STATE OF THE CITY OF FORTUNA

HOW DID WE MEASURE UP IN 2018?

Feb. 7, 2019
Fortuna: It’s not just the City

Fortuna Chamber of Commerce
FBID
Fortuna Volunteer Fire Dept
Sunrise & Noon Rotary Clubs
Mel & Grace McLean Foundation
Soroptimists
Eel River Masonic Lodge 147
Reaching for Independence
River Life Foundation
Miranda’s Rescue
MGC

Fortuna Kiwanis
Knights of Columbus
Fortuna Garden Club
Friends of the Library
YEP (Youth Engaged in Philanthropy)
Pay It Forward Humboldt
Wild Souls Ranch
California Conservation Corp
Fortuna Senior Services, Inc
Schools and Churches

And more.....
WE LOVE OUR CITY EVENTS!

Art & Wine in the Park
Daffodil Festival
Fortuna Fireworks Festival
Apple Harvest Festival
Grave Matters
Holiday Craft Fair
Christmas Music Festival
Fortuna Rodeo & Activities
AutoXpo
Library Day

HOPS in Humboldt Oktoberfest Trunk or Treat Al Gray Lighted Parade Disaster Fair Concert Series Home Based Business Expo Farmer's Market Riverlodge Bridal Fair

.......the list goes on.....
2018 City Highlights

Strengthened City Team
Maintained Balanced Budget and Grew Resources
Put Measure E Dollars to Work
Secured County Measure Z Funds and Improved Public Safety
Completed Several City Projects
Opened New Community Health Clinic
More City Projects on the way!
Strong City Team

Our Employees take pride in their work and in the City.

New Full-Time Hires:
• Cameron Mull, Parks Director
• Travis Clohessy, Assistant City Engineer II
• Austin Evans, Utility Worker II
• Brandon Rabe, Utility Worker II
• Matthew Rogers, Treatment Plant Operator I
• Jacob Burns, Treatment Plant Operator II

Promotions:
• Merritt Perry, City Manager
• Sean Bradley, Lead Street Worker
• Dalton Palmer, Police Officer
• Justin Primofiore, Sergeant
• Bob Natt, General Services Superintendent
• Andy Bowles, Utilities Superintendent
• Jessie Suelzle, Lead Utility Worker

Promotions from Part-time to Full-time:
• Tim Stringer, Park Maintenance Worker II
• Tyler Barisdale, Street Maintenance Worker II
• Seth Bagnell, Street Maintenance Worker II
• Danielle Van Helden, Account Clerk II
• Matt Moore, Police Officer

Hired 18 new part-time employees!!
CITY EMPLOYEES REPRESENTING AT HOMETOWN EVENTS

2018 RODEO FLOAT
RETIREES IN 2018

Over 20 years of City Service!

Mike Johnson

Now serving on the City Council
New Community Health Clinic
Fortuna Health and Wellness Center – Open Door Clinic
BUDGET OVERVIEW

• General Funds – No restrictions, most in demand
  • Mostly from Sales Tax and Property Tax
• Enterprise Funds – Can only be used for specific purpose
  • Water
  • Wastewater
• Grant Funds – Only Used for Specific Purpose
• Reserve Funds – General Funds or Enterprise Funds Set Aside for Future or Emergencies
MAIN GENERAL FUND EXPENSES:

- Police and 911 services
- Park maintenance: Newburg Park, Rohner Park including all buildings, River Lodge, Monday Club, the medians, and more...
- Staff for city wide special events held in parks and various parts of town
- City Administration and Community Development
- A Portion of Street Maintenance and Storm Drains
- Salaries and benefits for all of the above
## 2017-18 General Fund Review

