

January - March 2010

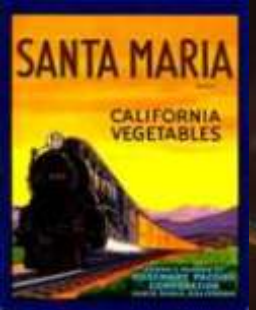
SANTA MARIA MEANS BUSINESS

INTERACTIVE MAGAZINE



★ Santa Maria Valley Chamber of Commerce & Visitor and Convention Bureau
ECONOMIC DEVELOPMENT COMMISSION

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**GOOD REASONS TO
EXPAND OR RELOCATE YOUR COMPANY
TO SANTA MARIA, CALIFORNIA**

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Santa Maria Valley Chamber of Commerce & Visitor and Convention Bureau
ECONOMIC DEVELOPMENT COMMISSION

Santa Maria Valley Chamber of Commerce
& Visitor and Convention Bureau
614 South Broadway
Santa Maria, CA 93454

January - March 2010

(805) 925-2403, ext. 817
edc@santamaria.com
Contact: Dave Cross

Chairman:
Bob Hatch
President/CEO
Santa Maria Valley Chamber of Commerce
(805) 925-2403, ext 825
chmbrchief@aol.com

The **SANTA MARIA ECONOMIC DEVELOPMENT COMMISSION** IS RESPONSIBLE FOR:

- Retention, expansion, and/or relocation of existing businesses within the City of Santa Maria.
- Encouraging commercial/industrial development by offering facilities and site location assistance.
- Coordinating with appropriate City of Santa Maria departments to facilitate development projects.
- Marketing the City of Santa Maria to targeted industries, businesses, and commercial retail users.
- Promotion, marketing and facilitation of identified key development opportunities within the City of Santa Maria.

10

GOOD REASONS TO EXPAND OR RELOCATE YOUR COMPANY TO SANTA MARIA, CALIFORNIA

There are so many great reasons to relocate your business to Santa Maria that it is hard to settle on just ten. We put some of the best information together with interactive links for you to do as much additional research as you would like.

The Santa Maria Economic Development Commission is a department of the **Santa Maria Valley Chamber of Commerce & Visitor and Convention Bureau**. We have the resources to provide the information and contacts you need to make your company's expansion or relocation a reality.

REASON # 1

SANTA MARIA'S CENTRAL LOCATION IS IDEAL FOR A GROWING COMPANY TO POSITION ITSELF FOR FUTURE SUCCESS.

Santa Maria is strategically located between Los Angeles and San Francisco.

From **Santa Maria**, you can reach large metropolitan areas without having big-city hassles. From this excellent strategic location, your product or service can easily reach San Francisco to the north and Los Angeles to the south.

Santa Maria's product distribution system includes access from the 101 Freeway, air travel through the Santa Maria Public Airport, and transport via railroad.

The Santa Maria Valley has a burgeoning **agricultural industry**, as well as connections with aerospace due to its proximity to **Vandenberg Air Force Base**. Aircraft related industry occurs in and around the **Santa Maria Public Airport District**. Other significant manufacturing includes wire and cable production, medical manufacturing, high-tech communications, dental products manufacturing, and a myriad of other industrial products.

Tourism is also a significant industry due to Santa Maria's central location and the wide selection of Central Coast activities. Wineries provide a large amount of revenue for the region, both in wine production and through tourism. The **Santa Maria Wine Trail** is very popular among visitors.

Among **agricultural crops** grown in the Santa Maria Valley, strawberries are number one, followed by broccoli, then wine grapes and lettuce.

A growing company will find plenty of available commercial/industrial space, hundreds of acres of newly annexed industrial land, and exceptional potential to expand or relocate to Santa Maria.



[Map and Mileage Chart](#)



Santa Maria was designated an All-America City in 1998

REASON #2

GREAT POTENTIAL FOR A WIDE VARIETY OF INDUSTRIAL AND MANUFACTURING

Medical

Marian Medical Center's 216,000 square-foot, 188 room hospital expansion will open additional opportunities for medical related businesses, services and medical products. A number of companies in Santa Maria specialize in manufacturing medical and health products.



Artist's Rendering of finished hospital project



The new hospital project is currently under construction with a projected 2011 completion date.

