

# CITY OF SANTA ROSA



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# MOVING SANTA ROSA FORWARD



In 2004 Santa Rosa started a development plan called Moving Santa Rosa Forward with the mission to create an attractive place to live and work; and where business, economic development, and home ownership are a good and attractive investment.

# MOVING SANTA ROSA FORWARD



**In 2004, UNM's Design Planning Assistance Center created a Visioning Plan that focused on the Revitalization of Downtown and the development of the City parks. At the 2005 Infrastructure Conference This Plan as Awarded the Best Practices Planning Award**

# MOVING SANTA ROSA FORWARD



## □ Downtown projects included

- Courthouse Square, Relocation of City Hall Pecos Theater & Cultural Center, Ilfeld Warehouse business incubator, Downtown Street Scape.
- The Public investment is approximately \$4,500,000

# Courthouse Square Downtown 2005



# Proposed Plan



# 2008 Before Landscape



# City Hall Relocated



# X-Mass 2007



# Ilfold Warehouse 2005



# Proposed



# Proposed Business Incubator



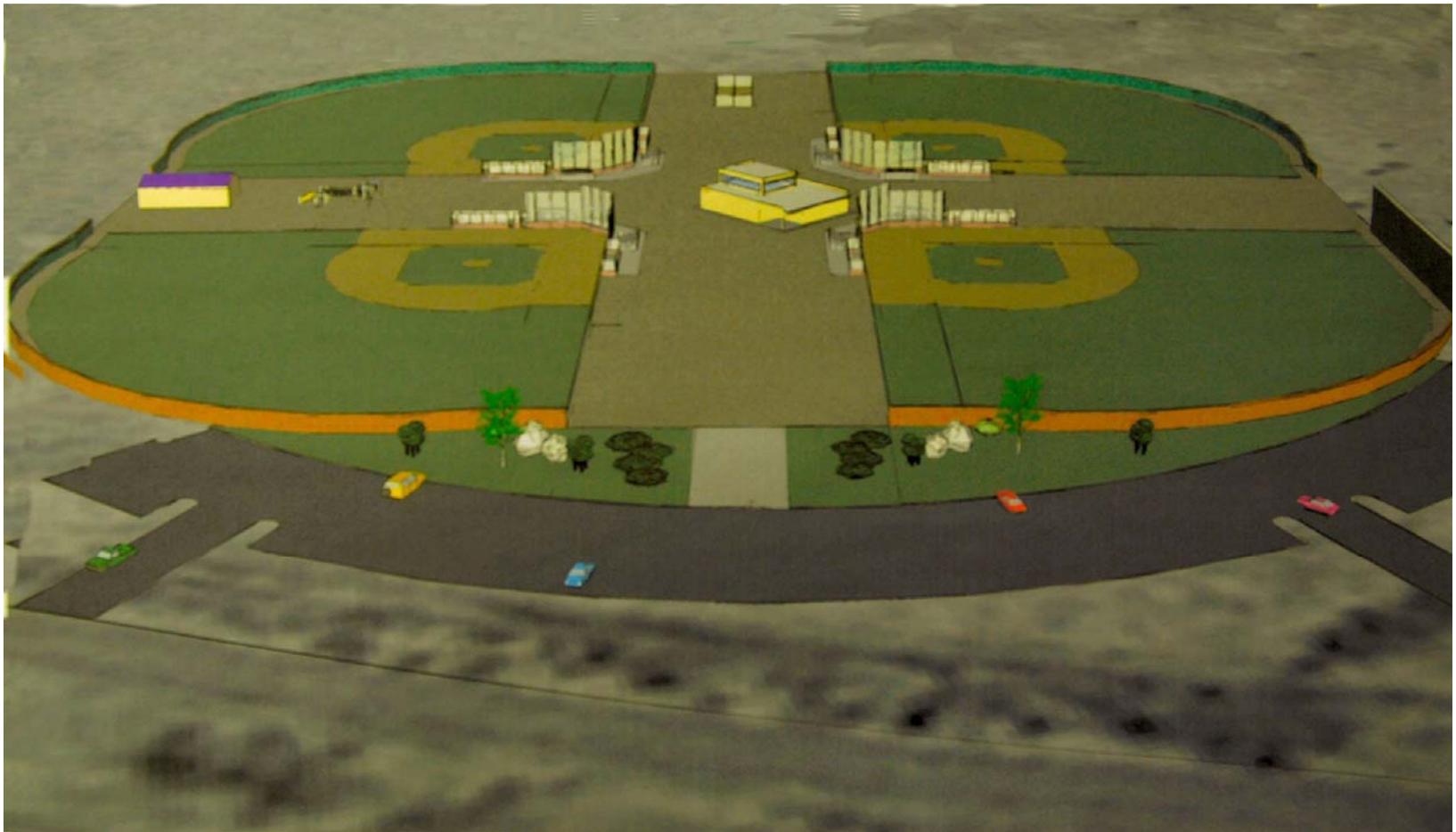
# MOVING SANTA ROSA FORWARD



## □ The Park projects included

- Blue Hole Scuba Diver Training & Convention Center, Softball Complex, Wetlands Preserve, Power Dam Lake, and Two Neighborhood Parks
- The public investment is approximately \$10,500,000

# Proposed Softball Complex



# SANTA ROSA SOFTBALL COMPLEX 2007



\$ 2.2 Million  
Project

Estimated  
Jobs Created  
35 Seasonal

Capital  
Outlay Gross  
Receipts Tax



Before the new softball complex the City hosted 3 tournaments per year for about 90 teams

Santa Rosa



# 11 Tournaments with over 400 teams



# BLUE HOLE DIVE AND CONVENTION CENTER



\$ 4.7 Million  
Project

Estimated  
Jobs Created  
6 direct and  
45 Indirect .

\$2,000,000  
Financed with  
NMFA  
pledged 2%  
Lodgers tax



# Dive Training Center Under Construction



# Blue Hole Santa Rosa



# Blue Hole Santa Rosa



# Blue Hole Santa Rosa



# LOS AMIGOS LONG TERM CARE FACILITY



\$1 Million  
Purchase  
Price

Estimated  
Jobs Created  
11

House 59  
Seniors

Financed  
\$900,000  
NMAFA