<table>
<thead>
<tr>
<th></th>
<th>2016-17 Actual</th>
<th>2017-18 Actual</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOURCES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taxes and Fees</td>
<td>$5,463,086</td>
<td>$5,612,769</td>
<td>$149,683</td>
</tr>
<tr>
<td>Non-recurring Receipts</td>
<td>54,199</td>
<td>129,981</td>
<td>75,782</td>
</tr>
<tr>
<td>Transfers from Other Funds</td>
<td>1,574</td>
<td>125,720</td>
<td>124,146</td>
</tr>
<tr>
<td>Total Sources</td>
<td>5,518,859</td>
<td>5,868,470</td>
<td>349,611</td>
</tr>
<tr>
<td><strong>USES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Budgets:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries and Benefits</td>
<td>3,469,580</td>
<td>3,531,174</td>
<td>61,594</td>
</tr>
<tr>
<td>Service and Supplies</td>
<td>1,279,755</td>
<td>1,249,193</td>
<td>(30,562)</td>
</tr>
<tr>
<td>Capital Outlay</td>
<td>200,035</td>
<td>67,531</td>
<td>(132,504)</td>
</tr>
<tr>
<td>Projects</td>
<td>86,311</td>
<td>30,155</td>
<td>(56,156)</td>
</tr>
<tr>
<td>Debt Service</td>
<td>217,573</td>
<td>-</td>
<td>(217,573)</td>
</tr>
<tr>
<td>Development Fund Support</td>
<td>45,361</td>
<td>-</td>
<td>(45,361)</td>
</tr>
<tr>
<td>River Lodge Fund Support</td>
<td>138,023</td>
<td>118,780</td>
<td>(19,243)</td>
</tr>
<tr>
<td>Transfers to Other Funds</td>
<td>45,682</td>
<td>15,716</td>
<td>(29,966)</td>
</tr>
<tr>
<td>Total Uses</td>
<td>5,482,320</td>
<td>5,012,549</td>
<td>(469,771)</td>
</tr>
<tr>
<td><strong>Net Sources (Uses)</strong></td>
<td>$36,539</td>
<td>$855,921</td>
<td>$819,382</td>
</tr>
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</table>
### Mid Year Budget Review
#### FY18-19 General Fund Revenues

<table>
<thead>
<tr>
<th></th>
<th>Adopted Budget</th>
<th>YTD thru 12-2018</th>
<th>% of Budget</th>
<th>Mid Year Est</th>
<th>Mid-Year Adjustments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Tax</td>
<td>$430,000</td>
<td>$-</td>
<td>0%</td>
<td>$430,000</td>
<td>$-</td>
</tr>
<tr>
<td>Property Tax In-lieu/VLF</td>
<td>1,100,000</td>
<td>-</td>
<td>0%</td>
<td>1,100,000</td>
<td>-</td>
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<tr>
<td>Sales Tax</td>
<td>1,880,000</td>
<td>603,146</td>
<td>32%</td>
<td>1,880,000</td>
<td>-</td>
</tr>
<tr>
<td>Transient Occupancy Tax</td>
<td>650,000</td>
<td>226,584</td>
<td>35%</td>
<td>650,000</td>
<td>-</td>
</tr>
<tr>
<td>Franchise Fees</td>
<td>294,000</td>
<td>45,786</td>
<td>16%</td>
<td>294,000</td>
<td>-</td>
</tr>
<tr>
<td>Business Licenses</td>
<td>86,000</td>
<td>90,999</td>
<td>106%</td>
<td>91,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Parks and Recreation</td>
<td>195,500</td>
<td>111,957</td>
<td>57%</td>
<td>198,500</td>
<td>3,000</td>
</tr>
<tr>
<td>Police</td>
<td>371,600</td>
<td>206,389</td>
<td>56%</td>
<td>381,600</td>
<td>10,000</td>
</tr>
<tr>
<td>Successor Agency</td>
<td>250,000</td>
<td>-</td>
<td>0%</td>
<td>250,000</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>141,125</td>
<td>76,739</td>
<td>54%</td>
<td>182,825</td>
<td>41,700</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$5,398,225</strong></td>
<td><strong>$1,361,600</strong></td>
<td><strong>25%</strong></td>
<td><strong>$5,457,925</strong></td>
<td><strong>$59,700</strong></td>
</tr>
</tbody>
</table>

