ROCKLIN
CALIFORNIA

State of the City Address

Surviving in Transition

March 4, 2016

Definition of “Robust”

According to Merriam-Webster…

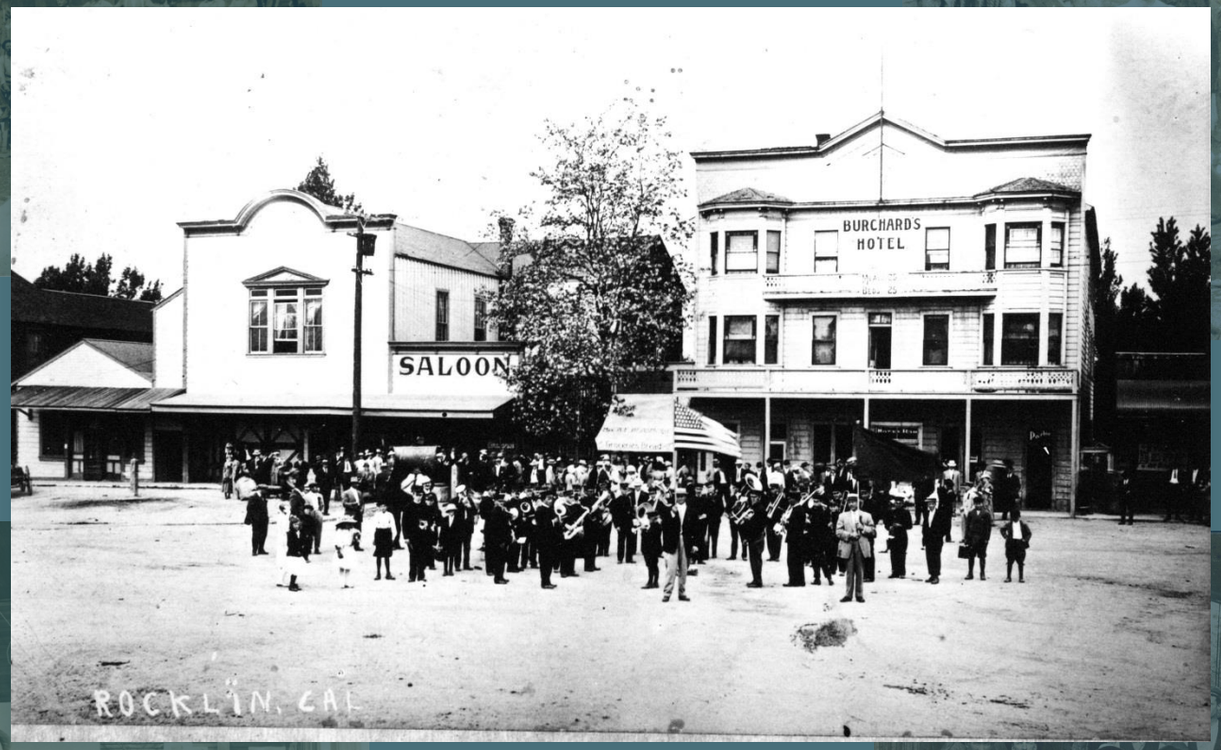
Robust means:

