit 10c
4	Legal Boundary Description	The legal description of boundaries.	X	X	X	Condition, if awarded <input type="checkbox"/> Exhibit 11a or b
5	Street Ranges	Provide the names of all streets in the application area and the address range for each. Provide one hard copy using the exhibit and an electronic copy in an Excel format. Label all documents.				Condition, if awarded <input type="checkbox"/> Exhibit 12

EXHIBIT 11B - *CONDITIONAL DESIGNATION REQUIREMENT* Legal Boundary Description—Digitized Map Option

Conditions for Digitized Map Submission:

Because the Department is studying how a digitized map can meet the intentions of the legal boundary description, it has not fully determined which elements will best meet these intentions. Therefore, the Department will only accept a digitized map under the following conditions:

1. The applicant must submit Geographic Information Systems (GIS) maps that illustrate the proposed boundaries of the enterprise zone by sub-area. The applicant should map the sub-areas in a manner and scale that allows the user to easily identify the parcels included within the boundaries.
2. Each sub-area map should be accompanied by a spreadsheet that includes the Assessor Parcel Number, property address, and acreage of each parcel included within the sub-area. Each parcel on the maps should be identified by a number or letter that corresponds to the specific information listed on the spreadsheet.
3. The applicant must submit GIS shape files of the maps.
4. If the applicant obtains an enterprise zone, the applicant agrees to provide a legal boundary description for any areas of the proposed enterprise zone the Department determines the GIS maps do not adequately describe or identify.

Instructions

To submit digitized maps, list the maps below and include them as part of the application. Attach letter-size¹ copies of the maps to this exhibit and submit full-size versions (i.e., 24" x 36") and the GIS shape file under separate cover.

Map Title	Reference Number

Use the Reference Number column to identify the map that contains the map specified. The Department expects applicants to number each document, including maps, so that departmental staff may distinguish between them.

¹ An 11" x 17" map is also acceptable.

EXHIBIT 13

CALIFORNIA ENVIRONMENTAL QUALITY ACT REPORTS

Instructions: Use this exhibit to identify the California Environmental Quality Act (CEQA) reports submitted as part of the Application for Designation. At a minimum, applicants must submit an initial study. If the initial study showed that the applicant jurisdiction should prepare an Environmental Impact Report, include a notice of preparation as well. List these reports below and include them as part of the application. Attach the report(s) to this exhibit or, if necessary, submit the reports separately.

CEQA Reports Submitted	Reference or Page Number

EXHIBIT 14 THE MARKETING PLAN

	5-year Program Goals	Course of Action*	Lead Agency or Organization**
1			
2			
3			
4			

* A course of action should identify steps/activities toward goal attainment and the frequency or timeframe in which those activities will occur.

**If more than one jurisdiction is applying, indicate responsible jurisdiction(s).

EXHIBIT 15
FIVE-YEAR COMMERCIAL/INDUSTRIAL RETENTION PLAN

Year	Target Market	Proposed Action	Lead Agency
1			
2			
3			
4			
5			

EXHIBIT 16
FIVE-YEAR COMMERCIAL/INDUSTRIAL EXPANSION PLAN

Year	Target Market	Proposed Action	Lead Agency
1			
2			
3			
4			
5			

EXHIBIT 17
FIVE-YEAR COMMERCIAL/INDUSTRIAL ATTRACTION PLAN

Year	Target Market	Proposed Action	Lead Agency
1			
2			
3			
4			
5			

EXHIBIT 18
PROPOSED METHODOLOGY FOR DATA COLLECTION

Business Activity	Responsible Organization/Agency	Briefly describe how the Enterprise Zone will monitor, track & measure the level of activity and results
Retention		
Expansion		
Attraction		

EXHIBIT 19

ECONOMIC DEVELOPMENT – ROLE AND TRACK RECORD

PART A: BACKGROUND					
Name of Organization Address Contact		Current Purpose/Objectives:		Anticipated changes in role as a result of Enterprise Zone designation:	
PART B: FIVE-YEAR TRACK RECORD					
Business Retentions (2004 – 2008)					
Business Name	Year	Number of Jobs Retained	Industry / Cluster	Impact on Community	Supporting Documentation*
Business Attractions (2004 – 2008)					
Business Name	Year	Number of Jobs Created	Industry / Cluster	Impact on Community	Supporting Documentation*
PART C: SUCCESSFUL STRATEGIES					
1. What has been done to date to encourage private – public partnerships, i.e. Business improvement districts, an economic corporation, etc.?					
2. List up to five strategies that the EDC (or applicant community) has used successfully to “cinch the deal”. Identify the industry or market for each.					
PART D: BUSINESS INVESTMENT OVERVIEW					
1. What have been the major objections to business investment in the application area?					
2. What steps has the EDC or applicant community taken to overcome this objection or to minimize the perceived risk?					

*Provide copies of any evidence that documents the retention or attraction of the business (e.g., newspaper articles). Mark documents to clearly correlate with business name.

EXHIBIT 20

ANNUAL SALES PLAN FOR ON-SITE VISITS

Using target markets identified in exhibits 17, 18 and 19, complete the following exhibit to identify the Enterprise Zone’s plan to visit existing businesses and to attract new businesses.

Part A. Describe the content or talking points of sales calls for the following purposes:				
1) Retain an existing business:				
2) Expand an existing businesses:				
3) Support new businesses:				
4) Cultivate a prospect to attract a business:				
Part B. On-site sales calls				
Sales Objective	Target Market	Number of Sales Calls Planned	Frequency*	Lead Agency
Retain existing businesses				
Expand existing businesses				
New business support				
Attract new business				

* Identify the frequency of sales calls, i.e. weekly, monthly, or quarterly.

EXHIBIT 21
COMMERCIAL REAL ESTATE BROKERS FOR THE APPLICATION AREA

Name of Broker	Specialization Area	How Will the Broker Work in Partnership with the Zone Management to Market the Zone?*

EXHIBIT 22A ADVERTISING STRATEGY

Target Audience	Ad Campaign Name or Type	Advertising Message	Proposed Media	Proposed Budget (Annually)	How Often
<i>ex. Business owners of the enterprise zone</i>	<i>Advantage Business – Save \$\$\$ with the enterprise zone!</i>	<i>Tax advantages of the enterprise zone</i>	<i>XYZ Newspaper – ¼ page ad</i>	<i>\$10,800.00</i>	<i>2 x's per month</i>

PART B: MEDIA ANALYSIS

1. Describe by media type any additional goals for media utilization not identified in Part A.

Example: SF Examiner: Lifestyle success story, Business success stories

PART C: WEBSITE DEVELOPMENT

1. List existing websites representing applicant jurisdiction(s).
2. Identify key features of the proposed Enterprise Zone website.
3. Identify the steps that will be required to implement the website or enhance the existing Enterprise Zone website.
4. Describe the milestones for implementation of the website described in C.3.