Revenues Consistent with Projections!
## FY18-19 General Fund Expenses

<table>
<thead>
<tr>
<th>Department</th>
<th>Adopted Budget</th>
<th>YTD thru 12-2018</th>
<th>% of Budget</th>
<th>Mid Year Est</th>
<th>Mid-Year Adjustments</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Council</td>
<td>$37,326</td>
<td>$17,505</td>
<td>47%</td>
<td>$37,332</td>
<td>$6</td>
</tr>
<tr>
<td>City Attorney</td>
<td>75,000</td>
<td>17,076</td>
<td>23%</td>
<td>75,000</td>
<td>-</td>
</tr>
<tr>
<td>City Manager</td>
<td>92,869</td>
<td>33,643</td>
<td>36%</td>
<td>81,981</td>
<td>(10,888)</td>
</tr>
<tr>
<td>City Clerk</td>
<td>41,062</td>
<td>15,236</td>
<td>37%</td>
<td>38,694</td>
<td>(2,368)</td>
</tr>
<tr>
<td>General Government</td>
<td>217,906</td>
<td>64,051</td>
<td>29%</td>
<td>213,821</td>
<td>(4,085)</td>
</tr>
<tr>
<td>Risk HR</td>
<td>307,467</td>
<td>86,157</td>
<td>28%</td>
<td>334,866</td>
<td>27,399</td>
</tr>
<tr>
<td>Community Promotion</td>
<td>160,938</td>
<td>118,454</td>
<td>74%</td>
<td>160,994</td>
<td>56</td>
</tr>
<tr>
<td>Finance</td>
<td>161,739</td>
<td>78,718</td>
<td>49%</td>
<td>162,328</td>
<td>589</td>
</tr>
<tr>
<td>Police</td>
<td>3,153,221</td>
<td>1,776,421</td>
<td>56%</td>
<td>3,276,377</td>
<td>123,156</td>
</tr>
<tr>
<td>Community Development</td>
<td>54,496</td>
<td>30,154</td>
<td>55%</td>
<td>58,615</td>
<td>4,119</td>
</tr>
<tr>
<td>Parks &amp; Recreation</td>
<td>818,663</td>
<td>441,996</td>
<td>54%</td>
<td>860,140</td>
<td>41,477</td>
</tr>
<tr>
<td>Public Works</td>
<td>341,634</td>
<td>165,839</td>
<td>49%</td>
<td>328,760</td>
<td>(12,874)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$5,462,321</strong></td>
<td><strong>$2,845,250</strong></td>
<td><strong>52%</strong></td>
<td><strong>$5,628,908</strong></td>
<td><strong>$166,587</strong></td>
</tr>
</tbody>
</table>

- Departments working within their budgets
- Approved Overage to Reduce Pension Liability Debt ($180K)
- No large unexpected expenses!
Budget Challenges

• Sunset of Measure E in 2025
  • Current Budgets OK, not when Measure E expires
  • Re-authorize? Sooner or Later? Public Buy-in?

• Unfunded Liability
  • CalPERS Moving Target (ROR, Lifespan, Amortization Years)
  • Last Year $9.3M, now $10.7M
  • Need approx. $850K /year to stabilize payment amount

• Budgeting for Compensation Increases
  • Important for Employee Retention/Job Satisfaction
  • Recruitment and Hiring is Expensive

• Sales Tax Declining
  • Recent Trends show approx. 7% Decline
  • Biggest General Fund Revenue Source (City Receives $.0175 of City $.085 Tax)
  • Keeping Existing Businesses and Attracting New Business Important!
Budget Augmentations/Savings

- **Measure O/Z**
  - Funding for SRO and DTF Positions ($260K)
  - Requires Continued Advocacy County Level

- **Asset Forfeiture**
  - Received Since Drug Task Force Agent Funded by Measure Z
  - $309,000 in 2018
  - Used for Vehicles, Remodel and Equipment
  - Reduces Use of General Funds for Equipment/Vehicles

- **Savings from Refinancing Bonds**
  - $200K Saved Annually from Successor Agency Debt Refinancing in 2018
  - Other Bond Refinancing in 2017

- **Road Maintenance and Recovery Act for Roads (Gas Tax/SB-1)**
  - $67,000 last Year, $300k/year future
Unfunded Liability – One of Our Biggest Budget Challenges

• What is the Problem?
  • 2008-2009: The Great Recession hits CalPERS fund for a loss of 24% or $58 billion dollars in value. Fund drops to 61% funded status. CalPERS was expecting to earn 7.75% in 2008-2009. **Net loss -31.75% loss**
  • CalPERS Expenses Exceeded Revenue

• What does this mean for the City
  • Lump Sum Assessed to City and it keeps changing - **Last Year $9.3M, now $10.7M**
  • Need approx. $850K /year to stabilize payment amount – **Approx. 15% of General Fund!**

• Goals
  • Be proactive and budget for Unfunded Liability.
  • Smooth future mandated Unfunded Liability payments.
  • **Maintain or Improve Staffing and Level of Service to Community**
Amortization Payments

- Much Higher Costs than years' past
- High Payments over next 15 years
Where does your sales tax go?

