Moving Davis Toward a Brighter Future: Five Ideas to Drive Economic Development
Part one of a two-part series

by Jason Taormino, Board President

1. Add 10,000 high tech jobs.
2. Increase commercial space from 1,750,000 square feet to 4,000,000 square feet.
3. Take action toward a 400-space parking structure downtown at the 3rd/4th/E/F city-owned parking lot.
4. Help our community and city government to focus on raising revenue, especially when new expenditures are proposed.
5. Create a university strategy group to help guide the future of Davis.

1. We need to add 10,000 jobs because of a $32,000,000 annual shortfall in city revenues (per the City of Davis Budget & Finance Commission.) Between sales tax, personal and commercial property tax, 60% of our revenues come from business. Jobs bring revenue and investment and are the main driver of community success.

As a point of reference, we have approximately 15,000 jobs in town and 15,000 on campus; Palo Alto has 100,000 jobs. We should focus on technology jobs and the companies that create them as they tend to be higher-paying and are more likely to want to be in Davis than the lower-cost towns we compete with in our region, nationally, and globally.

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There is an alternative: we can rely solely on parcel taxes to make up the $32,000,000. However, with approximately 20,000 parcels in town, this would equate to $1,750 per parcel just to tread water. The school district truly needs a tax per parcel just to bring per-student funding into line with state averages. Solely relying on taxes would be a lackluster long-term strategy and it would be folly to believe that these parcel taxes would continue to garner the 2/3 voter majority needed to pass year after year, long into the future, especially as more students arrive (currently 40% of eligible voters) and the population ages.

We have failed to reinvest or set aside some $220,000,000 in replacement and maintenance funds for our town’s infrastructure over the past few decades. There are two half-cent sales taxes that are scheduled to sunset in 2020, and the unfunded liabilities of our city employees will begin to eat away at our revenues at an alarming rate.

Our roads, greenbelts, parks, city programs, pools, soccer fields, and so many other amenities we hold dear to our hearts rely on revenue. We have reduced our city workforce to a reasonable level; it is not in our interest to lower the wages and benefits to make up for an unwillingness to increase the private sector employment and thus city revenues. While 10,000 new jobs may not solve our financial challenges, it will provide substantial growth in revenue. (An estimate of the increase in city revenue generated by 10,000 new and generally higher-paying jobs will be accomplished in detail in a later article.)

Without substantially increasing jobs in Davis, we will solely rely on increased taxes and/or lower service levels.

2. The chamber will advocate for an increase in commercial space from 1,750,000 square feet to 4,000,000 square feet. This will allow our current companies to grow, attract talent, and bring in new high-paying jobs. The key focus of such space should be on technology, ag-related business, and the manufacturing of expensive equipment. These are generally higher-paying job sectors. In order to lead this effort, the chamber will bring together both business and community special interest groups to create a broad coalition that supports a brighter future for Davis. Business is the key driver of economic vitality. Without approved space for new businesses to locate in Davis, it is unlikely we will see substantial job growth.

Part two of this article will be featured in our winter newsletter.

Jason Taormino, Board President

Interested in having your business featured in our Quarterly Newsletter? Join the Chamber today!

www.davischamber.com
530.756.5160
<table>
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<th>October</th>
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| Tuesday, October 4  
Community Luncheon  
11:30 am–1:00 pm  
Hosted by Royal Guest Hotels  
Tuesday, October 11  
Seminar for Success  
11:00 am–1:00 pm  
The Davis Enterprise  
Wednesday, October 12  
Morning Social  
7:30 am–9:00 am  
University Retirement Community  
Wednesday, October 19  
Coffee with a Cop  
9:00 am–10:30 am  
Davis Chamber of Commerce  
Thursday, October 20  
Evening Social  
5:00 pm–6:30 pm  
Brooks Painting  
Tuesday, October 25  
Ribbon Cutting Ceremony  
5:00 pm–6:00 pm  
Lowenthal Realty Co.  
Wednesday, October 26  
New Member Orientation  
8:00 am–9:30 am  
Davis Chamber of Commerce  
Thursday, October 27  
Ribbon Cutting Ceremony  
5:00 pm–6:00 pm  
Blondie’s |
| Tuesday, November 1  
Seminar for Success  
11:00 am–1:00 pm  
Carlton Plaza  
Wednesday, November 9  
Morning Social  
7:30 am–9:00 am  
Davis Ace Hardware  
Friday, November 11  
Office Closed  
Veterans’ Day  
Monday, November 14  
Regional Business Summit  
11:00 am–5:30 pm  
UC Davis Conference Center  
Wednesday, November 16  
Coffee with a Cop  
9:00 am–10:30 am  
Davis Chamber of Commerce  
Thursday, November 17  
Evening Social  
5:00 pm–6:30 pm  
Hot Italian  
Thursday–Friday, November 24–25  
Office Closed  
Thanksgiving |
| Tuesday, December 6  
Community Luncheon & Annual Mayor’s Address  
11:30 am–1:00 pm  
Odd Fellows Hall  
Thursday, December 15  
Evening Social  
5:00 pm–6:30 pm  
Yackzan Group  
Wednesday, December 21  
Coffee with a Cop  
9:00 am–10:30 am  
Davis Chamber of Commerce  
Monday, December 26  
Office Closed  
Christmas Day (observed) |