EXHIBIT 22B PROMOTIONAL STRATEGY

Target Audience	Promotional Activities / Events	Event / Activity Location	Participating Local Representative	Proposed Budget (Annually)	How Often
<i>ex Business owners outside of the enterprise zone</i>	<i>Enterprise Zone Tax Advantage Workshop</i>	<i>City Hall – Rm. 100</i>	<i>City Economic Development Department</i>	<i>\$2,500.00</i>	<i>2 x's per year</i>

EXHIBIT 22C

EXAMPLES OF ADVERTISING MATERIALS

Instructions: Use this exhibit to list any proposed advertising materials and/or existing ED or EZ marketing collateral . Describe the materials in Column A. Use Column B to identify the intended audience for each material, e.g., general, commercial businesses, etc. Attach the materials to this exhibit or, if necessary, submit them separately. Use Column C to identify the location of the specified material.

A	B	C
Description of Advertising Material	Intended Audience	Page or Reference Number

EXHIBIT 24A

AVAILABLE PROPERTIES, EXISTING BUSINESSES, AND JOBS

Part 1.					
Are there any existing policies or restrictions on industrial development in the application area? <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, please explain the policy and identify the specific area which is affected on a separate page, labeled <i>Exhibit 24A – Industrial Policy Addendum</i>				
Part 2.					
Item	Data Requested	Industrial	Commercial	Total	Data Source
1	Land Acreage: Total number of acres of land in the proposed application area.				
2	Buildings: Total square footage of vacant buildings on land zoned industrial or commercial that meets all local and state building, fire, and seismic codes, as well as other codes necessary to operate the facility.				
3	Improved-Land*: Total number of acres of vacant, improved-land zoned industrial and commercial.				
4	Unimproved-Land: Total number of acres of vacant, unimproved-land zoned industrial and commercial.				
5	2008 vacancy rate for industrial and commercial space (percentage).				
6	Business Baseline: Total number of all industrial and commercial businesses in the application area.				
7	Business Baseline: Total number of industrial and commercial businesses employing 25+ people.				
8	Job Baseline: Total number of all industrial and commercial jobs in the application area.				

*“Improved land” means that all infrastructure necessary to operate from the site is available to support development and people, including streets, highways, transit services, airports, and water and sewage systems.

EXHIBIT 24B
COMMERCIAL AND INDUSTRIAL BUSINESSES IN THE
APPLICATION AREA WITH 25+ EMPLOYEES

Name of Business	Address of Business	Number of Employees
Industrial Businesses		
Commercial Businesses		

* To be submitted electronically

EXHIBIT 24C
COMMERCIAL AND INDUSTRIAL BUILDINGS AND SITES FOR SALE OR LEASE
IN THE APPLICATION AREA

Address of Building/Site	Acreage of Site	Square Footage of Building	Sale	Lease
Commercial Buildings				
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
Industrial Buildings				
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>

* To be submitted electronically

EXHIBIT 25
JOB DEVELOPMENT PROVIDERS – FUNDS, STAFF AND CONTRIBUTIONS

Agency/ Contractor	WIA or CalWorks agency? yes/no	Resources for the application area (2008)		Services Provided Delete this column?	Target Market	Contribution Role
		Staff	Budget			
Example: One-Stop Center Richard Lytle, Director 333 Good Street Walace, CA 95111	<input type="checkbox"/> Yes <input type="checkbox"/> No			<input type="checkbox"/> Intake/Screening <input type="checkbox"/> Job Placement <input type="checkbox"/> Training/Skill Bldg. <input type="checkbox"/> Intensive Services <input type="checkbox"/> Recruitment <input type="checkbox"/> Unemployment Insurance <input type="checkbox"/> Online Services <input type="checkbox"/> Other	<input type="checkbox"/> Employers <input type="checkbox"/> Job Seekers <input type="checkbox"/> People with Disability <input type="checkbox"/> Seniors <input type="checkbox"/> Veterans <input type="checkbox"/> Youth <input type="checkbox"/> Other	<input type="checkbox"/> Vouchering Agent <input type="checkbox"/> Verify Eligibility <input type="checkbox"/> Market Zone <input type="checkbox"/> Other _____
	<input type="checkbox"/> Yes <input type="checkbox"/> No			<input type="checkbox"/> Intake/Screening <input type="checkbox"/> Job Placement <input type="checkbox"/> Training/Skill Bldg. <input type="checkbox"/> Intensive Services <input type="checkbox"/> Recruitment <input type="checkbox"/> Unemployment Insurance <input type="checkbox"/> Online Services <input type="checkbox"/> Other	<input type="checkbox"/> Employers <input type="checkbox"/> Job Seekers <input type="checkbox"/> People with Disability <input type="checkbox"/> Seniors <input type="checkbox"/> Veterans <input type="checkbox"/> Youth <input type="checkbox"/> Other	<input type="checkbox"/> Vouchering Agent <input type="checkbox"/> Verify Eligibility <input type="checkbox"/> Market Zone <input type="checkbox"/> Other _____
	<input type="checkbox"/> Yes <input type="checkbox"/> No			<input type="checkbox"/> Intake/Screening <input type="checkbox"/> Job Placement <input type="checkbox"/> Training/Skill Bldg. <input type="checkbox"/> Intensive Services <input type="checkbox"/> Recruitment <input type="checkbox"/> Unemployment Insurance <input type="checkbox"/> Online Services <input type="checkbox"/> Other	<input type="checkbox"/> Employers <input type="checkbox"/> Job Seekers <input type="checkbox"/> People with Disability <input type="checkbox"/> Seniors <input type="checkbox"/> Veterans <input type="checkbox"/> Youth <input type="checkbox"/> Other	<input type="checkbox"/> Vouchering Agent <input type="checkbox"/> Verify Eligibility <input type="checkbox"/> Market Zone <input type="checkbox"/> Other _____

