GREEN **BUSINESS**

SANTA BARBARA COUNTY

May 15, 2014

Air Pollution Control
District

City of Buellton

City of Carpinteria

Carpinteria Valley
Chamber of Commerce

Carpinteria Valley
Water District

Carpinteria Sanitary
District

Community Environmental
Council

City of Goleta

Goleta Sanitary District

Goleta Valley
Chamber of Commerce

Goleta Water District

Goleta West
Sanitary District

MarBorg Industries

Montecito Sanitary District

Pacific Gas & Electric

City of Santa Barbara

Santa Barbara County
Energy Watch

Santa Barbara Region
Chamber of Commerce

County of Santa Barbara

City of Santa Maria

Santa Maria Valley
Chamber of Commerce

SBCAG Traffic Solutions

City of Solvang

Solvang Chamber
of Commerce

South County Energy
Efficiency Partnership
(SCEEP)

Southern California Edison

Southern California
Gas Company

Summerland Sanitary
District

Waste Management

TO: City of Santa Barbara Mayor and Council Members

FROM: Frances Gilliland, Program Director
           Green Business Program of Santa Barbara County (GBPSBC)
           (on behalf of GBPSBC Steering Committee)

SUBJECT: Request for Increase of $1,500 in City's Annual Contribution to GBPSBC

The GBPSBC is requesting that the City of Santa Barbara increase its annual contribution to the program by $1,500 from $10,000 to $11,500 for fiscal year 2014-15 (July 1, 2014 through June 30, 2015). In response to this request, the Sustainability Committee asked the GBPSBC to seek other sources of funding, particularly from the private sector, before it would approve such an increase.

Below is a description of our efforts to generate additional revenue for the GBPSBC recently and historically.

Request for 15 Percent Increase in Annual Contributions from Partners

The working budget for the GBPSBC is comprised of financial contributions from 26 Partners. For the 1st time since the program began in December 2008, we asked each of our partners (except for four partners that had provided additional contributions) to increase their annual contributions by 15 percent for fiscal year 2013-14 (July 1, 2013 through June 30, 2014). All of the partners increased their contributions except the Carpinteria Valley Chamber of Commerce and the City of Santa Barbara. Also, for the 1st time, the Goleta Valley Chamber of Commerce made a financial contribution of $300 to the program.

Of the 72 businesses and agencies that have achieved certification and recertification since the launch of the GBPSBC in December 2008, 39 percent (28 businesses) reside in the City of Santa Barbara, a percentage significantly greater than the percentage that the City's contribution represents of the total budget. The City's annual contribution of $10,000 represents 16 percent of the program's 2013-14 total budget. By increasing the City's contribution by $1,500 to $11,500, the City's portion will then represent 18 percent of the 2014-15 total budget. For a list of current partners and their corresponding contributions, please see Attachment I.

Solicitation of Funds from Business Groups and Agencies in Santa Barbara County

Over the years, the GBPSBC has requested financial contributions from various business groups and agencies in Santa Barbara County, however, these organizations, as referenced in Attachment II, have been unwilling or unable to make a financial contribution.

PO Box 92005
Santa Barbara, CA 93190-2005
www.greenbizsbc.org

Establishment of Business Assistance Fund (BAF)

Beginning with the 2013 Green Business Program (GBP) Luncheon, the GBPSBC Steering Committee established the BAF to solicit sponsorships from certified businesses and partners to generate additional revenue for the program. These funds are used to pay for additional hours for the Program Director to work with businesses. Four sponsorship levels were created with corresponding levels of benefits:

- Champion sponsor makes a contribution of $2,500
- Sustainer sponsor makes a contribution of $1,000
- Contributor makes a contribution of $500 and
- Friend makes a contribution of $100.

Funds totaling $6,000 were raised for the 2013 GBP Luncheon, while sponsorships totaling $6,500 were received for the 2014 GBP Luncheon. These funds have been essential to enable the Program Director to continue working on the program through the end of each fiscal year, since the partner funds have been exhausted before June 30th.