- 70% to 6.00%, State of California
- 9% to 1.00%, City of Fortuna
- 6% to 0.50%, County of Humboldt (Measure Z)
- 3% to 0.25%, County Transportation Funds
- 12% to 0.75%, City of Fortuna (Measure E)

-City Receives Relatively Small Amount of Overall Tax
-$1.8M in 2017/2018
Sales Tax Trends

- Sales Tax Declining
  - Recent Trends show approximately 7% decline Quarter over Quarter for Fortuna
  - County of Humboldt as a whole down 4.5% Quarter over Quarter
  - Biggest General Fund revenue source (City Receives $.0175 of City $.085 Tax)
  - Keeping Existing Businesses and Attracting New Business Important!

- Anticipated Reduction in Sales Tax $100K/Year
Property Tax

- General Fund Revenue Source
- Comprises approximately 8% of General Fund Budget
- Stable Revenue Source (Small but consistent increase each year)
  - Median Sale Price Exceeded Pre-Recession Peak Values This Year (Fortuna and Ferndale only two cities in Humboldt County to have accomplished this)
- Small Proportion of Property Tax Breakdown goes to City (City receives approximately 7%; County, Schools, Special Districts Receive remaining 93%)

- Property Taxes Small Amount, but Stable
- $450K per Year
City Budget Schedule

• January – Begin Bargaining Unit Negotiations
• February – Fee Schedule and Salary Distribution
• March – Complete Department Operating Budgets
• March – Measure E Recommendations for Funding
• March/April – Capital Improvement Program
• April – Present Draft Budget to Council
• April/May – Council Budget Work Shops
• June – Council to Adopt Budget

Please come and participate!
Fortuna Police & Essential Services Measure

To protect and maintain essential City services, including increasing and restoring police officers and programs, repairing aging/deteriorating streets and potholes, parks maintenance, and programs for youth and seniors, shall the City of Fortuna establish a ¾¢ sales tax, sun setting in 8 years providing approximately $1,200,000 annually, requiring independent annual financial audits and a Community Oversight Committee, with all funds remaining in Fortuna?
MEASURE E OVERSIGHT COMMITTEE

Kris Mobley
Joseph Hardcastle
Donald Ingraham
Walt Wilson
Sandi Petersen
Kyle Conley (completed term)
Jeremy Stanfield (promoted)

Two new members needed!
How have Measure E Funds Helped the City?

Relied on for current level of service expected by citizens

Took the City from red to black...

Sunsets in 2025
2017-18 Measure E Funded Expenditures

- $293,969 Public Works (28%)
- $71,733 Parks and Recreation (7%)
- $379,619 Reserve Funding (To Cover General Fund Deficit) (36%)
- $308,170 Police (29%)
- $300 Administration (0%)
Measure E for Public Safety

- (2) Police Officer Detective Positions
- (1) Community Services Officer
- Training for Officers
- Funding to Continue K-9 Program
Measure E in the Parks

- Parks Director and Park Facility Maintenance
  - New Director – Cameron Mull
- Newburg Park Ball Field and Parking Lot Lights
- Hydration Stations
- Formalized User Group Agreements
- New Events
- More Open Gym Times
Measure E for Needed Maintenance
City Hall Repainting and Maintenance Project
Measure E For Storm Drain Repairs
The State of the Fortuna Police Department is: Excellent
Chief Bill Dobberstein

A Member of the Board of Directors for the California Police Chief’s Assoc. (16 representatives on the board)

Treasurer of LECAH (Law Enforcement Chiefs Assoc. of Humboldt) since 2011

2018 Chairman of the Drug Task Force Executive Committee
FORTUNA POLICE DEPARTMENT

29 dedicated people here to protect & serve our community

- 19 Sworn Officers (2 Detectives, 1 SRO)
- 1 Full-Time Community Services Officer
- 1 Part-Time Community Services Officer
- 5 Dispatchers
- 1 Office Supervisor
- 1 Records Clerk
- 1 part-time Kennel Attendant
- +20 Volunteers
FORTUNA POLICE DEPARTMENT

- 24,278 Total Calls for Service
- 1,219 Total Arrests
- Approximately 75 DUI Arrests
- 656 Traffic Citations
In 2018:
• Hosted International Crime Prevention training in April 2018. Participants came from several law enforcement agencies in Humboldt County, Los Angeles, Vacaville, Oregon, Colorado and even the United Kingdom.
• Hosted training with the FBI and Department of Homeland Security in May 2018 regarding active shooter threats.
In 2018:
Department replaced aging equipment-
• Patrol Rifles
• Patrol Shotguns
• Mobile Data Computers
• Laptop Computers
In 2018:
Statewide trends are increasing for theft and drug related arrests

Our Community had no homicide reports in 2018 and we saw decreases in burglaries, robberies, petty theft and domestic violence reports.

