

Administrative Services



The mission of the Administrative Services Department is to bolster the City's economic and housing opportunities.

“Cultivating Development Opportunities and Sustainable Growth”

Summary of Services

Successor Agency Administration

The Administrative Services Department is responsible for implementing all legal processes and wind-down activities as outlined in AB X1 26 and AB 1484 for the elimination of redevelopment agencies and activities.

Community Development Block Grant, Home Investment Partnership Grant, and Neighborhood Stabilization Program Grant

The City of Corona receives federal funding under the Community Development Block Grant, or CDBG, HOME Investment Partnership Grant, or HOME, and the Neighborhood Stabilization Program, or NSP. CDBG funds may be used for eligible projects and allocated to benefit low and moderate income persons, and/or to fund programs and projects to alleviate blighting conditions within eligible CDBG areas. HOME funds may be used for activities that increase and preserve the City's affordable housing. NSP funds were allocated to fund the acquisition and rehabilitation of foreclosed properties in Corona's targeted areas and have been used for the acquisition of a foreclosed property for future multi-family development. The Administrative Services Department is responsible for administering these programs in compliance with federal requirements.

Economic Development

Economic Development is responsible for attracting new businesses to the City and retention and expansion of existing businesses, resulting in economic prosperity of the City. This is accomplished by strategically planning programs and projects that produce results in the most efficient and cost effective manner. The overall approach encompasses the vision and inclusion of all stakeholders necessary to carry out the programs and projects the City Council sets as priorities. It encourages the growth of entrepreneurship, identifies target industries, subscribes to investments in technologies that improve the quality of civic life, and provides open access to information and resources. Economic Development continues to form new strategic alliances and strengthen existing ones providing investment in the community and enhancing the opportunities of Corona's citizens.

Affordable Housing

The Corona Housing Authority, or CHA, will be responsible for administering all low and moderate income housing functions and assets previously handled by the Redevelopment Agency. CHA will be responsible for increasing and preserving the City's affordable housing stock and for developing and implementing affordable housing programs and projects which meet the State's inclusionary and replacement housing requirements.

Department Accomplishments for Fiscal Year 2013-14

- Executed a variety of elimination activities for the former redevelopment agency in conformance with AB x1 26 and AB 1484.
- Assisted nine residential home owners with the Residential Rehabilitation Program, formerly known as the Home Improvement Program; completed the rehabilitation of a 12-unit apartment complex called the Mission Apartments; and, expanded the project aimed at rehabilitating 19 apartment units into a project constructing 42 new units plus 19 rehabilitated units through the use of NSP funds and a partnership with the City.
- Conducted property management activities on behalf of the City and Successor Agency.
- Enhanced the TeamCorona.com website by transitioning to a new platform where navigation is smoother for the target audience of site selectors and relocations.
- Completed 138 sector business visits and seven in-depth business visits to augment the data inventory to further relationships with the business community.
- Managed 13 Team Corona meetings with City staff to help companies relocate or expand in the City. Two of the companies were relocated due to the 91 freeway expansion.
- Conducted a tour for Corona manufacturers of the CE-CERT training facility at the University of California, Riverside's Bourns Engineering School.
- Kicked off MeetUp meetings for start-up companies looking to participate in the Corona Innovation Center, a seed accelerator and business incubator for start-ups in the simulation/gaming and defense industries.
- Renewed marketing tactics and quality content creation resulted in an increase of website views by 1089%.

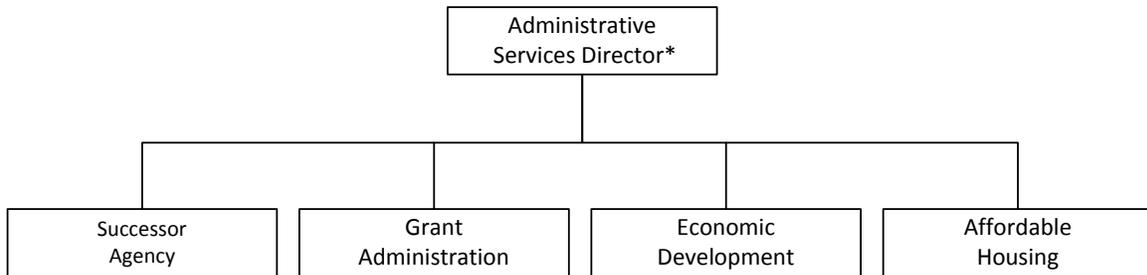
Department Goals for Fiscal Year 2014-15