EXHIBIT 25
JOB DEVELOPMENT PROVIDERS – FUNDS, STAFF AND CONTRIBUTIONS

Agency/ Contractor	WIA or CalWorks agency? yes/no	Resources for the application area (2008)		Services Provided Delete this column?	Target Market	Contribution Role
		Staff	Budget			
	<input type="checkbox"/> Yes <input type="checkbox"/> No			<input type="checkbox"/> Intake/Screening <input type="checkbox"/> Job Placement <input type="checkbox"/> Training/Skill Bldg. <input type="checkbox"/> Intensive Services <input type="checkbox"/> Recruitment <input type="checkbox"/> Unemployment Insurance <input type="checkbox"/> Online Services <input type="checkbox"/> Other	<input type="checkbox"/> Employers <input type="checkbox"/> Job Seekers <input type="checkbox"/> People with Disability <input type="checkbox"/> Seniors <input type="checkbox"/> Veterans <input type="checkbox"/> Youth <input type="checkbox"/> Other	<input type="checkbox"/> Vouchering Agent <input type="checkbox"/> Verify Eligibility <input type="checkbox"/> Market Zone <input type="checkbox"/> Other _____
	<input type="checkbox"/> Yes <input type="checkbox"/> No			<input type="checkbox"/> Intake/Screening <input type="checkbox"/> Job Placement <input type="checkbox"/> Training/Skill Bldg. <input type="checkbox"/> Intensive Services <input type="checkbox"/> Recruitment <input type="checkbox"/> Unemployment Insurance <input type="checkbox"/> Online Services <input type="checkbox"/> Other	<input type="checkbox"/> Employers <input type="checkbox"/> Job Seekers <input type="checkbox"/> People with Disability <input type="checkbox"/> Seniors <input type="checkbox"/> Veterans <input type="checkbox"/> Youth <input type="checkbox"/> Other	<input type="checkbox"/> Vouchering Agent <input type="checkbox"/> Verify Eligibility <input type="checkbox"/> Market Zone <input type="checkbox"/> Other _____
	<input type="checkbox"/> Yes <input type="checkbox"/> No			<input type="checkbox"/> Intake/Screening <input type="checkbox"/> Job Placement <input type="checkbox"/> Training/Skill Bldg. <input type="checkbox"/> Intensive Services <input type="checkbox"/> Recruitment <input type="checkbox"/> Unemployment Insurance <input type="checkbox"/> Online Services <input type="checkbox"/> Other	<input type="checkbox"/> Employers <input type="checkbox"/> Job Seekers <input type="checkbox"/> People with Disability <input type="checkbox"/> Seniors <input type="checkbox"/> Veterans <input type="checkbox"/> Youth <input type="checkbox"/> Other	<input type="checkbox"/> Vouchering Agent <input type="checkbox"/> Verify Eligibility <input type="checkbox"/> Market Zone <input type="checkbox"/> Other _____

EXHIBIT 26

JOB DEVELOPMENT PROVIDERS UNDER THE WORKFORCE INVESTMENT ACT (WIA) AND CALIFORNIA WORK OPPORTUNITY AND RESPONSIBILITY TO KIDS (CALWORKS)

Agency/Contractor Contact, Title Address	Provider Type	Target Population	Primary Services Provided	2007 Job Placements		2008 Job Placements	
				Target Group	Number	Target Group	Number
Example: One-Stop Center Richard Lytle, Director 333 Good Street Walace, CA 95111	<input type="checkbox"/> WIA <input type="checkbox"/> CalWORKS <input type="checkbox"/> Non-Profit <input type="checkbox"/> Post Secondary <input type="checkbox"/> Other	<input type="checkbox"/> Employers <input type="checkbox"/> Job Seekers <input type="checkbox"/> People with Disabilities <input type="checkbox"/> Seniors <input type="checkbox"/> Veterans <input type="checkbox"/> Youth <input type="checkbox"/> Other	<input type="checkbox"/> Intake/Screening <input type="checkbox"/> Job Placement <input type="checkbox"/> Training/Skill Bldg. <input type="checkbox"/> Intensive Services <input type="checkbox"/> Recruitment <input type="checkbox"/> Unemployment Insurance <input type="checkbox"/> Online Services <input type="checkbox"/> Other	WIA		WIA	
				WOTC		WOTC	
				CalWORKS		CalWORKS	
				Disabled		Disabled	
				Seniors		Seniors	
				Veterans		Veterans	
				Youth		Youth	
	<input type="checkbox"/> WIA <input type="checkbox"/> CalWORKS <input type="checkbox"/> Non-Profit <input type="checkbox"/> Post Secondary <input type="checkbox"/> Other	<input type="checkbox"/> Employers <input type="checkbox"/> Job Seekers <input type="checkbox"/> People with Disabilities <input type="checkbox"/> Seniors <input type="checkbox"/> Veterans <input type="checkbox"/> Youth <input type="checkbox"/> Other	<input type="checkbox"/> Intake/Screening <input type="checkbox"/> Job Placement <input type="checkbox"/> Training/Skill Bldg. <input type="checkbox"/> Intensive Services <input type="checkbox"/> Recruitment <input type="checkbox"/> Unemployment Insurance <input type="checkbox"/> Online Services <input type="checkbox"/> Other	WIA		WIA	
				WOTC		WOTC	
				CalWORKS		CalWORKS	
				Disabled		Disabled	
				Seniors		Seniors	
				Veterans		Veterans	
				Youth		Youth	

EXHIBIT 26

JOB DEVELOPMENT PROVIDERS UNDER THE WORKFORCE INVESTMENT ACT (WIA) AND CALIFORNIA WORK OPPORTUNITY AND RESPONSIBILITY TO KIDS (CALWORKS)