Good record of making burglary arrests!
Department has an excellent record of retaining existing Sworn officers
• Very few resignations or transfers (less than three in four years)
• Higher retention rates than other local agencies
• Currently fully staffed
In 2018 the Fortuna Police Department responded to 266 calls for Mutual Aid. Including 92 responses to assist the California Highway Patrol, 44 responses to assist the Humboldt County Sheriff’s Office and 91 calls for assistance to the Fortuna Fire Department.
The Fortuna Police Department is continuously providing professional community oriented service to our community through various programs:

- Neighborhood Watch
- Citizen’s Police Academy
- Crime Prevention seminars
- Personal Safety Training
- Vacation House Checks
What can you expect in 2019 – More Patrol Officers on the Streets!

- Detectives to investigate major crimes
- Problem Oriented Policing Detective to focus on areas of concern
- School Resource Officer to assist Eel River Valley Schools and mentor our youth
- Drug Task Force Agent

School Resource Officer
Lindsay Frank
K-9 Update

Some sad news…. Our K-9 Nordy has sustained a lower back injury and will be retiring. We will continue our K-9 program and will purchasing another K-9 and selecting a K-9 handler in the coming months.
Merritt Perry, City Manager

• Worked as Consulting Civil Engineer from 1998-2013
• Starting Working on Projects in Fortuna in 2006
• Hired as City Engineer in 2014
• Interim City Manager April 2018 – December 2018
• Started as Permanent City Manager December 2018
City Manager Priorities

• Hire New Public Works Director City Engineer
• Balanced Budget
  • Fiscal Responsibility
• Develop Updated City Vision and Strategic Plan
• Responsiveness to Public and Employees
  • Customer Service
  • Retention and Happy and Productive Employees
• Pursue Projects that Enhance Community
  • Quality of Life (parks acquisition, accessibility,
    • Environment (fish passage, illegal camp cleanup)
• Reduce Risks
  • Training
  • Minimize Insurance Costs
Completed Projects in 2018
South Fortuna Boulevard Fish Passage

- $735,217 Fisheries Restoration Grant from CDFG
- 12th Fish Passage Project Funded
Rohner Creek
Flood Control Project
Proposition 84-
Urban Streams Restoration Program

Redevelopment Agency/
Drainage Funds

$3.4 Million

Proposition 1E
$3.4 Million

$3.5 Million

$400 Thousand

Additional $3.4 Million in Active Grant Applications for Hillside Creek and 12th Street Crossing

Completed – Grant Closed
Completed Project – Rohner Creek Flood Control Project Phase A and B

Gray Area Removed from Flood Plain
Performed well during last years’ storms!
$1.8M FEMA Grant
$650K from Measure E

Future Project – Rohner Creek Flood Control Project Phase C

100-150 Parcels Will Be Removed from Flood Plain – Complete Construction 2019, Updated Flood Mapping 2020
Completed Paving & Striping Projects

• City Wide Paving Project
  • Riverwalk Drive
  • Redwood Way
  • Downtown Alleys

• Citywide Micro Slurry Project
  • Maintenance Slurry at various locations throughout City
Toddy Thomas Safe Routes to School Project

$917,000 ATP Grant Funds
$47,000 HCAOG Grant Funds
Toddy Thomas Safe Routes to School Project

$917,000 DOT Grant Funds
$47,000 HCAOG Grant Funds
Completed Project

• Park Security Updates
  • Upgraded high resolution Cameras

• Allowed Staff and Fortuna Police to Identify Vandals

• Arrests Made based on Video Footage for Vandalism, Assault, ....
Completed Project

• City Hall Reception Area Safety and Accessibility Project
  • Improve public accessibility and Separate Lobby and Service Counter
  • More Efficient Use of Space
  • Safety Glass and other Safety Features
Completed Project

• River Lodge Updates
  • Audio Visual System by the Fortuna Chamber Tourism & Marketing Committee)
    • McLean Foundation
    • Humboldt Lodging Alliance
    • Headwaters Fund
    • Fortuna Noon Rotary
    • Fortuna Sunrise Rotary
    • Fortuna Kiwanis
Completed Project
Citywide ADA Improvements

• Downtown ADA Parking
• Newburg ADA Barrier Removal
• Horizontal Saw Cutting to Remove Trip Hazards
Upcoming Projects
Upcoming Projects
Police Department Safety Project