Agriculture

Agriculture is the number one industry in the Santa Maria Valley, and new technologies are emerging. The **Windset Farms** project, which features the first hydroponic farming in the region, will have four large, 32-acre greenhouses, 5.7 million square feet in total. The project will create over 240 jobs.

This will open the door for further technological advancements in agriculture and create new business opportunities in Santa Maria.



Space Technology

The proximity to **Vandenberg Air Force Base** and the influence of the **California Space Authority** presents the ideal anchor for companies specializing in space technologies.

The **California Space Center** is a 500,000 square-foot project on 71 acres that will benefit all aspects of economic development in the entire region. It is in the planning phase.

In addition, there are many support service companies located in Santa Maria that operate in association with Vandenberg Air Force Base and its mission.





Manufacturing and Distribution

Santa Maria is strategically placed to be a major distribution center.

In addition, Santa Maria has attracted a broad industrial base. A variety of diverse products are manufactured here, including medical products, wire and cable, fire hoses, drilling equipment, industrial fittings, and communications equipment, to name just a few.

The region has a diverse profile of manufacturing and industry

Green Energy Potential

The **Acciona Wind Farm** project, consisting of 65 turbines will power up to 50,000 homes in Northern Santa Barbara County. This project will create over 200 jobs during construction and is set to break ground in 2010.

Solar power has also become an increasingly strong industry, creating green jobs and the potential for companies that produce solar products.



Retail and Commercial Opportunities

Santa Maria is now the largest city in **Santa Barbara County**., with over 92,000 residents. The retail opportunities in this area are growing just as fast. Aside from easy freeway access and a reputation for being the shopping hub of the Central Coast, the City of Santa Maria is concentrating on bringing economic prosperity into the downtown area.

The **Downtown Specific Plan** is the City of Santa Maria's blueprint for revitalizing the downtown area. Enormous commercial potential exists in Santa Maria as it becomes a larger, more predominate city in the region. **Tourism** expands the possibilities as well.

The **Santa Maria Town Center Mall** is the only indoor mall on the Central California Coast. It is under new ownership, newly expanded and revitalized.

There are many types of available **industrial and commercial properties** in Santa Maria.

The Economic Development Commission can help to identify the resources necessary to assure that your company meets required zoning and is an appropriate fit within the the area you are considering.

REASON #3

**PLENTY
OF ROOM
TO GROW**

**Business related demographics,
real estate information and
commercial/industrial listings
are available from the
Economic Development
Commission.**

Many other cities have become ‘built-out’, but Santa Maria has plenty of room to grow. The City of Santa Maria recently annexed over 900 acres for future industrial use. This area is ready to be developed. In addition, an approved 740-acre business park is proposed to be constructed at the Santa Maria Airport District.

Vacant commercial and industrial space is available in Santa Maria. The Santa Maria Valley is a prime location for future growth.

REASON #4

**SANTA MARIA HAS A LOWER COST OF DOING BUSINESS
COMPARED TO OTHER CALIFORNIA AREAS**

Compared to other California areas, Santa Maria has one of the lowest costs of doing business based upon wages, taxes, fees, permitting costs, and affordable commercial and industrial real estate property. In addition, the City of Santa Maria extends a welcome hand to new businesses.

REASON #5



The workforce in the Santa Maria area contains a diverse range of knowledge and expertise.

Details about the availability of labor and finding employees can be found at the Workforce Resource Center.

**A STRONG
AND
CAPABLE
WORKFORCE**

REASON #6

SANTA MARIA'S PUBLIC AIRPORT IS CONVENIENT AND HASSLE-FREE WITH EASY ACCESS TO MANUFACTURING AND INDUSTRY

- Flights to Los Angeles and Las Vegas
- Always Free Parking
- Free Wi-Fi in the Terminal
- Longest Runway on the Central Coast
- Future Business Park is in the planning stage
- New Baggage Handling Facility



A 740-acre Business Park is in the planning stage and an ideal time to include your company's future business plans. *View the Specific Plan.*

Corporate flights and business traveling is smooth, efficient and cost effective from the Santa Maria Public Airport.