Regional Business Summit 2016

Register online at www.davischamber.com
NEWSLETTER

- The Davis Chamber of Commerce newsletter is sent quarterly on April 1st, July 1st, October 1st, and January 1st.
- In addition to being sent to over 1,700 e-blast subscribers, the newsletter is posted to our facebook, twitter, and website!
- Be a part of our informative and entertaining communication.
- Pricing is per issue. *Front Page advertising reserved for Annual Sponsors.

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WEBSITE

- The Davis Chamber of Commerce website consistently receives 9,000 to 10,000 pageviews per month!
- Highlight your business on one of the more frequently visited pages: Homepage, Directory Homepage, or Events Homepage. You choose!
- Pricing is per month. Only 2 advertisers per page, per month.

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For more information contact the Davis Chamber of Commerce at 530.756.5160 or email communications@davischamber.com.
Everyone seems to be excited about the new water coming to the City of Davis. In fact, there are a lot of good reasons to be excited: 1) The city’s old water wells are failing. 2) The city wastewater treatment plant needs to comply with tougher state wastewater regulations. 3) The new water will be better quality.

Anyone that has been in Davis for a short while knows that the well water is “hard as rocks.” Many of the homes and businesses in Davis have used water softeners for years, and they have enjoyed the significant benefits of softened water.

While the new water will be less hard, it will certainly not be soft water. There are very few areas of the world that actually have naturally soft water. The naturally-occurring hardness in water normally varies between moderately hard water to extremely hard water, depending on the source of the water. The City of Davis’ existing water source is ground water which is from an underground pocket called an aquifer. Ground water usually comes from aquifers through a drilled water well or natural spring. The new water will mostly be surface water, which is defined as water that collects in streams, rivers, lakes, reservoirs, and oceans. The origin of the new water is from the Sacramento River.

Again, the new water is less hard, but not soft. While we have heard a few people give their opinions about not needing water softeners with the new water, we believe most people will keep their softeners. It’s difficult to stop enjoying all the benefits of soft water, and start trying to live with moderately hard water and all the problems hard water presents. To be honest, soft water spoils you!

The good news is that the cost of having soft water will be going down. Because the new water will be less hard, water softeners will have to work less. A simple adjustment to the control settings of automatic water softeners is all that is needed in order to achieve the peak efficiency of water and salt savings. Saving water and salt saves money, and it helps the environment. For those that have portable exchange soft water service with softener tank exchanges on a regular basis, the frequency of the tank exchanges can be cut in half, again saving money and helping the environment.

For more information, contact your soft water provider. If you are not sure who to call, consult the Davis Chamber of Commerce member listings related to water. In addition, there may be some individuals that aren’t sure if they’ll like the taste of the new water, or they may have other concerns about new water. If you’d like more information about great water filtration options, again please consult a water conditioning professional.

As an added resource for generic water treatment information, you are welcome to utilize the free information and materials available at the web sites listed below:

For a free version of “Water Treatment for Dummies“: http://wqa.uberflip.com/i/610194-water-treatment-for-dummies

For a free version of “Getting Smart with Softeners” publication: http://www.wqa.org/Portals/0/Publications/Getting_Smart_with_Softeners.pdf

For a free version of the “Final Barrier” publication about water filtration: https://www.wqa.org/Portals/0/Publications/Final-Barrier_brochure.pdf
Calling out raffle prize winners at the First Northern Oktoberfest evening social.

Listening to some fantastic polka music from the Red Hot Pepper’s at First Northern.

Cutting the ribbon at Bella Luna Jewelers.

Hearing the State of Yolo County Address at the August community luncheon.

Mixing and mingling at the Rocknasium morning social.

Climbing the wall at Rocknasium.
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“Davis Detectives” Sponsors
New Member Spotlight

Bella Luna Jewelers
207-A F Street, Davis, CA, 95616
(510) 213-2839
Bella Luna Jewelers was founded as a continuance of de Luna Jewelers 48 year legacy in our community. We can create and restore your family heirlooms, as well as assisting you find those special gifts.

Bespoke Benefits Insurance Services
129 E Street, Suite A3, Davis, CA 95616
(530) 756-5323
www.bespokebenefits.com
Bespoke Benefits provides Employee Benefits and Consultation services to businesses throughout the state. Each client receives a host of consultative and administrative services in addition to the best benefits plans, high quality insurance programs and the most competitive rates.