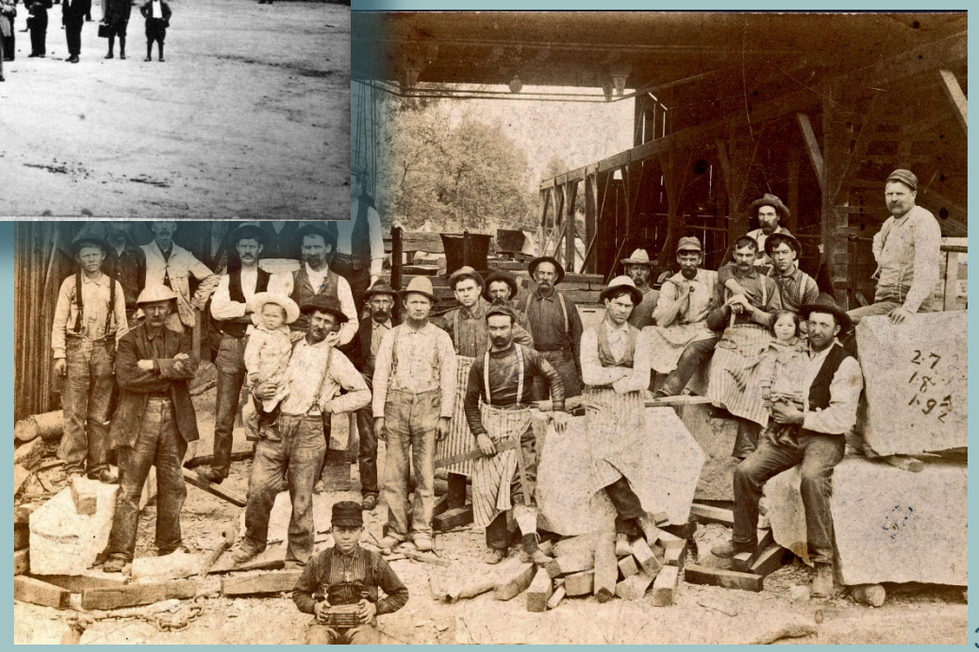
1: **strong and healthy**

2: **strongly formed or built**

3: **successful or impressive and not likely to fail or weaken**

Rocklin's Heritage





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"When the burdens of the presidency seem unusually heavy, I always remind myself it could be worse. I could be a mayor."

-- Lyndon B. Johnson, 36th President of the United States

Administrative Services Department

AAA Bond Rating (Fitch) – One of eight California Cities

Clean Audit Opinions

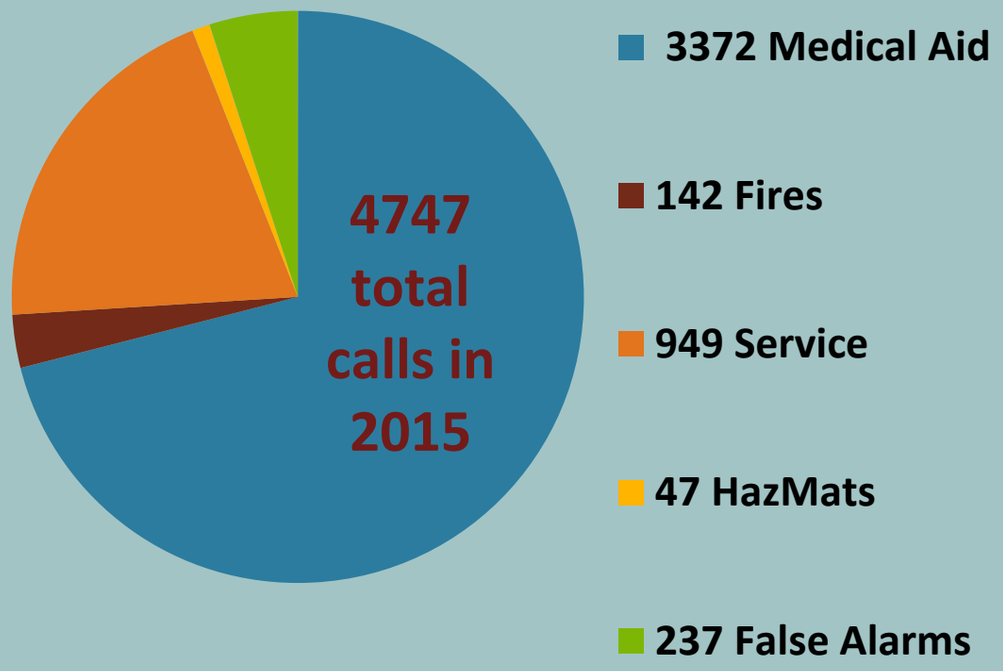
Balanced Budgets

Fiscally Accountable

ROCK SOLID FINANCIAL FOUNDATION

Fire Department

ROCKLIN FIRE CONTINUES TO IMPROVE LIVES



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Economic and Community Development Department

Coming Soon!

Recreation, Arts, and Event Tourism

Enhancing the quality of life for citizens, businesses and visitors by offering experience-filled places and events

- ✓Community partnerships
- ✓ Regional draw
- ✓ Supports local business
- ✓ Unique, high quality events
- ✓Venues for every need
- ✓Encouraging health & fitness
- ✓ Fun for all ages!

