

SANTA MARIA MEANS BUSINESS

INTERACTIVE MAGAZINE



**Santa Maria
ECONOMIC DEVELOPMENT COMMISSION**

Santa Maria Valley Chamber of Commerce & Visitor and Convention Bureau

ISSUE #4

RISING FROM THE RECESSION

How Industrial, Manufacturing and the Santa Maria Airport are Leading the Way toward Santa Maria's Economic Future

INDUSTRIAL & MANUFACTURING



SANTA MARIA MEANS BUSINESS

INTERACTIVE MAGAZINE

 **Santa Maria
ECONOMIC DEVELOPMENT COMMISSION**

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ON THE COVER:
Manufacturing and Industry takes the lead as Santa Maria rises out of the Recession.

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.



RISING FROM THE RECESSION

How Industrial, Manufacturing, and the Santa Maria Airport are Leading the Way toward Santa Maria's Economic Future

A Silver Lining

Santa Maria, like most areas, has been hit hard by the recent recession. However, a silver lining has emerged.

While most employment sectors are still struggling, Santa Maria's industrial and manufacturing companies are showing signs of revival. Almost all of these companies went through a harrowing process of trimming and cutting back to survive, becoming as lean as possible to get through the toughest economic times in recent history.

Now, many are ready to move ahead again. New orders are coming in. Some have added new product lines, opportunities, and business methods. Most are optimistic about the future and are now the leaders of the pack as the Santa Maria Valley begins to add jobs and gradually restore the economy.

In the midst of it all is the [Santa Maria Public Airport District](#), which has been making improvements to increase the airport's potential. They are right on the cusp of developing the long-anticipated Business Park. The Airport Board of Directors and General Manager have been aptly preparing for the future and are engaged in finding ways for the airport to reach its potential.

Another big contributor is the [City of Santa Maria](#) itself, because it has done an exceptional job under difficult circumstances of laying the groundwork for future economic development. When you examine the pluses and minuses for Santa Maria as far as business, industry and economic development, the ledger leans heavily toward Santa Maria as compared to most regions.

Leaders of the Pack

The Economic Development Commission and the Santa Maria Valley Chamber of Commerce conducted a survey of local businesses in March of 2011 to determine the current economic situation in Santa Maria and to get an indication of what sectors are improving.

The findings confirmed what many involved with local economic development and the Manufacturers Association in Santa Maria believed, and that is that manufacturing and industry stands out above other sectors when it comes to potential hiring and company performance over the next six months.

Trends and Observations from the March 2011 Business Survey conducted by the Economic Development Commission and the Santa Maria Valley Chamber of Commerce

- **Medium Sized Companies are Setting the Economic Pace**
- **Industrial and Manufacturing will lead the way with Job Creation**
- **Businesses most impacted by the economy are small businesses with 10 employees and less.**
- **Retail is Slowly Improving**
- **Financial and Banking Industry is showing Marked Improvement**
- **Construction showing Potential**
- **Overall the Economy is beginning to pick up with some important sectors**

View the Survey [Presentation](#)

View the Survey [Data](#)

View the Survey [Cross-Tab Results](#)

Chart 1 - Business Confidence- Santa

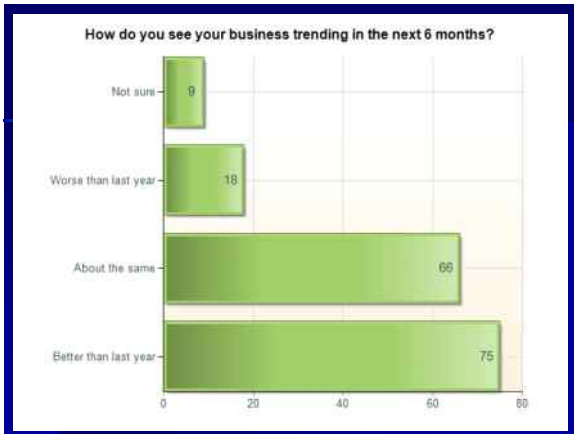
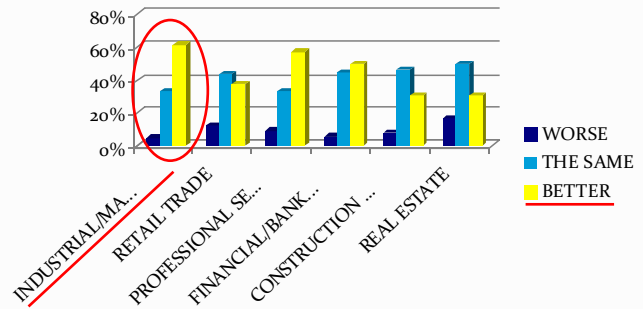


Chart 2 - Business Confidence by Sector- Santa Maria

BUSINESS TRENDS NEXT 6 MONTHS



Business Confidence - Chart 1 shows overall business confidence over the next 6 months, but Chart 2 tells which sectors of the economy are doing better than others. Chart 2 shows Industrial/Manufacturing the most optimistic. Retail shows less optimism. Construction and Real Estate indicate the lowest confidence level.