Project Summary
Upgrade from Bars to Bulletproof Glass
Secure Transaction Drawers &
New Cabinets – PD Side
Other Functionality Improvements

Schedule
Final Design Complete by End of December
Out to Bid Early January
Construction in Spring (or earlier)
Upcoming Project
Wastewater Treatment and Disposal Project

• City Required to Find New Discharge Location for Treated Wastewater
• Likely Will be Most Costly Project in City History ($20M+)
• Likely Funded with Grant and Wastewater Funds as Match
• Planning in Progress
• Plans for Construction to be Developed in 2020

$500,000 State Water Resources Control Board Grant
Upcoming Project – Kenmar Concepts

$550K Programmed to Start Preliminary Engineering and Environmental in 2019-State Funds
Upcoming Project
12th Street Interchange

Plan to Request Funding in 2019
Upcoming Project

12th Street Undergrounding

- Overhead Power and Communication Lines to be Placed Underground
- $3M Project Funded by PG&E Rule 20a
- Construction Anticipated in Summer 2019
Upcoming Paving & Striping Projects

• City Wide Paving
• Redwood Way Paving and Pedestrian Improvements – $1.5M Grant in 2019
• Citywide Micro Slurry Project
• Citywide Striping and Unsignalized Intersections Improvement Project
  • HSIP Funded
  • Lighted Crosswalks
Upcoming Project
South School Safe Routes

• $893,000 Grant Funds
• $7,000 City Fund 280 (Gas Tax)
• Improve Area for Pick Up and Drop Off Areas
• New Sidewalks on Lawndale
• Curb Ramps on Newburg, Second and Orchard
Eureka Skatepark imposed over designated area

Proposed location at Newburg Park

Supporting the Heart of Fortuna
Upcoming Project
12th Street Culvert Fish Passage

- $706,322 Fisheries Restoration Grant from CDFG
Upcoming Projects

- Grant Being Pursued for New Park Land Additions
  - Newburg (above)
  - Riverwalk (below)
- Possible donation from McLean Foundation to help with match for Newburg expansion acquisition
Highway 36 Connectivity Project – In Progress

• $100,000± Planning Project Initiated by City, Funded and Administered by HCAOG
• Identified as Goal in City’s General Plan
• Identify Routes to Highway 36/Highway 101 Interchange
• Reduce Traffic In City
• Provide Improved Access to City and Airport Area
2019 City Council Goals

- Continued Fiscal Stability
- Provide High Level of Service to Citizens
  - Fill Key Vacancies
- Develop Long Range Fiscal Plan
- Economic Development
  - Zoning Changes
  - Retain and Support Existing Businesses
  - Attract and Assist New Businesses
- Provide More Recreation Opportunities
- Preserve Community Character
Priority- Dispose of Unused City Property
280 12th Street

• Formerly Planned as New Police Station
• Budget Estimates $8M - $10M
• Council chose not to proceed based on cost
• Anticipated Proceeds $800,000+
• Opportunity for new beneficial use for building
• Still Need Long Term Police Facility Plan
Priority- Dispose of City Owned Property
320 Main Street

• City Foreclosed on Small Business Loan
• Successful Business in Place (Double D)
• Anticipated Proceeds $345,000+
Priority- Support Rohner Community Park
Recreation District

- City/County Funded Special District
- Feasibility Study Nearly Underway
- Prop. 68 Funding Expected in 2019
- Long Term Funding Decision by Public
Priority- Preserve Community Character and Protect Environment
Work with FBID to Support Local Businesses

Fortuna Business Facts
• Over 800 businesses filed for business licenses in 2018,
• 270 from outside of the City
• 500 business license holders within the City

Home Based Business Expo (HBBE)
March 3rd at the Monday Club.
Will Provide “Store Front” opportunity for home based businesses

Looking for Unused Location for New Businesses
FBID Working with Fortuna Fire Department to create a list of all brick and mortar businesses for fire safety that can be used to identify vacant buildings for new businesses

Continue Assist Businesses that want to locate within the City!
Community Development

Priority Projects
• Riverwalk Rezone to Expand Retail Use
• Syringe Exchange Program Ordinance
• Vacation Rental Ordinance
• Accessory Dwelling Unit Ordinance
• Housing Element Update
• Airport Area Annexation

2018 Development
• $19M in New Construction
Work with Community Partners for a Healthy Eel River

• Follow proceedings and weigh in on Potter Valley Project relicensing
“A community that is engaged and working together can be a powerful force.”