Food Truck Mania

Rocklin Ramble

Mini Maker Fair

Farmers Market

Woofstock

Public Services

City Commerce and Communications

- Innovation District
- Economic Initiatives
- Small Business Development
- Marketing and Communications
- Excess Property Management
- Legislative Affairs

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Police Department

ROCKLIN
CALIFORNIA

Police Department

INTEGRITY

ACCOUNTABILITY

RESPECT

QUALITY SERVICE

Rocklin is Thriving

Highlights

- Rocklin tops 60,000 residents
- Rocklin ranked #3 “Best Sacramento Suburbs for Young Families”
- Rocklin ranked 13th “Best City in Nation for Young Families”
- Rocklin ranks an A+ and the “BEST Suburb in the Sacramento Region to Buy a House” (10th in the state) due to safe neighborhoods, good home values, high education levels and great schools making Rocklin a fantastic place to live, work and play.
- Rocklin received Helen Putnam award for our “Rocklin Cares” Program

Highlights (Continued)

- William Jessup School of Education opens and complete new student housing project
- RUSD schools are recognized as one of the most outstanding school districts, not just in CA but in the country. Known for strong performance demonstrating student success in academics, arts and athletics.
- Hacker Lab opened powered by Sierra College
- Rocklin hosted, with support from Hacker Lab and Sierra College our first Mini-Maker Fair with over 7,000 attendees
- Rocklin's Public Services Department receives Breath California's 2015 Clean Air Award

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Rocklin Grows an Appetite

Baagan™
EAT THE WAY NATURE INTENDED

BARNBURNER
BREAKFAST & LUNCH

The BEACH HUT DELI

STUDIO MOVIE GRILL
EAT · DRINK · MOVIES

CRAFT BEER VAULT

Curry Bowl

FARM FRESH
Juice Company

the HUMAN BEAN

IN-N-OUT BURGER

jamba juice

PANDA EXPRESS
GOURMET CHINESE FOOD

SINCE 1956
Jersey Mike's
SUBS

JIMBOY'S TACOS

Little MỸ THO
VIETNAMESE RESTAURANT

MOD
speed • style • pizza

MOO MOO'S
BURGER BARN

noodles
&company

Carl's Jr.
CHARBROILED BURGERS

CHIPOTLE
MEXICAN GRILL

Panera
BREAD

Pho Hot
Vietnamese Cuisine

PHO VEGAN
ASIAN CUISINE

Krush
BURGER

Rita's
Ice·Custard·Happiness

DICKEY'S
BARBECUE PIT

SULLY'S
BAR & GRILL

SHAVE MONSTER
SNOW FLUFF • ICE CREAM • BOBA TEA

The Window Box Cafe
BREAKFAST • LUNCH • EARLY DINNER

SMOOSH

Applebee's
GRILL & BAR

SMALLCAKES
A CUPCAKERY

WING STOP

VAMPIRE PENGUIN
SHAVED SNOW AND DESSERTS

MOOYAH
BURGERS · FRIES · SHAKES

WOK-ON-FIRE

Highlights (Continued)

- Office vacancy rates are down to 8.4% or approximately 15,000 sq. ft.
- We averaged 40-50 new business upstarts over the past six months
- In 2011 our sales tax leakage was estimated at $600 million. Today we have recaptured our lost purchasing power to the tune of $420 million with expectation to reverse all leakage by 2017.
- 3Q Sales Tax Allocations: Rocklin reported an overall 30.53% increase year over year.
- Rocklin Event Center – Booked through early 2017 with over 932 bookings

Highlights (Continued)

- New SF home starts were 389 with a total residential unit count of 699 for 2015, our strongest year since 2002.
- Commercial construction in over 2014 and 2015 included 155 permits with an overall construction value of $74,502,932. 2009 through 2013, the previous five years saw 153 permits with an overall construction value of just $32,186,789.
- We added over $178,793,333 in new construction activity in 2015.