WWW.SANTAMARIAAIRPORT.COM



REASON #7

A BUSINESS-FRIENDLY ENVIRONMENT



The City of Santa Maria works with prospective businesses to meet zoning requirements. The City recognizes that jobs and economic development are essential for maintaining a healthy economy and providing the revenue necessary for exceptional city services.

Many companies find themselves in areas that have become too restrictive and difficult to survive. If that's the case with your company, Santa Maria is a welcome oasis where reason still prevails.



Santa Maria's City Hall building.

- Planning Information
- Business Retention and Attraction Loan Program
- Commercial Facade Rebate/Loan Program
- Economic Development Element of the General Plan

REASON #8

EXCELLENT QUALITY OF LIFE



The new **Santa Maria Public Library** is one of the finest in the state of California.

Aside from great weather and an outstanding location, Santa Maria has made a significant investment in the community. The recently constructed, 32 million dollar Santa Maria Public Library is one of the finest in the state. In addition, the ultra-modern Abel Maldonado Community Youth Center and the Paul Nelson Aquatic Center sit prominently on South McClelland Street, an area designed to host many community-wide events.

Always looking toward the future, the City of Santa Maria recently acquired 1,774 acres of land, now home to the Los Flores Ranch Park recreational area, for the residents of the Santa Maria Valley to enjoy.

Sixty-five miles of existing bike trails and over 25 parks are found throughout the city. They are beautifully maintained and landscaped by the City's **Recreation and Parks Department**. Their efforts extend to the well-maintained landscaping on Santa Maria's streets and major thoroughfares.

Santa Maria contains a wealth of exceptional Recreational Resources



Innovative and widely recognized for its superior architecture, the **Abel Maldonado Community Youth Center** is a state-of-the-art facility that demonstrates Santa Maria's investment in its youth.



Santa Maria has a large number of beautiful, well maintained parks and recreational centers.



REASON #9 A NEAR-PERFECT CLIMATE

Cliffs at the Santa Maria Riverbed

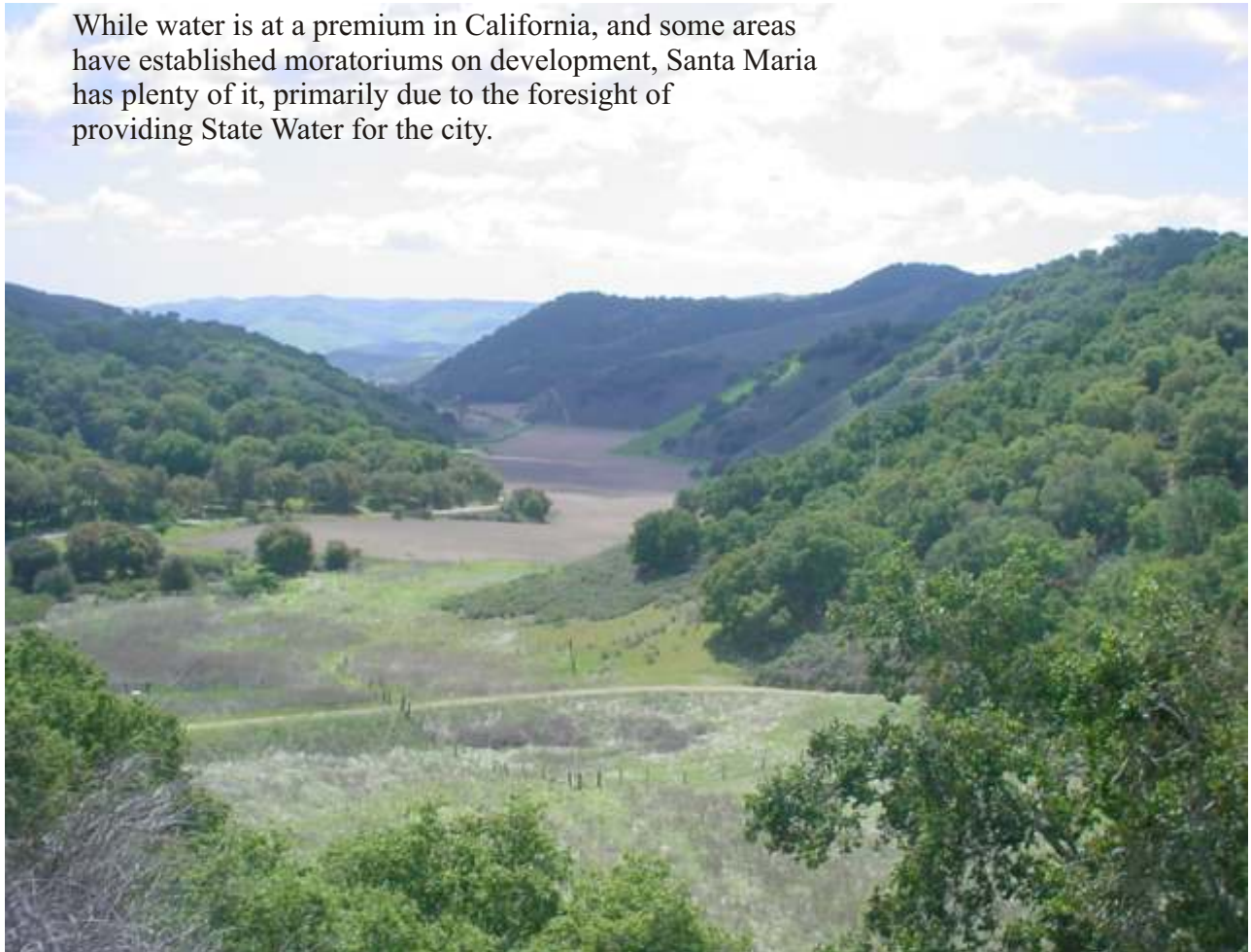
Regardless of what industry you are in, there are few places that match Santa Maria's mild, **year-round climate.**