Why Industrial and Manufacturing is Important to Santa Maria

An overview of Santa Maria's current economy underscores the importance of manufacturing and industry.

As of April 2011, Santa Maria had an unemployment rate of nearly 15%. Most of these job losses have occurred from the retail and construction sectors of the economy.

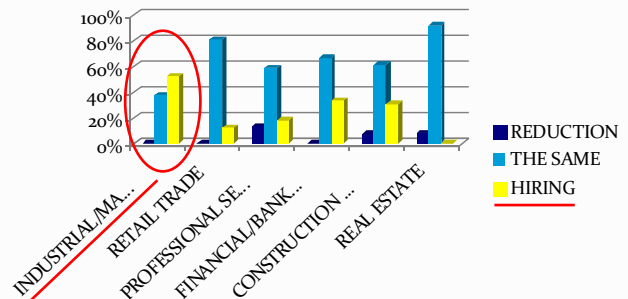
The drop in retail sales has made it difficult for the City of Santa Maria, which relies on sales tax to pay for essential services. The combination of low retail sales and the State of California continuing to rob funds from cities and counties, has caused tough budget problems for the City.

Recent retail sales figures have started to edge upward, but there is a long way to go to get back to where it should be. A stronger 4th quarter than expected in 2010 was aided by a vibrant and successful marketing campaign by the Santa Maria Valley Chamber of Commerce to shop local. The "Thanks for Shopping Santa Maria" campaign contributed to a 7.1% increase in sales from the 4th quarter a year before. Indications are that this trend will continue.

Construction has been hit from all sides.

Chart 3 - Hiring Over the next 6 Months

WORKFORCE NEXT 6 MONTHS



Hiring- Chart 3 shows Industrial/Manufacturing very likely to be hiring in the next 6 months. Activity has picked up and this is already proving to be accurate.

The housing and financial crisis has halted the construction of new homes, financing is not available for larger projects, and the current economy is not conducive to development. The unemployment rate of construction workers hovers around 50%.

Manufacturing and Industry, on the other hand, is proving to be an important anchor to Santa Maria's economy. Not only has employment been consistent, but in 2009 as the recession really began to sink in, more people worked in manufacturing jobs than construction. Over 3,400 worked in manufacturing while only 2,200 worked in construction, according to the Northern Santa Barbara County Economic and Business Outlook.

A significant benefit of manufacturing comes from the average salary of its workforce. Second only to construction and considerably above retail and agriculture, the average worker in the manufacturing sector earned \$45,592 per year in 2009. The average retail employee earned \$26,979 per year, and the average worker in agriculture earned \$21,563, less than half of manufacturing wages.

Agriculture is the top industry in the region, and it has remained steady and strong throughout the recession. However, agriculture alone is not enough to carry Santa Maria's economy, primarily because of the lower wages necessary to keep local farming competitive.

An often overlooked key factor in Santa Maria's economy, which has also remained consistent, is Vandenberg Air Force Base. Close to 3,000 workers commute to the base, which is 13 miles away. Most of them work for government contractors associated with aerospace, particularly involving missile programs and launches. These are exceptional jobs with good salaries. If not for employment at VAFB, the recession could have hit deeper.

The onshore oil industry, at one time a dynamic contributor to the local economy with booming oil fields, had continued to dwindle downward, but has since shown a dramatic increase. As offshore oil becomes less and less available due to regulations and moratoriums, increased production in existing oil fields is becoming more economical and feasible. These are excellent paying jobs that could grow in number as time goes on.

Tourism, hospitality, and the wine industry are also starting to show improvement. The Chamber's Visitor and Convention Bureau, with funding derived from the Transit Occupancy Tax, has invested heavily in marketing Santa Maria and supporting events that bring visitors to Santa Maria. As a result, the hotel industry has had a double digit increase in occupancy from a year before.

At the head of the pack are the manufacturing and industrial sectors, which provide steady work, good jobs, the potential to grow, and have become an economic anchor for the Santa Maria Valley.