Highlights (Continued)

- Since 2011, in the heart of the recession, every budget has been in the black with revenues exceeding expenditures.
- We have witnessed over 1 million square feet of new commercial construction with expectations for an additional 500,000 square feet over the next 3-5 years. We have seen retail vacancy's drop dramatically and now enjoy an enhanced variety of restaurants, shops, and entertainment venues. The Highway 65 and Whitney Ranch interchange will be completed this summer, introducing over 200 acres for prime development in a mixed use application.

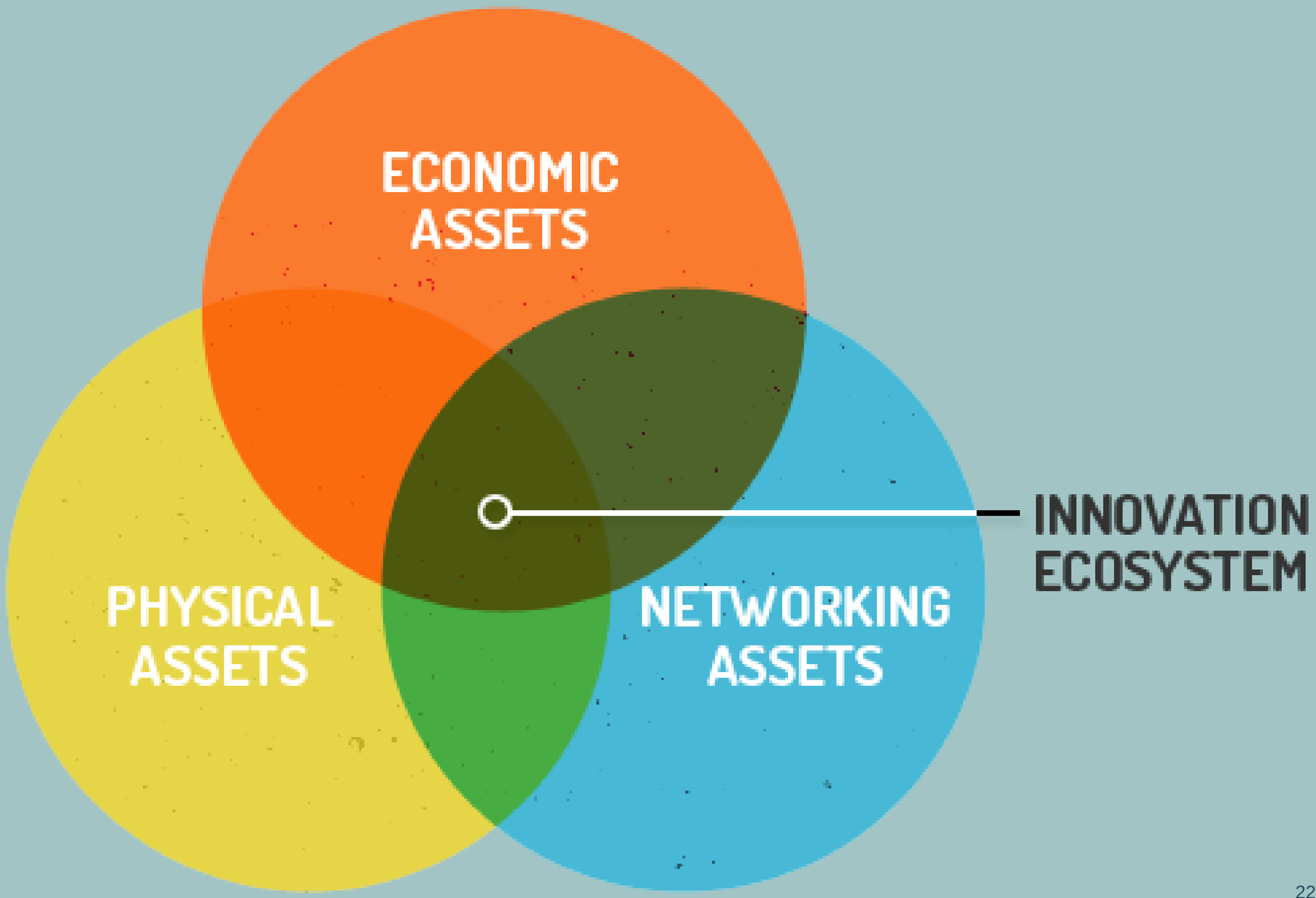
Moving Forward

Two New Strategies

- ***Advancing the Innovations Concept***
- ***Creation of the Quarry District, Quarry Park and Event Tourism***