Agency/Contractor Contact, Title Address	Provider Type	Target Population	Primary Services Provided	2007 Job Placements		2008 Job Placements	
				Target Group	Number	Target Group	Number
	<input type="checkbox"/> WIA <input type="checkbox"/> CalWORKS <input type="checkbox"/> Non-Profit <input type="checkbox"/> Post Secondary <input type="checkbox"/> Other	<input type="checkbox"/> Employers <input type="checkbox"/> Job Seekers <input type="checkbox"/> People with Disabilities <input type="checkbox"/> Seniors <input type="checkbox"/> Veterans <input type="checkbox"/> Youth <input type="checkbox"/> Other	<input type="checkbox"/> Intake/Screening <input type="checkbox"/> Job Placement <input type="checkbox"/> Training/Skill Bldg. <input type="checkbox"/> Intensive Services <input type="checkbox"/> Recruitment <input type="checkbox"/> Unemployment Insurance <input type="checkbox"/> Online Services <input type="checkbox"/> Other	WIIA		WIA	
				WOTC		WOTC	
				CalWORKS		CalWORKS	
				Disabled		Disabled	
				Seniors		Seniors	
				Veterans		Veterans	
				Youth		Youth	
	<input type="checkbox"/> WIA <input type="checkbox"/> CalWORKS <input type="checkbox"/> Non-Profit <input type="checkbox"/> Post Secondary <input type="checkbox"/> Other	<input type="checkbox"/> Employers <input type="checkbox"/> Job Seekers <input type="checkbox"/> People with Disabilities <input type="checkbox"/> Seniors <input type="checkbox"/> Veterans <input type="checkbox"/> Youth <input type="checkbox"/> Other	<input type="checkbox"/> Intake/Screening <input type="checkbox"/> Job Placement <input type="checkbox"/> Training/Skill Bldg. <input type="checkbox"/> Intensive Services <input type="checkbox"/> Recruitment <input type="checkbox"/> Unemployment Insurance <input type="checkbox"/> Online Services <input type="checkbox"/> Other	WIA		WIA	
				WOTC		WOTC	
				CalWORKS		CalWORKS	
				Disabled		Disabled	
				Seniors		Seniors	
				Veterans		Veterans	
				Youth		Youth	
Totals						Totals	

EXHIBIT 27

MARKETING - STRATEGIES FOR MAXIMIZING THE PARTICIPATION OF JOB DEVELOPERS

PART A: JOB DEVELOPER MARKETING COORDINATION			
Describe the proposed strategies to coordinate marketing efforts with job development agencies and/or contractors.			
PART B: JOB DEVELOPER MARKETING/PROMOTION ACTIVITIES included in Exhibit 31			
Identify the job development entities that will conduct outreach/marketing/promotion activities and briefly describe the activity.			
Agency/Organization	Marketing/Promotion Activity	Performance Measure	Frequency/Time Frame

EXHIBIT 28

USE OF WORKFORCE INVESTMENT BOARD (WIB) FUNDS

Part 1. Describe any collaborations or agreements to use WIB resources/funds to identify, educate, and train the unemployed/under-employed *specifically for Enterprise Zone jobs* over the next five years. Indicate if this is a current (existing) practice or one that will be implemented as a result of Enterprise Zone designation.

Lead Agency Activity	Current or Proposed	Outcome (Target, Educate, and/or Train)	Five-Year Goal	WIB Funds to be Expended (\$)	WIB In-Kind Service Value (\$)

NOTE: Enclose any written agreement describing the collaboration.
Label the document EXHIBIT 28- (EZ name) – WIB Resource Agreement

Agreement enclosed Yes No

EXHIBIT 29
JOB DEVELOPMENT OUTREACH, TRAINING & PLACEMENT OF THE APPLICATION AREA'S
UNDER-EMPLOYED AND UNEMPLOYED PERSONS

Objective	Course(s) of Action	Timeframe or Frequency of Activities	Performance Measurement	Lead Agency
1. <i>To identify the under-employed and unemployed persons in the application area.</i>				
2. <i>To train the application area's under-employed and unemployed persons.</i>				
3. <i>To place the application area's under-employed and unemployed persons.</i>				

EXHIBIT 30
PLACEMENT OF TARGETED INDIVIDUALS INTO ENTERPRISE ZONE JOBS

1. What adjustments or additions will be made to the traditional placement process to place recipients of WIA and CalWORKs services into Enterprise Zone jobs?

2. Briefly describe how the Enterprise Zone program management will track placement of the recipients of WIA and CalWORKs services.

3. Briefly describe how Enterprise Zone program management will collaborate with job development agencies to monitor and track placement of *all* targeted individuals into enterprise zone jobs?

EXHIBIT 31
BUSINESS PARTNERSHIPS WITH LOCAL SCHOOLS

List All Education/Training Institutions in the Application Area	Business Name	Describe the Partnership's Objectives and Courses of Action	Existing or Proposed	Number of Students to be Impacted Annually
High Schools/# of Students				
Technical Schools/# of Students				
Colleges/Universities/# of Students				
Other Vocational Training Programs # of Students				

EXHIBIT 33

FINANCIAL INSTITUTIONS INTERESTED IN MAKING LOANS TO COMPANIES IN THE APPLICATION AREA (UP TO 5 INSTITUTIONS)

Company or Financial Institution (Name & Address)	Current Loan Programs Offered	Number of Loan Applications Received During 2007, 2008 & 2009	Number of Companies Receiving Loan Approval 2007, 2008, & 2009**
2009			
	<input type="checkbox"/> Commercial Loan Programs <input type="checkbox"/> Micro-Enterprise Loans <input type="checkbox"/> Small Business Loans <input type="checkbox"/> Other:		
	<input type="checkbox"/> Commercial Loan Programs <input type="checkbox"/> Micro-Enterprise Loans <input type="checkbox"/> Small Business Loans <input type="checkbox"/> Other:		
2008			
	<input type="checkbox"/> Commercial Loan Programs <input type="checkbox"/> Micro-Enterprise Loans <input type="checkbox"/> Small Business Loans <input type="checkbox"/> Other:		
	<input type="checkbox"/> Commercial Loan Programs <input type="checkbox"/> Micro-Enterprise Loans <input type="checkbox"/> Small Business Loans <input type="checkbox"/> Other:		
2007			
	<input type="checkbox"/> Commercial Loan Programs <input type="checkbox"/> Micro-Enterprise Loans <input type="checkbox"/> Small Business Loans <input type="checkbox"/> Other:		
Totals			

*Indicate the number of loan applications received from commercial and/or industrial businesses resulting in approval or denial.