Chart 4 - Salaries Among Different Sectors

IMPORTANCE OF MANUFACTURING	
Average Salary 2009 (Santa Maria)	
■ CONSTRUCTION	\$49,287
■ MANUFACTURING	\$45,592
■ Retail	\$26,979
■ Agriculture	\$21,563

KEYS TO SANTA MARIA'S ECONOMY

Vandenberg Air Force Base

The Diversity of Manufacturing and Industry in Santa Maria

Most people do not realize the scope of manufacturing that exists in the Santa Maria Valley and the diversity of the types of products produced. The variety is surprising.

For the vast majority of these manufacturers, once they open in Santa Maria, they stay here. [The Okonite Company](#), located on Skyway Drive, has been producing wire and cable since 1968.

The 1970s saw the opening of many Santa Maria manufacturers, such as [Helical Products](#), which produces flexible couplers for products ranging from encoders to spacecraft. [Quintron Systems, Inc.](#), the producers of high-tech communications equipment for both military and civilian applications opened in 1970. [Prince Lionheart](#), the producers of baby products began literally out of a garage in 1973 and now produces for a global market.

Examples of Products Manufactured in Santa Maria



Helical Products
Flexible Couplings



North American Fire Hose
Fire Hoses



Kirby Morgan
Diving Equipment



Melfred Borzall
Directional Drilling Equipment



Quintron Systems, Inc.
Communication Equipment



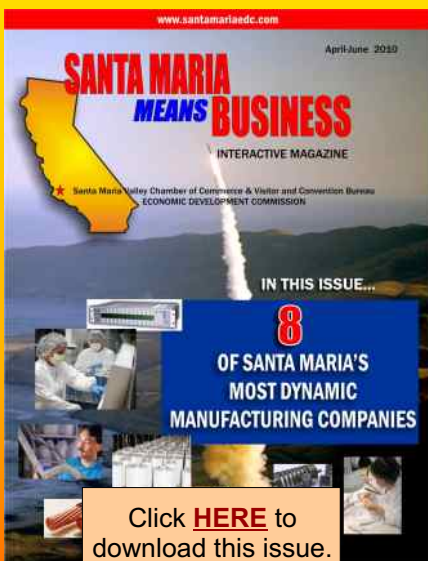
Okonite Company
Wire and Cable



Atlas Copco Mafi-Trench
Industrial Turboexpanders

For a closer look at local manufacturing, read:

“8 OF SANTA MARIA’S MOST DYNAMIC MANUFACTURING COMPANIES”



Click [HERE](#) to download this issue.

[DenMat](#), producers of dental materials and veneers, began doing business in Santa Maria in 1974. [Atlas Copco Mafi-Trench](#) originally opened in 1975 and is a world leading manufacturer of “turboexpanders”.

Companies which started in the 1980s and 1990s such as [C&D Zodiac](#), which specializes in designing, manufacturing and integrating the world's finest aircraft interiors, and [Hardy Diagnostics](#), the producers of culture media and products for clinical and industrial laboratories, have embraced the Santa Maria Valley and contribute greatly to the community at large as well as to the local economy.

There are many other manufacturers, both big and small, that are in Santa Maria, such as [North American Fire Hose](#), which produces fire hoses for municipal and industrial use, [Kirby Morgan](#), producers of diving equipment, [Melfred Borzall](#), manufacturers of directional drilling boring tools, [Arrow Screw Products](#), local manufacturer of materials, parts and products, and many more local companies.

How Efficiency, Refurbishing, and Self-Sustaining Concepts are helping Santa Maria Companies

Today, companies are making due with what they have, relying on refurbishing rather than buying new. Businesses are developing ways to become more efficient in everything from energy to production. Being self-sustaining, having a smaller footprint, and recycling where possible, are all concepts that local companies are embracing more and more.

One of the most dramatic examples of benefitting from this trend is [C&D Zodiac](#), which derives much of its business from refurbishing fleets of aircraft for private companies as well as airlines. Today, instead of buying a new, expensive aircraft, owners are opting for refurbishing the aircraft that they have and upgrading their existing fleet.

An airline such as Delta can bring its aircraft to C&D's facility where a crew is waiting and ready, having previously prepared all of the interior components of the plane. Then, over the next two weeks, the interior is retrofitted, including new seating and interior accessories. The aircraft leaves with a virtually new interior.

While most of the industry did cut back during the recession, C&D Zodiac kept their engineers at work, according to Matt Weber, the Manufacturing Engineering Manager. They designed new product lines that would eventually come to fruition. These designs were complete with prototypes ready and waiting to be bought by airline fleets when the timing was right.