Innovation

Innovation


ECONOMIC ASSETS
PHYSICAL ASSETS
NETWORKING ASSETS
INNOVATION ECOSYSTEM

Quarry District

Strategic Plan Objective 3.8

Expand the Quarry District concept and consider a focus on arts, music and food that complements and leverages existing assets including public building and spaces. The Quarry District should be positioned as a unique, regional asset to attract private investment and tourism and expand community events.

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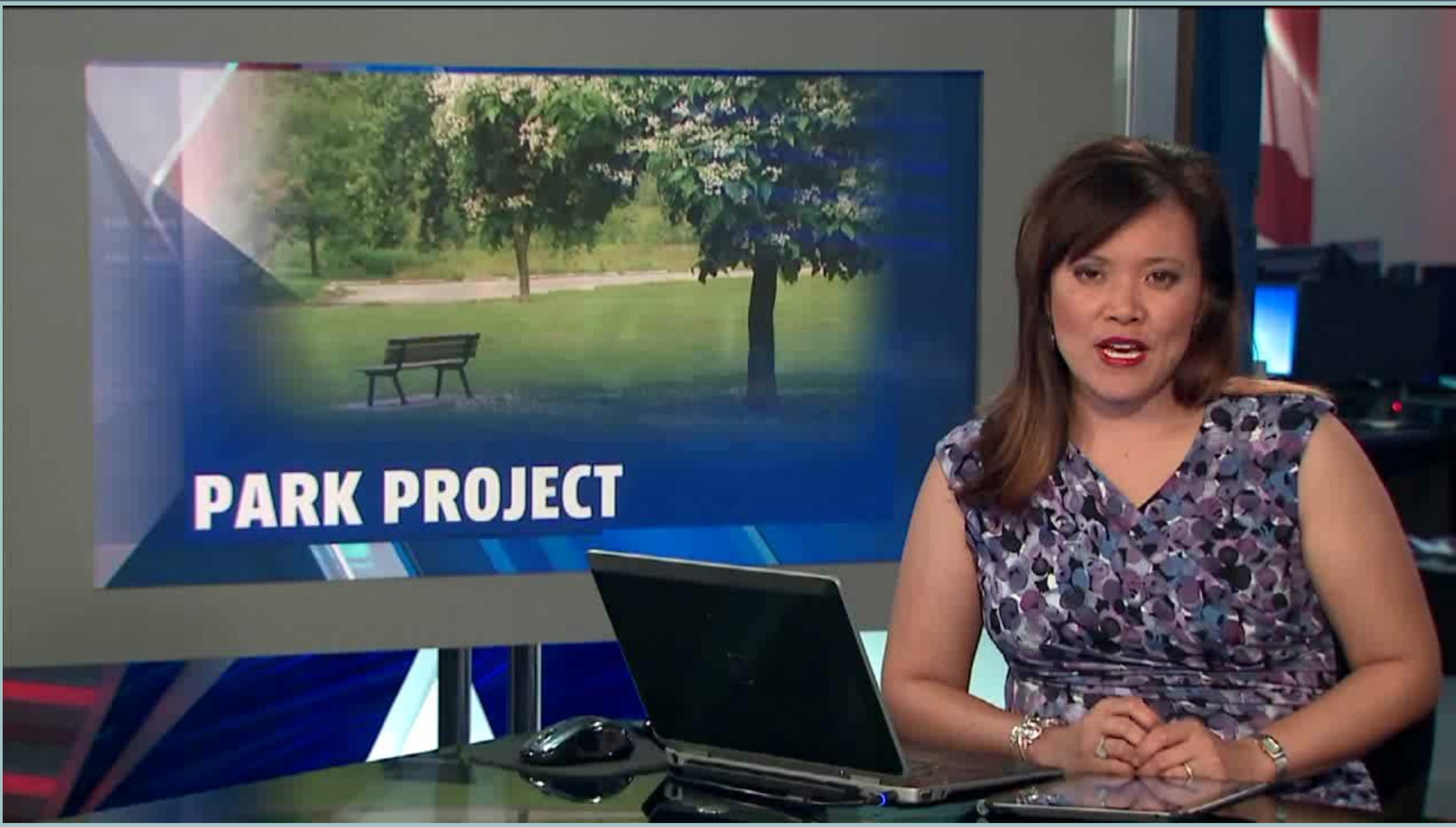
Quarry Park