**Indicate the number of commercial and/or industrial companies that received loans.

EXHIBIT 34

APPLICANT LOAN PROGRAMS & RESULTS FOR PRIOR THREE YEARS

Jurisdiction & Program Name	Amount of Loans* (Dollars)	Number of Companies that Received Loans	Number of Persons Employed by Recipients of Loans
2009**			
2008**			
2007**			

*Indicate the amount of funds loaned in each of prior three years, 2009, 2008, 2007

** Insert Rows as needed

EXHIBIT 35

FINANCIAL INSTITUTIONS INTERESTED IN MAKING SMALL BUSINESS ADMINISTRATION (SBA) LOANS TO COMPANIES IN THE APPLICATION AREA (UP TO 5 INSTITUTIONS)

Name and Address of Financial Institution	Type of Lender	Types of SBA Loans
	<input type="checkbox"/> Bank <input type="checkbox"/> Credit Union <input type="checkbox"/> Mortgage Company <input type="checkbox"/> Community Development Financial Institution <input type="checkbox"/> Other:	<input type="checkbox"/> Loan Guaranty Program <input type="checkbox"/> CDC/504 Loan Program <input type="checkbox"/> Micro Loans <input type="checkbox"/> Targeted Loans <input type="checkbox"/> Basic 7 (a) Loans <input type="checkbox"/> Other:
	<input type="checkbox"/> Bank <input type="checkbox"/> Credit Union <input type="checkbox"/> Mortgage Company <input type="checkbox"/> Community Development Financial Institution <input type="checkbox"/> Other:	<input type="checkbox"/> Loan Guaranty Program <input type="checkbox"/> CDC/504 Loan Program <input type="checkbox"/> Micro Loans <input type="checkbox"/> Targeted Loans <input type="checkbox"/> Basic 7 (a) Loans <input type="checkbox"/> Other:
	<input type="checkbox"/> Bank <input type="checkbox"/> Credit Union <input type="checkbox"/> Mortgage Company <input type="checkbox"/> Community Development Financial Institution <input type="checkbox"/> Other:	<input type="checkbox"/> Loan Guaranty Program <input type="checkbox"/> CDC/504 Loan Program <input type="checkbox"/> Micro Loans <input type="checkbox"/> Targeted Loans <input type="checkbox"/> Basic 7 (a) Loans <input type="checkbox"/> Other:

EXHIBIT 36
ANNUAL LINE-ITEM BUDGET FOR ENTERPRISE ZONE ADMINISTRATION

Category*	Revenue (\$)		Expense (\$)
	In-kind Value	Cash (\$)	
Funding/Revenue Sources			
<i>Jurisdictional Agencies (see Exhibit 6 total)</i>			
<i>Non-Jurisdictional Agencies (extract from Exhibit 5)</i>			
<i>Vouchering Revenue</i>			
Zone Marketing			
<i>Staff</i>			
<i>Advertising</i>			
<i>Promotion</i>			
<i>Sales Expense</i>			
<i>(Itemized program expenses)</i>			
			Sub-total
Vouchering Program			
<i>Staff</i>			
<i>(Itemized program expenses)</i>			Sub-total
	Total	Total	Total

*Add categories as needed.

EXHIBIT 38
IN-KIND CONTRIBUTIONS OF PARTICIPATING JURISDICTIONS

Jurisdiction/Agency	Contribution	In-Kind Value	Description/Comment
<i>City of Sacramento – EDD</i>	<i>Business Resource Specialist</i>	<i>\$75,000</i>	<i>Business visitations; Workshops; Job development liaison to One Stop Services</i>
Total			

EXHIBIT 40 ORGANIZATIONAL CHART

Instructions: Use this exhibit to list the organizational chart(s) submitted as part of the Application for Designation. The chart(s) should show all of the persons (by title) and governmental or non-governmental partners to be involved in any aspect of the proposed enterprise zone. In addition, a chart shall show the enterprise zone's reporting relationship in the jurisdiction. List the chart(s) below and attach the chart(s) to this exhibit.

Description of Chart	Page Number

EXHIBIT 41 – *CONDITIONAL DESIGNATION REQUIREMENT* VOUCHERING PLAN

PART A: PROPOSED TRAINING PLAN			
How will the proposed Enterprise Zone ensure that all staff involved in reviewing and approving voucher applications are adequately trained?			
PART B: STAFF ASSIGNMENTS			
Describe staff who will participate in the vouchering process, including technical assistance, application intake, eligibility verification, voucher issuance, monthly fee remittances to the State, data tracking and records management.			
Activity	Staff/Organization		
PART C: MILESTONES			
Describe the milestones for implementing the vouchering activities.			
PART D: VOUCHERING PROCEDURES			
Provide a draft of the operational procedures for processing vouchers.			
PART E: VOUCHERING RESOURCES			
Organization	Vouchering Activity(s)	Number of Staff	Budget
Total			

EXHIBIT 42 SELF-EVALUATION COMMITMENTS

A	B	C	D
Category Goals/Commitments	Frequency Lead Evaluator	Performance Measure	Strategy Changes
Marketing Plan			
Marketing Goals & Activities, Exhibit 14			
Business Expansion, Retention, Attraction Exhibit 15,16,17			
Sales Plan for On-Site Visits, Exhibit 20			
Advertising & Promotional Strategy Exhibit 22			
Job Creation, Exhibit 24			
Job Development			
Job Development Marketing, Exhibit 27			
Job Development Outreach, Exhibit 29			
Placement into EZ Jobs, Exhibit 30			
Business/School Partnerships, Exhibit 31			
Financing Plan			
Applicant Loan Programs, Exhibit 34			
Local Incentives			
Incentives Exclusive to EZ Businesses, Exhibit 44			
Neighborhood Transformation Activities Exhibit 45			
Program Management			
Unemployment Rate, Exhibit 6			
Poverty Level, Exhibit 6			
Increase in Per Capita Income, Exhibit 6			
Federal Disaster Recovery, Exhibit 6			

EXHIBIT 43A

INFRASTRUCTURE ANALYSIS AND DESCRIPTION

Element	Condition	Capacity to Deliver Service	Available Capacity
Part A.			
Water Supply			
Storm Drainage			
Sewers & Waste Treatment Plan			
Natural Gas and Electric			
Streets and Street Lighting			
Any other indicators of capacity, conditions and availability of the infrastructure within the industrial and/or commercial areas			
Part B.	Condition	Projected Cost & Financing	Timetable
All plans to expand or improve infrastructure including projected costs, financing and time tables for completion			

EXHIBIT 43B
CAPITAL IMPROVEMENT PLAN

Instructions: Use this exhibit as a cover sheet and attach one copy of the adopted Capital Improvement Plan, which identifies planned infrastructure improvements for a five-year period, which includes the years 2010 to 2011.