A Delta jet sits outside C&D Zodiac while the interior of the plane is retrofitted with a new interior.



An assembler at C&D Zodiac at work

In the meantime, C&D Zodiac embraced Lean Manufacturing principles. This allowed the company to do more with less in an extremely efficient manner. Production lines were reorganized to get the best possible work flow to include material accessibility, procedures and exceptional quality.

As a result of these efforts, several new lines of business class interiors are coming into production and they are preparing for it. This has resulted in a dramatic increase of employees, materials, tools, equipment, and the need for more space. They are in the midst of quadrupling production and expanding to over 750 employees before the end of the year.

At the same time, C&D Zodiac's General Manager, Tony Guy, has made it clear that the community is important to their company. They are also working with the Santa Maria Airport to bring in more resources to maintain and service aircraft. This will help increase the value of the Airport and help other airport related businesses as well.



C&D Zodiac's workspace is being reconfigured to accept new product lines and quadruple the production output.

Another company that is realizing the benefit of today's emphasis on being self sustaining is Atlas Performance Industries (API), located on West Stowell Road. API has for years built office modulars and construction trailers and leased them to contractors, developers and companies that were primarily involved with large construction projects.

While much of that portion of their business is dormant because of the lack of construction projects, another facet of their business is picking up. More and more, these modular type structures are being recognized as being self contained, energy efficient, and having the benefit of a very small environmental footprint. As a result, the County of Santa Barbara is interested as well as organizations like Habitat for Humanity.

The County has ordered self-contained, energy efficient cabin units to be used as rentals. They will be a revenue source for the County in recreational areas like Cachuma Lake.

According to President and owner, Ted Martino, the trend does not stop there. The concept of small, livable housing units are becoming closer to a reality. One example is a granny unit that could be installed at home, acting as a second residential unit. Instead of the expense of remodeling a home or building a second unit with construction and permitting costs, a self contained unit could be brought in. When it was no longer needed, it could be removed and resold.

API has the further advantage of an enormous indoor bay area, where construction is done completely inside and away from the elements. This helps assure a high quality product and removes the potential for mold and other negative impacts to a modular unit.

As one door closes, another opens, and API is a good example of a company taking advantage of current industrial trends.



API (Atlas Performance Industries) manufacturing facility, located at 1916 West Stowell Road, Santa Maria



(Above and below) API's self-contained cabin units are energy efficient and constructed indoors and out of the elements, making the assembly units dry and resistant to future mold. These units were ordered by the County of Santa Barbara to be used as revenue producing cabins in recreational areas.



www.apitrailers.com

The Impact of Technology on Santa Maria Businesses

Companies embracing new technologies and staying on the leading edge are showing great promise as Santa Maria rises out of the recession.

Fusion Contact Center in Santa Maria, while not categorized as a manufacturer, is an example of a company that is riding the wave of new technology with online program support and customer service. Originally a call center that did most of its business by answering customer service calls for many companies over the telephone, Fusion dove into the field of computer online support and has experienced exceptional growth. Fusion provides real-time customer service support for Facebook, online games, and other computer oriented services. The success of computer social networking and gaming has resulted in Fusion becoming one of the largest employers in Santa Maria, now with over 500 employees.



Fusion Contact Center has ridden the wave of new technology and has become one of Santa Maria's largest employers.

Quintron Systems, Inc., as previously mentioned, is a worldwide leader in secure, military communications. Their product has long been accepted by the U.S. Air Force for space and missile applications, and they have received awards and accolades for quality and performance.

Helical Products Company manufactures flexible couplers and fittings to precise specifications. Their products are used on the most demanding military applications to include missiles and space.



Windset Farms, under construction, brings new technology to Santa Maria for agriculture.

Agriculture faces challenges, competition and regulatory issues on all fronts, and one way to stay competitive is to keep up with new technologies that change the way crops are grown.

Windset Farms, the new greenhouse, hydroponic project under construction in what's known as Area 9, a 930-acre portion of the City of Santa Maria reserved for future industry and manufacturing, is on the cutting edge of agricultural technology.

The Windset Farms project consists of four, 33-acre greenhouses, the first of which is nearing completion, and a 160,000 square foot processing and packing facility. Within each greenhouse is a controlled environment that is perfectly suited for growing crops. The crops are given precise amounts of nourishment and fertilizer to accommodate fast growth with the highest possible quality. The crops are harvested inside the greenhouses and shipped onsite to the processing and packing facility.

All in all, hydroponic food production, when compared to farming on what is considered some of the most fertile soil anywhere that exists in the Santa Maria Valley, is 6-10 times what can be normally produced. Because the crops are grown in such a controlled environment, pests, pesticides and impacts of wind, rain and heat are not an issue.

