

City of Saratoga Support for the Village/Business

Organizational Support (Past and Present)

- \$11,000 in annual support for the Saratoga Chamber of Commerce
- Numerous one-time grants to Chamber of Commerce for: banner fees, website upgrade, subsidized memberships and city map purchases.
- Participated in the past with funding for co-op ads for Village merchants.
- Initiated a cooperative program with Village restaurants for park, dine and attendance at Montalvo events.
- Hired an Economic Development Coordinator Position for 2 year period. Much of the effort was targeted at business attraction, retention and promotion in the Village. (\$250,000)
- Commissioned study of retail market leakage from actual purchasing behavior of Saratoga residents. Targeted mailing services available at a detailed level for Saratoga businesses subsequent to study, at cost.

Events

- Sponsor Holiday tree lighting the day after Thanksgiving in cooperation with Village Merchants Open House.
- Support Chamber Celebrate Saratoga materially, in-kind, and facilitate permitting--City Council and several staff members volunteer to work event.
- Support SVDC events by coordinating a yearly master special event permit.

Capital Projects

- Facade Renovation Program 1)\$50,000 (2003), 2)\$20,000 (Current)
- Blaney Plaza Improvement Project (\$175,000)
 - Moved Memorial Arch back to original site with new base and lighting
 - Improved water/electrical and landscaping
 - Improved Plaza paving and retaining walls
 - Improved seating areas
 - Installed holiday tree
- Purchased new color coordinated benches, garbage and recycling bins (\$35,000)
- Oak Street Safety Crossing (\$175,000)
- Completed replacement of utility box enclosures in Village Sidewalks
- Oak street stairway lighting

Operational

- Empty public garbage/recycling cans on a weekly basis
- Provide decorative street lighting and tree lighting
- Weekly Street sweeping on Village streets and in public parking districts.
- Install seasonal banners on light poles
- Provide green waste containers for Village gardeners.
- Maintain garbage enclosures in parking districts.
- Twice a year steam cleaning of Village sidewalks

Ordinances

- Nonconforming Use Section Update
- Parking Ordinance to extend relaxed parking in the Village
- Story Poles
- Expedited Conditional Use Permit Process
- Tobacco Ordinance
- Urgency Ordinance for Medicinal Marijuana Dispensaries
- Administration Citation Ordinance

Future Improvements

- Completion of sidewalk, curb and gutter repairs (Summer, 2010) (\$175,000)
- Pedestrian Safety Improvements: bulb outs, lighted crosswalks, raised crosswalks (\$640,000) (Summer 2010)
- Village Side street Lighting on 3rd and 5th streets (\$50,000) (Summer 2010)
- News rack enclosures (\$30,000) (Summer 2010)
- Village Beautification Items (\$300,000) (hanging flower baskets, planter areas in bulb outs, decorative paving, etc)(Summer 2010)