EXHIBIT 44A
LOCAL INCENTIVES EXCLUSIVE TO ENTERPRISE ZONE BUSINESSES

Incentive Type	Incentive Description	Benefit to Business (How will incentive stimulate business investment in the application area?)	Lead Agency
A. Regulatory Incentives			
1. Relaxation of local regulations			
2. Fee Waiver / Rebates / Credits			
3. Streamlined permit processing			
B. Special Programs			
C. Tax Incentives			
1. Construction taxes; Business license taxes			
D. Other Incentives			
1. Infrastructure			
2. Target Federal / State grants, loans or bonds for EZ utilization on economic development, vocational education, transportation, housing, etc.			

EXHIBIT 44B
LOCAL INCENTIVES EXCLUSIVE TO ENTERPRISE ZONE BUSINESSES
(MULTI-JURISDICTIONAL VERSION)

Instructions: In the Incentive Description column, list all incentives which correlate with the Incentive Type, and provide a brief description of the incentive and the benefit to business. Replace *City 1, 2, 3*, etc. with the name of the jurisdiction.

Incentive Type	Incentive Description and Benefit to Business	Participating Jurisdictions			
A. Regulatory Incentives		<i>County</i>	<i>City 1</i>	<i>City 2</i>	<i>City 3</i>
1. Relaxation of local regulations					
2. Fee Waiver/ Rebates/ Credits					
3. Streamlined permit processing					
B. Special Programs					
C. Tax Incentives		<i>County</i>	<i>City 1</i>	<i>City 2</i>	<i>City 3</i>
Construction taxes; Business license taxes					
D. Other Incentives					
1. Infrastructure					
2. Target Federal /State grants, loans or bonds for EZ utilization in economic development, vocation education, transportation, housing etc.					

EXHIBIT 45 NEIGHBORHOOD & EMPLOYMENT TRANSFORMATION ACTIVITIES

PART A: EXISTING LOCAL ACTIVITIES FOR THE APPLICATION AREA			
Activity	Purpose/Goal of Activity	Description of Activity	Lead Agency or Organization
PART B: PROPOSED ACTIVITIES FOR THE APPLICATION AREA			
Activity	Purpose/Goal of Activity	Description of Activity	Lead Agency or Organization

EXHIBIT 46
UNEMPLOYMENT AND AREA INCOME LEVELS*
FOR CENSUS TRACTS IN ELIGIBLE AREAS FOR YEAR 2000

Rank	Census Tract	Number of Unemployed Persons	Number of Total Labor Force in Census Tract	Percentage of Unemployed Persons	Per Capita Income **
<i>Example – 1</i>	<i>1234</i>	<i>234</i>	<i>4,356</i>	<i>5.3%</i>	<i>\$10,597.00</i>
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

*DATA SOURCE: See next page for instructions

** Enter Census Tracts in order based on highest to lowest "Per Capita Income"

EXHIBIT 46
UNEMPLOYMENT AND AREA INCOME LEVELS*
FOR CENSUS TRACTS IN ELIGIBLE AREAS FOR YEAR 2000

1. Go to www.census.gov
2. Click on “American Finder”
3. Go to “Data Sets”
4. Click on “Data Sets: Decennial Census”
5. Select “Census 2000”
6. Go to “Census 2000 Summary File 3”
7. Click on “Census 2000 Summary File 3: Detailed Tables”
8. Input the following:

Step	Category	Selection Required
A	Go to “Select a geographic type”	Select “Census Tract”
B	Go to “Select a state”	Select “California”
C	Go to “Select a county”	Select your county
D	Go to “Select one or more geographic areas”	Select the specific census tracts
E	Click “Add” box	Add specific census tracts to the box
F	Click “Show results”	

10. Select “show all tables” tab (Select Table P43: SEX BY EMPLOYMENT STATUS 16 YEARS+)
12. Highlight table number
11. Add table number to empty box by clicking the “add” button.
12. Click “Show Results”
13. Utilize the information given to complete the graph on page 1 of this exhibit

See instructions for **Option 1: Eligibility Criteria – Distress Factor 1** to determine the “Per Capita Income” for each individual census tract.

APPENDIX B RECOMMENDED METHODOLOGIES

This appendix contains the recommended methodologies for many of the calculations required by the Application Guidebook in Chapter 4. The specific methodologies described are for the following calculations:

<u>CATEGORY</u>	<u>CHAPTER REFERENCE</u>	<u>APPENDIX REFERENCE</u>
<u>Distress Factor 1</u>	Page 4-8	Page B-2
<u>Distress Factor 2</u>	Page 4-8	Page B-4
<u>Distress Factor 3</u>	Page 4-8	Page B-5
<u>Distress Factor 4</u>	Page 4-8	Page B-7
<u>Distress Factor 5</u>	Page 4-8	Page B-9
<u>Bonus Points: Criterion 1</u>	Page 4-33	Page B-10
<u>Bonus Points: Criterion 2</u>	Page 4-33	Page B-12

The following pages describe the methodologies for the calculations noted above.

Option 1: Eligibility Criteria – Distress Factor 1

Objective

To determine whether the net increase in per capita income between 1990 and 2000 was \$5,042 or less.

Methodology

Subtract the per capita income in 1989 (Census 1990) from the per capita income in 1999 (Census 2000). Compare the difference to \$5,042. Use table P82 for Census 2000 and table P114A for Census 1990.

A	B	C	D	E
Census Tract/ Block Group	Per Capita Income in 1999 (Census 2000)	Per Capita Income in 1989 (Census 1990)	Net Increase (Col. B – Col. C)	Eligible? (Col. D ≤ \$5,042)
<i>Example: 30</i>	\$17,412	\$12,974	\$4,438	Yes

Instructions

1. Go to www.census.gov.
2. Click on “American FactFinder.”
3. Go to “Data Sets.”
4. Click on “Data Sets: Decennial Census.”
5. Select “Census 2000 Summary File 3.”
6. Click on “Census 2000 Summary File 3: Detailed Tables.”
7. Input the following:

Step	Category	Selection Required
A	Go to “Select a Geographic Type”	Select “Census Tract”
B	Go to “Select a State”	Select “California”
C	Go to “Select a County”	Select your county
D	Go to “Select one or more geographic areas”	Select the specific census tracts
E	Click “Add” (Box)	Add specific census tracts to the box

8. Click "Next."
9. Select "show all tables" tab. (Select Table P82 : Per Capita Income in 1999 (Dollars))
10. Highlight table number.
11. Add table number to empty box by clicking the "add" button.
12. Click "Show Result."
13. To get the 1990 table, see "Data Sets" links at the top of page. (Go to "You are here" and click on "Data Sets" in the horizontal menu.)
14. Select the tab "1990 Census."
15. Select the second option, "1990 Summary Tape File 3: Detailed Tables."
16. Fields will be auto-populated from last search (or repeat steps 8 -13).
Select table P114A: Per Capita Income for 1989 (Dollars).