The Santa Maria Public Airport Prepares for the Future

Overcoming Adversity for the Business Park

As far back as 1980, the [Santa Maria Airport](#) was the hub of Central Coast activity. Industry at that time was flourishing. Not only was Vandenberg Air Force Base going full tilt and providing opportunities for military associated flights, but the oil industry was going strong. Large companies like Piper Aircraft and Columbia Records were providing employment in Santa Maria. The airport had multiple airlines providing flights to many destinations. Hughes Air West, for example, was providing jet service throughout the western United States.

That changed as companies moved, base contracts like the Space Shuttle program went away, and the oil industry came under regulatory scrutiny. Little by little, the economy slowed and the airport was used less.

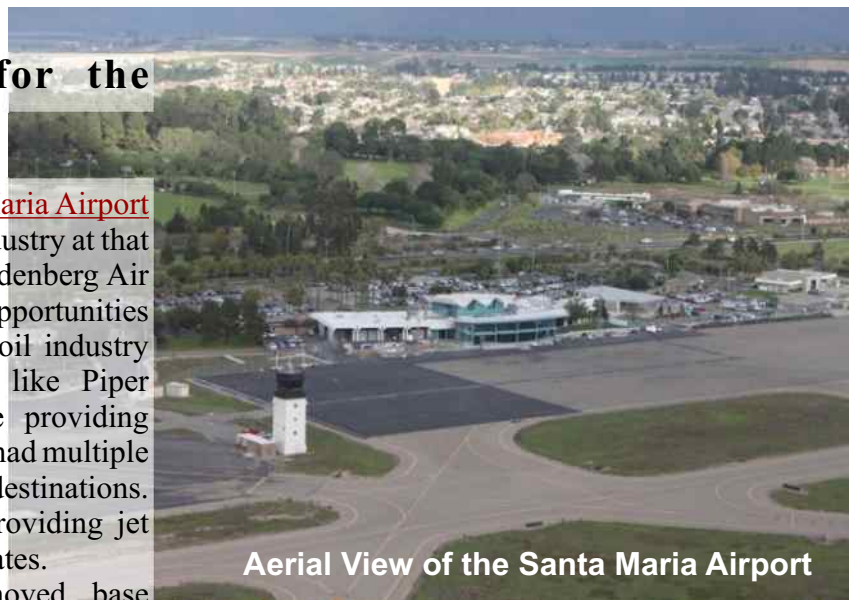
To overcome that trend, the idea of a Business Park came into being during the 1980s. Because industry brings with it a clientele for airport service, the resulting synergy of an industrial area would boost economic development over the entire region. The idea was refined and the approval process was started during the 1990s.

Almost immediately, the California Fish and Game Department became involved. The department took a tough stance against development, which brought the process to a halt.

The [California Tiger Salamander](#) was the center of controversy. Although the species is prevalent from Sonoma County through Santa Barbara County and inland through Kern County and the Coastal Valley, Fish and Game's position was that the project posed a threat to the amphibian.



The approval of the Business park was delayed over concerns about the California Tiger Salamander



Aerial View of the Santa Maria Airport

Hearings sponsored by the California Fish and Game Department took place locally, but accomplished very little. Comments ranged from economic impacts and job losses, to the hundreds of thousands of already protected acres in Santa Barbara County where the salamander could live. In the end, the Fish and Game Department held their position.

Progress on the Business Park design and approval was stopped for over a decade while negotiations took place between the Santa Maria Airport District and the California Fish and Game Department.

Time after time, the process had become so onerous, the environmental regulations so frustrating, that the project was almost abandoned. It is a credit to the determination and foresight of the Santa Maria Public Airport Board of Directors that they never gave up, looking instead toward the benefit that such a development would have for the airport and the region.

Finally, over 167 acres was agreed to be carved out as a sanctuary, and the Business Park project appeared to be back on track.

After further environmental delays, the search for a developer is finally set to begin, even as final tweaking is still taking place with the Fish and Game Department.

Read the Santa Maria Airport Business Park Specific Plan [HERE](#).

The Santa Maria Business Park

At the March 24, 2011 Airport District Board of Directors meeting, the Airport Board approved pursuing a developer for the future Business Park and the creation of an RFQ (Request for Qualifications) to begin the process. The Economic Development Commission will be working with the Airport District on this effort. Also approved was the creation of a website to promote the Santa Maria Airport Business Park.