In conclusion, the funds from the City of Santa Barbara represent a vital portion of the GBPSBC's budget, and we are very appreciative of the support that the City has provided since the program's inception. The additional $1,500 is vitally needed to help address increased costs and to enable the Program Director to spend more hours working with local businesses. The GBPSBC is an excellent example of a public/private partnership that provides free assistance to businesses striving to become more sustainable by preventing and reducing their waste, saving energy and water, and reducing pollution, such as improving air quality and preventing storm water runoff. We respectfully request that the Mayor and City Council approve an increase of $1,500 to the GBPSBC.

2013-14 Contributions for Green Business Program of Santa Barbara County
Attachment I

First Name	Last Name	Company	Department	Contribution
Craig	Murray	Carpinteria Sanitary District		$690
Lynda	Lang	Carpinteria Valley Chamber of Commerce		$250
Rhonda	Gutierrez	Carpinteria Valley Water District		$690
Marc	Bierdzinski	City of Buellton	City Manager's Office	$575
Erin	Maker	City of Carpinteria	Public Works	$690
Cindy	Moore	City of Goleta	Planning & Environmental Services	$2,300
Nina	Johnson	City of Santa Barbara	City Administrator's Office	$10,000
Lisa	Long	City of Santa Maria	Utilities	$5,000
Matt	van der Linden	City of Solvang	Public Works	$575
Sigrid	Wright	Community Environmental Council		$0
Alan	Nakashima	County of Santa Barbara	Public Works, Resource Recovery & Waste Management Division	$5,000
Matt	Naftaly	County of Santa Barbara	Public Works, Water Agency	$5,750
Tim	Mahoney	The Gas Company		$2,500
		The Gas Company		
Teresa	Kistner	Goleta Sanitary District		$2,300
Kristen	Miller	Goleta Valley Chamber of Commerce		$300
Misty	Williams	Goleta Water District		$2,300
Mark	Nation	Goleta West Sanitary District		$1,380
Derek	Carlson	MarBorg Industries		$2,500
Diane	Gabriel	Montecito Sanitary District		$345
Dave	Christensen	Pacific Gas & Electric Company		
Carly	Wilburton	Santa Barbara County Air Pollution Control District		$3,450
Kent	Epperson	Santa Barbara County Association of Governments	Traffic Solutions	$1,725
Ken	Oplinger	Santa Barbara Region Chamber of Commerce		
Robert	Hatch	Santa Maria Valley Chamber of Commerce		
Dave	Cross	Santa Maria Valley Chamber of Commerce on behalf of Santa Barbara County Energy Watch		$7,500
Patricia	Bartoli-Wibble	Southern California Edison		
Sue	Moualim	Solvang Chamber of Commerce		$0

2013-14 Contributions for Green Business Program of Santa Barbara County
Attachment I

First Name	Last Name	Company	Department	Contribution
Sigrid	Wright	Community Environmental Council on behalf of South County Energy Efficiency Partnership (SCEEP)		$2,875
Jim	McManus	Summerland Sanitary District		$345
Dan	Harris	Waste Management		$2,500
				$61,540
			Deduction to offset portion of County's administrative costs	$5,355
				$56,185

Solicited Agencies Not Providing a Financial Contribution to the Green Business Program of Santa Barbara County

Buellton Chamber of Commerce and Visitors Bureau

The Chamber of the Santa Barbara Region

City of Guadalupe

City of Lompoc

Downtown Organization of Santa Barbara

Greater Santa Barbara Lodging and Restaurant Association

Independent Automotive Professionals Association

Lompoc Valley Chamber of Commerce

Montecito Water District

Santa Barbara City College

Santa Barbara Hispanic Chamber of Commerce

Solvang Conference & Visitors Bureau (formerly the Santa Ynez Valley Visitors Association)

University of California at Santa Barbara

Visit Santa Barbara (formerly Santa Barbara Conference and Visitors Bureau)

Visit the Santa Ynez Valley