Option 1: Eligibility Criteria – Distress Factor 2

Objective

To determine whether the applicant jurisdiction’s average rate of unemployment for the years 2008 and 2009 was 7.4 percent or more.

Methodology

Combine and average the unemployment rates for 2008 and 2009.

(§8440.3 Unemployment rate for the area means that rate within the city if the census tract is in a city, otherwise it means the rate for the county.)

Use the data from the Employment Development Department (EDD) website.

TABLE DISTRESS FACTOR 2 – CALCULATIONS					
A	B	C	D	E	F
Jurisdiction	2008 Rate	2009 Rate	2008 + 2009 (Combined)	Average	Eligible? (7.4% or more?)
<i>Example: Sacramento County</i>	4.8%	5.5%	10.3%	5.15%	No

Instructions:

Go to <http://www.labormarketinfo.edd.ca.gov/>

1. Click on the “Data Library.”
2. Under the heading “Find Data by Subject,” click on “Unemployment Rate and Labor Force.”
3. Under the heading “Where can I find these data?,” Click on “Historical Labor Force Data.”
4. Scroll down to “Sub-County Areas (Cities and Towns),” and click on the particular year under “Annual Averages.” This will open an Excel spreadsheet that contains the annual unemployment rate for both counties and cities.

Option 1: Eligibility Criteria – Distress Factor 3

Objective

To determine whether the percentage of persons below the poverty level in 2000 was 15.2 percent or more.

Methodology

Divide the number of people below the poverty level by the total population. Multiply the result by 100 to compute the percentage. Use table P87.

A	B	C	D	E
Census Tract	Number of People at or Below Poverty Level	Total Population	Percentage of Persons at or Below Poverty Level [(Col. B/Col. C) X 100]	Eligible? (Col.D≥15.2%?)
<i>Example: 30</i>	<i>1,323</i>	<i>6,995</i>	<i>18.9%</i>	<i>Yes</i>

Instructions

1. Go to www.census.gov
2. Click on “American FactFinder.”
3. Go to “Data Sets.”
4. Click on “Data Sets: Decennial Census.”
5. Select “Census 2000.”
6. Go to “Census 2000 Summary File 3.”
7. Click on “Census 2000 Summary File 3: Detailed Tables.”
8. Input the following:

Step	Category	Selection Required
A	Go to “Select a Geographic Type”	Select “Census Tract”
B	Go to “Select a State”	Select “California”
C	Go to “Select a County”	Select your county
D	Go to “Select one or more geographic areas”	Select the specific census tracts
E	Click “Add” (Box)	Add specific census tracts to the box

9. Click "Next."
10. Go to table number P87: Poverty Status in 1999 by age..
11. Highlight the table number.
12. Add the table number to the empty box.
13. Click "Show Result."

Option 1: Eligibility Criteria – Distress Factor 4

Objective

To determine whether at least 70 percent of households had incomes below 80 percent of the median county household income in the year 2000.

Methodology

Use table P53 to calculate 80 percent of the county median household income to determine the threshold. Next, use table P52 to determine if at least 70 percent of the total households in each census tract had incomes at or below the threshold.

A	B	C	D	E
Census Tract	Total Number of Households	Number of households with income at or below 80% of the Median County Household Income	Percent of households with incomes at or below threshold ((Col.C÷Col.B)x100))	Eligible? (Col. D ≥70%?)
<i>Example: 30</i>	<i>2,762</i>	<i>1324</i>	<i>47.9%</i>	<i>NO</i>

Collect the data

1. Go to www.census.gov.
2. Click on “American FactFinder.”
3. Go to “Data Sets.”
4. Click on “Data Sets: Decennial Census.”
5. Select “Census 2000.”
6. Go to “Census 2000 Summary File 3.”
7. Click on “Census 2000 Summary File 3: Detailed Tables.”
8. Input the following:

Step	Category	Selection Required
A	Go to “Select a Geographic Type”	Select “County”
B	Go to “Select a State”	Select “California”
C	Go to “Select one or more geographic areas”	Select your county

TABLE DISTRESS FACTOR 4 – DATA SELECTION INSTRUCTIONS		
Step	Category	Selection Required
D	Click Add (Box)	Add specific county to the box
E	Scroll back to the top of screen and Go to “Select a Geographic Type”	Select “Census Tract”
F	Go to “Select a State”	Select “California”
G	Go to “Select a County”	Select your county
H	Go to “Select one or more geographic areas”	Select the specific census tracts
I	Click “Add” (Box)	Add specific census tracts to the box

9. Click “Next.”
10. Highlight table number P52; click “Add.”
11. Highlight table number P53; click “Add.”
12. Both tables should appear in the box titled “Current table selections.”
13. Click “Show Result” and print the results (Table 52 is located on the top of the page and directly below is Table 53 titled “Median Household Income”).

Determine the Threshold

14. From Table P53, take the County median household income and multiply it by 80 percent (Example: \$43,816 x 80% = \$35,053).

Calculate the Results

15. From Table P52, identify the total number of households in the census tract (Column B).
16. From Table P52, calculate the total number of households with incomes at or below the determined threshold. (Column C)
17. Divide Column C by Column B to determine if at least 70 percent of the households had incomes at or below the determined threshold.(Column D)

Option 1: Eligibility Criteria – Distress Factor 5

Objective

To determine whether the census tract has been declared a federal disaster area by

Methodology

Collect the data

1. Go to <http://www.fema.gov/news/disasters.fema>
2. Select the “Declared Disasters by Year or State” link.
3. Select the “California” link under the By State section.
4. Select the specific disaster that correlates with the county.
5. Select the “Designated Counties” link.
6. Print out the Disaster declaration showing the specific county affected.
7. Label the print out “Exhibit 7a Addendum” and submit with exhibit 7a.

Bonus Points: Criterion 1

Objective

To determine whether at least 17.5 percent of the households in a census tract are below the poverty level.

Methodology

Divide the number of households below the poverty level by the total number of households in the census tract. Use Table P92.