From the Santa Maria Airport Business Park Specific Plan:

“The Business Park project area encompasses 740 acres. Light industrial, research, and manufacturing development would take up approximately 132 acres (17.8%) of the total area. Open space and recreation approximately 444 acres (60%), and the remaining 164 acres (22.2%) would be in commercial services and public facilities. At full build-out there would be 2,011,100 gross floor area of Light Manufacturing, 402,625 gross floor area of Airport Commercial, 346,694 gross floor area of Airport Services, 41,948 gross floor area of Community Facilities, and 213,008 gross floor area of Commercial Professional Office.”

The business park will be developed over three phases taking 20-30 years to fully accomplish. When all is said and done, the 132 acres of manufacturing will account for thousands of manufacturing jobs, which will give the Santa Maria Valley years of positive economic development.



A chart from the Santa Maria Public Airport Specific Plan, showing land use designations.

Table 1: Comparison of 1998 Specific Plan and Proposed Specific Plan Update
January 1, 2007

Land Use	1998 Specific Plan		Proposed Specific Plan	
	Acres	Gross Floor Area	Acres	Gross Floor Area
Airport Commercial	33	413,300	30.8	402,494
Airport Services	336	894,700	26.5	346,694
Light Manufacturing	150	2,382,800	132.0	2,011,100
Community Facilities	21	46,400	19.3	41,948
Commercial Professional Office	N/A	N/A	16.3	213,008
Subtotal:			224.9	
Runway Protection Zone/ Airport Approach Areas CDS- RPZ-AA	105	--	76.6	--
Open Space - Conservation	73	--	105.7	--
Open Space - Recreation	297	--	262.6	--
Roads (+ parking lot)	80	--	70.2	--
Subtotal:			515.10	
TOTAL	1,095	3,737,200	740	3,015,375

Acres breakdown for the Business Park showing development and open space.

The timing of the project coincides with the construction of Union Valley Parkway, which will become the main access to the Santa Maria Airport Business Park.

The City of Santa Maria's portion has already been completed. The County of Santa Barbara portion leading up to Highway 101 will begin in the near future. Finally, the parkway will be completed when Caltrans builds the connection to Highway 101.

Once underway, the Business Park will provide a sustained economic boost for the region long into the future.

In the shorter term, the Airport District has been working on other projects to increase the airport's economic potential.

The Runway Extension Project

Phase one of the runway extension project is nearing completion. The \$3.5 million first phase installed taxiways and extended infrastructure out to the end of the future runway.

The second phase will extend the runway 1,700 feet and will cost approximately \$8 million in FAA funding. It will also extend the navigational aids for the instrument landing system. The entire project will be completed, tested and certified by the end of 2011 or early 2012.

What does the runway extension mean for the Airport?

According to Airport General Manager, Chris Hastert, the runway will allow larger and heavier aircraft to land at the Santa Maria Airport. It will also allow the airport to handle more corporate and private jets. At 8,004 feet, the runway will be the longest on the Central Coast.

Currently, during adverse weather conditions, the shorter runway at Santa Maria and other local airports cannot handle heavier weight loads because it requires added runway distance. As a result, passengers are often bumped from flights to lighten the load, adding inconvenience to both the passenger and the airlines.

With the longer runway, weight and distance is not an issue. This bodes well for passengers and airlines and increases the potential for additional flights, additional flight destinations and additional airlines in Santa Maria.

This already puts Santa Maria on the radar screen of one airline looking to add flights to Hawaii from a West Coast airport. Allegiant Air, which has flights from Santa Maria to Las Vegas, will need an airport capable of handling larger aircraft and the heavier fuel weight necessary for future flights to Hawaii. While Santa Maria would only be one option to choose from, without the extended runway, they would not qualify for consideration.



Aerial view of Phase one of the Runway Extension Project. Phase Two is due for completion by the end of 2011.



The extended runway brings with it the potential for future flights to additional destinations



The Santa Maria Public Airport provides comfortable facilities and exceptional service.

Advantages of the Santa Maria Airport

The Economic Development Commission's survey of businesses in March of 2011 also included questions about the Santa Maria Airport. High on the list for choosing the Santa Maria Airport over other local airports is the free parking that is provided.

The cost of parking adds considerably to the expense of air travel. At the San Luis Obispo County Regional Airport, parking costs range from \$8 to \$12 per day. That means that for a week of parking, \$56-\$84 can be added to the expense of travel. Even temporary, metered parking costs \$1 per hour. At the Santa Barbara Airport, metered parking is even more expensive with \$2 for the first hour. 24 hour parking is \$9 per day.

At the Santa Maria Public Airport, parking is always free.