Weather during the summer months is predictable, sunny and mild. There is no winter in Santa Maria, only a short season of rain which provides spectacular scenery in the surrounding hills.



[View Santa Maria's current weather](#)

While water is at a premium in California, and some areas have established moratoriums on development, Santa Maria has plenty of it, primarily due to the foresight of providing State Water for the city.



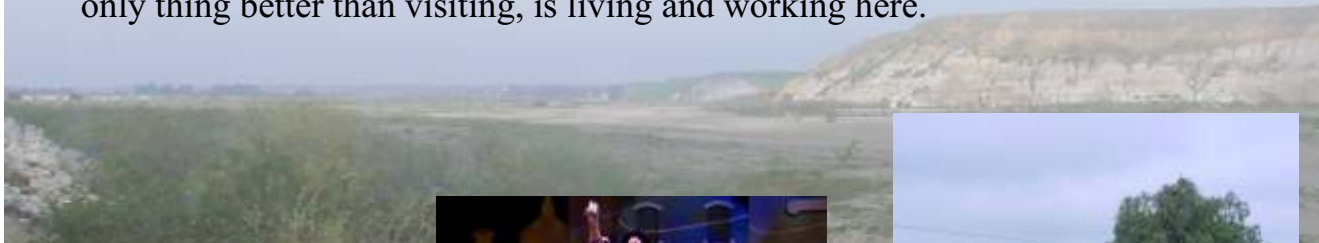
Drum Canyon near Los Alamos

REASON #10

SANTA MARIA IS AN EXTRAORDINARY DESTINATION SPOT

From beaches to inland canyons, from vineyards to golf courses, from wine tasting to hiking, the Central Coast has it all. This rural, scenic region offers a wealth of activities and events.

There are few places that have all the advantages of the Central Coast. The only thing better than visiting, is living and working here.



Central Coast Wineries



Enjoy the Theater at PCCA Theaterfest



Rustic Views toward Tepequet Canyon



Kayaking in Morro Bay



A number of local Golf Courses



Fun in the sand at Pismo Beach



Beautiful scenery at Montana De Oro State Park



Horseback riding in Oceano



Visiting the Danish-themed village of Solvang

Visitor Information is Available From the Santa Maria Valley Visitor and Convention Bureau



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RESOURCES

[Business Resources](#)

[Economic Development Resources](#)

[Visitor Resources](#)

[Chamber of Commerce Resources](#)

[City of Santa Maria Resources](#)

[County of Santa Barbara Resources](#)

Coming Next Issue!

SANTA MARIA STYLE BUSINESS

Profiles of some of Santa Maria's
diverse blend of businesses
and what has made them successful.

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