Quarry Park in the Media



Quarry District Elements

Quarry District Elements

Systematic planning, development and marketing

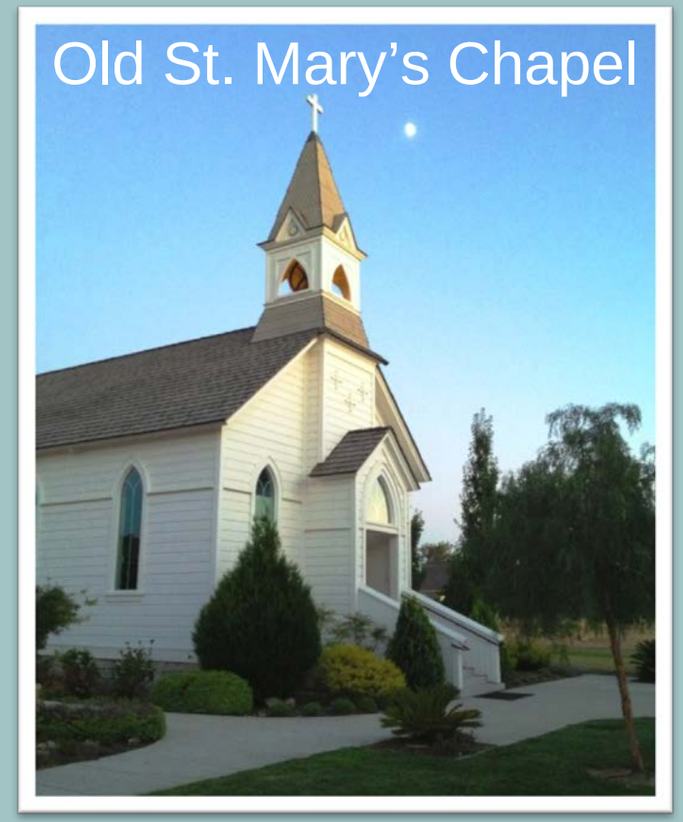
- Generates overnight stays, food and gas purchases
- Use of local businesses to support events
- Brings business owners, executives and decision makers to Rocklin that might not otherwise come
- Marketing opportunities for local businesses
- Provides amenities for development projects
- Destination promotion

Quarry District Elements

- Quarry Park Facilities
  - Amphitheater
  - Secondary Stage
  - Pavilion/Plaza area (farmers market, other events)
- Passive recreational areas
  - Quinn Quarry
  - Trails & picnic areas
- Active recreational areas
  - Zip line
  - Rock climbing
- Fire Station #1 reuse

Quarry District Elements

- Finn Hall
- Civic Center (City Hall, Police, new Fire Station #1)
- Big Gun Development Site (Public market)
- Front Street (St. Mary’s Chapel, Plaza area)
- B Street Corridor
- Linear parks & trail system



Quarry Park Programming Update

Strategic Plan Objective 1.13

Enhance city-wide Special Events through incorporation of arts and cultural experiences for all residents.

Quarry Park Programming Update

Friday, April 29th

Quarry Park Programming Update

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CONCERTS AT QUARRY PARK

APRIL 29
MARSHALL TUCKER BAND

JULY 23
COUNTRY FEST

MAY 21
PAPA DOO RUN RUN

AUGUST 13
SONS OF CHAMPLIN

JUNE 18
LUNATIC FRINGE

SEPT. 17
MOLLY RINGWALD

ROCKLIN.CA.US/CONCERTS

We Are Rocklin

Business Attraction

Business Retention

Innovation

Economic Gardening (business creation)

Entrepreneurialism

Quality of Life

Incentive Programs

Job Development

Business Attraction

Business Assistance

Economic Diversification

Data & Demographics

Destination Promotion

Ombudsman

Marketing