Large and spacious, Santa Maria's parking lot area provides free parking and easy access to the airport terminal. One of the improvements that the Santa Maria Airport District will be making includes repaving the entire lot.

There is a convenient and relaxing atmosphere throughout the terminal. The waiting area can comfortably seat a large volume of travelers. In addition, the baggage area is designed with plenty of room to allow ease in retrieving luggage. Wi-Fi is free within the terminal for computer laptop use.

Overall, the Santa Maria Airport is an exceptional facility and a key to Santa Maria's future.



Airport Leaders - (Left to Right) - Chris Hastert (General Manager), Board Members: Chuck Adams, Hugh Rafferty (President), Carl Engel, Chuck Damiano. Not pictured- Ted Eckert.



**Visit the Santa
Maria Public Airport
Website:**

www.santamariaairport.com

The City of Santa Maria Endorses Economic Development

The [City of Santa Maria](#) recognizes that there is a jobs/housing imbalance which means we need more good paying jobs for people to afford to live in the housing we have. Housing foreclosures have hit Santa Maria hard. The best solution is to retain and create jobs by supporting local businesses, assisting companies to relocate into Santa Maria, and to promote the advantages of the Santa Maria area to potential companies.

To that end, the City has provided financial support to the Economic Development Commission to do just that. The EDC is a department under the Chamber of Commerce and has aggressively pursued its mission. The Santa Maria Public Airport also provides funding, and when the resources of the Chamber of Commerce are added, the EDC has the capability to do extensive programming, provide services, and apply considerable marketing and advertising about the Santa Maria Valley to prospective companies.

Santa Maria has Plenty of Water

Santa Maria invested heavily in State Water, recognizing that the best way to maintain the kind of economic development and growth that we need is by having enough of this precious resource.

Santa Maria now has two sources of water: groundwater from the aquifer, which there is already plenty of, and State Water which adds even more potential. Consequently, there are no water moratoriums in Santa Maria, and it is not a concern for new companies locating within the city limits.

Not only does Santa Maria have more water than any other jurisdiction on the Central Coast, the quality is better. Groundwater is mixed with higher quality State Water which raises the overall level of water quality in Santa Maria.



The City of Santa Maria has excellent climate, an available workforce, plenty of water, and a pro-business environment.



Santa Maria has Room to Grow

City of Santa Maria annexed 930 acres of land in November of 2004 for the expressed purpose of additional manufacturing and industrial development. This area is known as “Area 9” and is located on the westerly portion of the City. City leaders recognized the importance of having industrial land set aside to help preserve Santa Maria’s economic future.

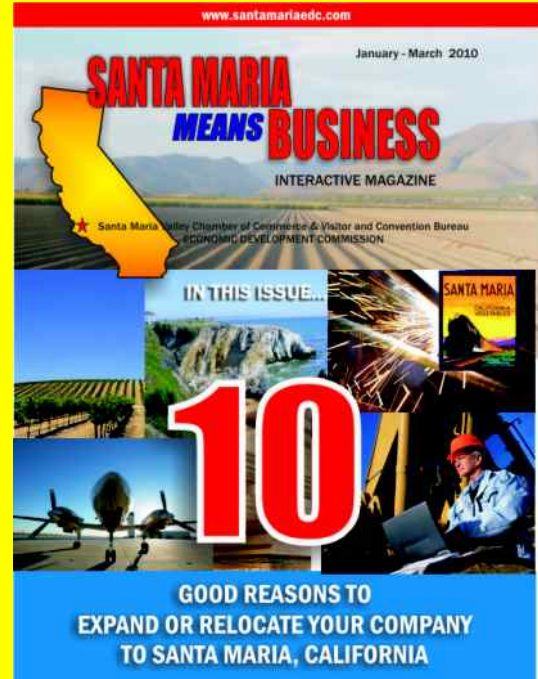
Windset Farms, mentioned earlier, is in Area 9. The rest of Area 9 sits relatively undeveloped and can support future economic growth.

In addition, Santa Maria has industrial and manufacturing in-fill space available as well as opportunities to retrofit existing buildings to fit the needs of a new company or a company looking to expand.

The Potential for Economic Success is in Santa Maria

The advantages for a company to locate to Santa Maria are extensive. An available workforce, available housing, affordable, and business friendly, Santa Maria is the place to be!