- Continue to perform remaining elimination activities for the former redevelopment agency in conformance with AB x1 26 and AB 1484 through June 2015.
- Carry on activities aimed at increasing or rehabilitating the affordable housing stock through partnerships with the private sector and monitor the progress of housing projects underway through June 2015.
- Continue supporting the City and Successor Agency with property management needs through June 2015.
- Continue to enhance the profile of the Inner Circle website and newsletter through Web 2.0 and 3.0 strategies by June 2015.
- Further the reach of City communications within the community by reinforcing relationships with the school district, non-profits, and businesses by June 2015.
- Establish and maintain relationships with local news sources by providing valuable content on the City's accomplishments by June 2015.

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- Continue to establish and solidify relationships with the business community through outreach and business visits through June 2015.
- Continue to pursue business industry roundtable meetings with local businesses, local universities, and other value-added entities through June 2015.
- Continue to use existing and newly formed educational and workforce partnerships to grow a business incubator and seed accelerator for start-ups in the simulation/gaming and defense industries and those in the growth cycles through June 2015.
- Develop and conduct various economic development events that present the programs and projects impacting the City's economic strength and provide forecasting of its economic vitality in the future through June 2015.

Department Organizational Chart by Function Administrative Services



* Position oversees both the Human Resources Department and Administrative Services Department.

Financial Summary Operational

ADMINISTRATIVE SERVICES

Account/Description	Actual Expenditures FY 2011-12	Actual Expenditures FY 2012-13	Adopted Budget FY 2013-14	Cumulative Budget FY 2013-14	Adopted Budget FY 2014-15
BUDGET SUMMARY					
1000 Salaries - Benefits	\$ 1,677,655	\$ 968,386	\$ 918,516	\$ 936,608	\$ 999,931
2000 Services - Supplies *	77,458,823	34,539,526	1,421,974	1,525,535	5,267,095
5000 Capital Outlay	-	-	-	-	-
Total Department	<u>\$ 79,136,478</u>	<u>\$ 35,507,912</u>	<u>\$ 2,340,490</u>	<u>\$ 2,462,143</u>	<u>\$ 6,267,026</u>

PROGRAMS

1910 Successor Agency Admin.	\$ 77,905,885	\$ 18,010,775	\$ 1,636,758	\$ 1,747,712	\$ 1,351,981
1920 Community Development Block Grant	216,558	187,317	287,900	287,803	270,421
1930 Economic Development *	500,925	352,125	260,832	270,459	4,449,546
1940 Affordable Housing	513,110	16,957,695	155,000	156,169	195,078
Total Programs	<u>\$ 79,136,478</u>	<u>\$ 35,507,912</u>	<u>\$ 2,340,490</u>	<u>\$ 2,462,143</u>	<u>\$ 6,267,026</u>

FUNDING SOURCES

110 General Fund *	\$ 102,917	\$ 429,428	\$ 260,832	\$ 270,459	\$ 4,449,546
218 Corona Mall Business Improvement District Fund	1,573	2,973	2,578	2,578	-
230 Low/Mod Housing Fund	513,110	8,853,972	-	156,169	-
291 Low/Mod Income Housing Asset Fund	-	8,103,812	155,000	-	195,078
353 Corona Revitalization Zone	185,833	10,485,711	-	-	-
417 RDA Successor Agency Fd	76,307,008	3,855,390	-	-	540,524
431 CDBG Fund	170,392	169,986	213,876	213,779	200,421
432 Home Investment Partnership Program Fund	46,166	17,331	74,024	74,024	70,000
441 RDA Land Disposition Fund	123,472	2,168,611	208,186	293,288	341,680
475 Successor Agency Administration Fund	1,686,007	1,420,698	1,425,994	1,451,846	469,777
Total Funding	<u>\$ 79,136,478</u>	<u>\$ 35,507,912</u>	<u>\$ 2,340,490</u>	<u>\$ 2,462,143</u>	<u>\$ 6,267,026</u>

* Includes accounting change in FY 2014-15 for sales tax agreements previously reported under capital projects.