A	B	C	D	E
Census Tract	Number of Households with Income Below Poverty Level	Total Number of Households	Percentage of Households at or Below Poverty Level [(Col. B/Col.C)x100]	Eligible? (Col. D≥17.5%)
<i>Example: 30</i>	389	2,762	14%	No

Instructions

1. Go to www.census.gov.
2. Click on “American FactFinder.”
3. Go to “Data Sets.”
4. Click on “Data Sets: Decennial Census.”
5. Select “Census 2000.”
6. Go to “Census 2000 Summary File 3.”
7. Click on “Census 2000 Summary File 3: Detailed Tables.”
8. Input the following:

Step	Category	Selection Required
A	Go to “Select a Geographic Type”	Select “Census Tract”
B	Go to “Select a State”	Select “California”
C	Go to “Select a County”	Select your county
D	Go to “Select one or more geographic areas”	Select the specific census tracts
E	Click “Add” (Box)	Add specific census tracts to the box

9. Click "Next."
10. Go to table P92.
11. Highlight the table number.
12. Add the table number to the empty box.
13. Click "Show Result."

Bonus Points: Criterion 2

Objective

To determine whether the average unemployment rate for each census tract of the proposed application area is at least 10.4 percent.

Methodology

Divide the combined total of unemployed males and females by the total labor force in the census tract. Use Table P43.

TABLE BONUS POINTS: CRITERION 2 – CALCULATIONS				
A	B	C	D	E
Census Tract	Unemployed (Males+Females)	Total Labor Force	Percentage of Unemployed Labor Force [(Col.B/Col.C)x100]	Eligible? (Col. D≥10.4%?)
<i>Example: 30</i>	<i>226</i>	<i>3,048</i>	<i>7.4%</i>	<i>No</i>

Instructions

1. Go to www.census.gov.
2. Click on “American FactFinder.”
3. Go to “Data Sets.”
4. Click on “Data Sets: Decennial Census.”
5. Select “Census 2000.”
6. Go to “Census 2000 Summary File 3.”
7. Click on “Census 2000 Summary File 3: Detailed Tables.”
8. Input the following:

TABLE BONUS POINTS: CRITERION 2 – DATA SELECTION INSTRUCTIONS		
Step	Category	Selection Required
A	Go to “Select a Geographic Type”	Select “Census Tract”
B	Go to “Select a State”	Select “California”
C	Go to “Select a County”	Select your county
D	Go to “Select one or more geographic areas”	Select the specific census tracts
E	Click “Add” (Box)	Add specific census tracts to the box

9. Click "Next."
10. Go to table P43.
11. Highlight the table number.
12. Add the table number to the empty box.
13. Click "Show Result."

RESOLUTION NO. _____

A RESOLUTION OF THE [NAME OF GOVERNING BODY] AUTHORIZING THE SUBMISSION OF AN APPLICATION TO THE STATE OF CALIFORNIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT FOR DESIGNATION OF THE [NAME] ENTERPRISE ZONE.

WHEREAS, the [Name of the governing body] finds that the application area is economically depressed and that designation of the area as an Enterprise Zone is necessary in order to attract private sector investment to the application area; and

WHEREAS, the [city or county of] [NAME] authorizes and supports job development, job creation and economic development; and

NOW, THEREFORE, BE IT RESOLVED by the [NAME OF GOVERNING BODY] that the [city or county of] [NAME] authorizes the submission of an application to be designated as an enterprise zone; and

BE IT FURTHER RESOLVED that the [city or county of] [NAME] authorizes that staffing shall be made available to maintain record-keeping, monthly updates on zone activities, and to discuss these activities with program auditors; and

BE IT FURTHER RESOLVED that the [city or county of] [NAME] shall develop a self-evaluation process to measure its progress in meeting its goals and objectives; and, that this process shall be submitted to the Department for review, approval and inclusion in the Memorandum of Understanding (MOU) prior to final designation; and

BE IT FURTHER RESOLVED that the [city or county of] [NAME] agrees to complete all actions stated within the application that apply to its jurisdiction should the proposed Enterprise Zone be awarded designation; and

BE IT FURTHER RESOLVED that the [title and position] or his/her designee is authorized to sign the application, the MOU and other documents necessary for the implementation of the Enterprise Zone.

BE IT FURTHER RESOLVED that the [city or county of] [NAME], will work cooperatively with [name of lead jurisdiction], the lead jurisdiction, and with [names of other jurisdictions] to implement and maintain the enterprise zone for a period of not less than 15 years.

OR

BE IT FURTHER RESOLVED that the [city or county of] [NAME], the lead jurisdiction, will work cooperatively with [names of other jurisdictions] to implement and maintain the enterprise zone for a period of not less than 15 years.

Single Jurisdiction Template

RESOLUTION NO. _____

A RESOLUTION OF THE [NAME OF GOVERNING BODY] AUTHORIZING THE SUBMISSION OF AN APPLICATION TO THE STATE OF CALIFORNIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT FOR DESIGNATION OF THE [NAME] ENTERPRISE ZONE.

WHEREAS, the [Name of the governing body] finds that the application area is economically depressed and that designation of the area as an Enterprise Zone is necessary in order to attract private sector investment to the application area; and

WHEREAS, the [city or county of] [NAME] authorizes and supports job development, job creation and economic development; and

NOW, THEREFORE, BE IT RESOLVED by the [NAME OF GOVERNING BODY] that the [city or county of] [NAME] authorizes the submission of an application to be designated as an enterprise zone; and

BE IT FURTHER RESOLVED that the [city or county of] [NAME] authorizes that staffing shall be made available to maintain record-keeping, monthly updates on zone activities, and to discuss these activities with program auditors; and

BE IT FURTHER RESOLVED that the [city or county of] [NAME] shall develop a self-evaluation process to measure its progress in meeting its goals and objectives; and, that this process shall be submitted to the Department for review, approval and inclusion in the Memorandum of Understanding (MOU) prior to final designation; and

BE IT FURTHER RESOLVED that the [city or county of] [NAME] agrees to complete all actions stated within the application that apply to its jurisdiction should the proposed Enterprise Zone be awarded designation; and

BE IT FURTHER RESOLVED that the [title and position] or his/her designee is authorized to sign the application, the MOU and other documents necessary for the implementation of the Enterprise Zone.

2010 Enterprise Zone Application Binder
Spine Template

**(Enter
Enterprise
Zone Name
Here)**

2010
Enterprise Zone
Application

Copy

**(Enter
Enterprise
Zone Name
Here)**

2010
Enterprise Zone
Application

Original

Dimensions:

2 ¼ inches wide
8 ½ inches long

Label Information:

See examples