Read all of the advantages of doing business in Santa Maria:



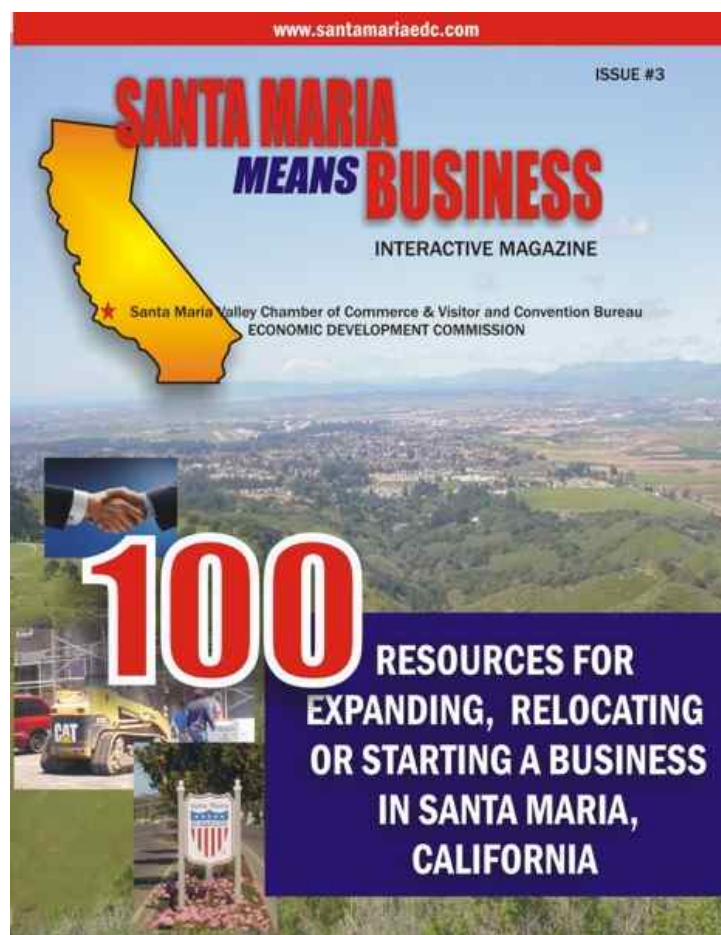
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A view of the Santa Maria Valley from Mt. Solomon facing north.

A VALUABLE SOURCE OF IMPORTANT INFORMATION FOR ANY COMPANY, WHETHER YOU ARE ALREADY IN SANTA MARIA, OR INTERESTED IN LOCATING HERE.

“100 RESOURCES FOR EXPANDING, RELOCATING, OR STARTING A BUSINESS IN SANTA MARIA, CALIFORNIA”



Download this Resource Guide [HERE!](#)

The EDC works with new or existing companies, the City of Santa Maria, the Santa Maria Airport, and many local contacts to help businesses expand, locate and grow in Santa Maria.

A LOOK AT MANY OF THE THINGS THAT THE EDC DOES...

PROSPECTING & RETENTION

ADVERTISING



Global Corporate Xpansion
SkyWest Magazine
Pacific Coast Business Times
Business Facilities Magazine

MARKETING



The EDC "gets the word" out about Santa Maria through editorials, articles, interviews, promotional materials,

MANUFACTURERS ASSOCIATION

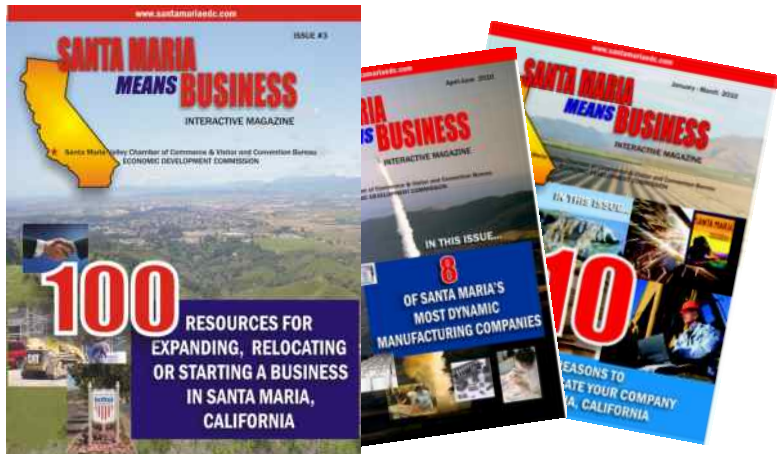


**NEWSFLASH!
Monthly Electronic Newsletter**

Up-To-Date Economic



**"SANTA MARIA MEANS BUSINESS"
Interactive Magazine**
Great resource guides and promotional tools for Santa Maria



OUTREACH

The EDC speaks to many groups and organizations about its Economic Development program.



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