Blondie’s NY Pizza Co.
330 G Street, Davis, CA 95616
(530) 792-1200
www.blondiesdavis.com
Blondie’s NY Pizza is an authentic New York style pizza/Italian restaurant and sports bar. Their goal is to delight you with home-style Italian meals, whether you are in the mood for pizza and pasta, or Strombolis fresh from their kitchen.

Budget Blinds of Davis
283 Main Street #190, Woodland, CA 95695
(530) 927-7982
www.budgetblinds.com/davis
Since its founding, Budget Blinds Serving Davis has proudly served the local community by offering high quality and stylish window coverings for any occasion. Their goal is to provide you with the best products and services in order to enrich your home environment.

County of Yolo
625 Court Street, Room 202, Woodland, CA 95695
(530) 666-8150
www.yolocounty.org
Our Administrative offices are here to help you in all things Yolo County. From Airport information, business licensing, general government, to Strategic Planning, we are here to offer support in a variety of services.

Davis Flight Support
25170 Aviation Avenue, Davis, CA 95616
(530) 759-8766
davisflightsupport.com
We can be described in four simple words, Dependable, Responsible, Competitive, and Luxury. Come discover how our dedicated and knowledgeable staff can exceed your expectations.

Davis Sunrise Rotary
P.O. Box 4531, Davis, CA 95617
(530) 758-6060
portal.clubrunner.ca/3544
Sunrise Rotary focuses primarily on helping youth in our local area. We also serve Meals on Wheels. Come discover what makes Rotary fun, make new friends, and help us improve our world.

Edward Jones- Jen Kukis
429 F Street, Suite 1, Davis, CA 95618
(530) 753-3917
www.edwardjones.com
Planning for retirement, saving for college or just protecting your future is what Edward Jones is here for. I can help you develop specific strategies to achieve your goals, working with you, your attorney or other trusted advisor to deliver a comprehensive strategy that leverages everyone’s expertise.

Hyatt Place UC Davis
173 Old Davis Road, Davis, CA 95616
(530) 297-3151
www.ucdavis.place.hyatt.com/hyatt/hotels/place/index.jsp
Make the most of your Davis, California family vacation or business trip by staying at Hyatt Place UC Davis near Sacramento, located within convenient walking and biking distance of downtown Davis.

Interview2work LLC
216 F Street #42, Davis, CA 95616
(866) 966-2665
www.interview2work.com
Graduates use Interview2work to improve their skills in interviewing, salary negotiation, and presenting themselves as the ideal candidate for the position. Their customized services help you reduce interview anxiety, secure the salary you deserve, and navigate the challenges of the first thirty days on the job.
New Member Spotlight

Jackson Properties, Inc.
155 Cadillac Drive, Suite 100, Sacramento, CA 95825
(916) 381-8113
jacksonprop.com
Jackson Property has spent 30 years contributing to the Greater Sacramento business community. We have constructed over 6 million square feet of commercial real estate with project from Stockton to Reno. Our experience staff is here to guide you through your project with a proven commitment that leads the industry.

Krogh & Decker, LLP
555 Capitol Mall, Suite 700, Sacramento, CA 95814
(916) 498-9000
kroghdecker.com
At Krogh & Decker we put the client first. You can trust us to handle you litigation and transactional work, contract drafting, mergers and acquisitions as well as the day to day advice. We take responsibility to ensure the highest quality of work for your needs.

Quacera L.L.C.
3606 Lillard Drive, Davis, CA, 95618
(530) 758-9394
www.quacera.com
With over 80 years combined experience in the investment industry, in both sales and management. Our Quacera Report reflects that history and expertise. Contact us today and let us help you with your portfolio.

Stiver GIS Consulting
2795 Bender Place, Woodland, CA 95776
(415) 269-8411
Having recently completed the GIS Technology Program offered at American River College, I have been offering GIS consulting services to businesses in the local area. These services include digital mapping and surveying, spatial and orthoimagery analysis, and geographical data mining. Looking forward to meeting more of the members of the Davis Chamber and the business community.

Three Mile Brewing Company
231 G Street Suite 3, Davis, CA, 95616
(530) 564-4351
www.threemilebrewing.com
Three Mile Brewing Co. was founded by seven guys driven to create wonderfully unique, high quality craft beers for Davis and surrounding area beer connoisseurs. Three Mile Brewing produces small batch craft beers that are distinctive and vary with seasons and availability of fresh, local ingredients.

Thriving Pink
3220 Grosbeak Court, Davis, CA 95616
(916) 952-0406
www.thrivingpink.org
Thriving Pink is a local non-profit dedicated to helping breast cancer survivors thrive after their diagnosis. We engage our community to stand by women affected by the disease, as well as raise funds to support them through the fight.

Velocity Island Park
775 N. East Street, Woodland, CA 95776
(530) 723-6885
www.velocityislandpark.com
Velocity Island Park is Northern California’s premier wake oasis – located in the heart of Yolo County! We offer slides, jumping pillows, swing, floating tracks and much more to suit you. Our restaurant has great options to keep you fueled up while you spend the day on the water!
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