

# Discover Santa Clara

## Greetings Santa Clara,



As the New Year is upon us, we celebrate our achievements as a City and look ahead to what is in store for Santa Clara. In 2017, we celebrated the completion of new state-of-the-art playgrounds

in Santa Clara parks, embarked on the next step for the anticipated development of City Place, continued Stadium Authority governance and oversight, and implemented policies for affordable housing projects, park rehabilitation projects and so much more.

The City Council appointed me to serve as the City Manager in August 2017 and with humility and honor, I accepted the responsibility to administer and manage our City in service to our residents, businesses and visitors. With deep roots in this region, Santa

Clara is personally familiar to me as a place of shopping, dining, and family gatherings at Central Park and I have observed its change over the past 40+ years. The past few months have allowed me the opportunity to begin to discover the City of Santa Clara in many new ways and I see so many possibilities.

As 2018 begins, I am pleased to present the 2017 Annual Report and 2018 City Calendar. You will find many dates for community events and public meetings listed in this calendar. In the new year, I will continue to meet many of you at our community events and stakeholder meetings to learn about community issues, organization, and ideas for improving our City.

The 2017-18 City budget is balanced and includes investments in capital projects, as well as the day-to-day operations of this full-service City. And, work has already begun on the 2018-19 budget process, including a 10-year forecast to help aid in decision-making, in addition to understanding challenges and opportunities on service delivery. Our key economically sensitive revenue sources (i.e., sales tax, property tax, and transient occupancy tax)

have each experienced strong growth over the last several years, allowing the City to build reserves; however, there are increasing demands for service and expenditure costs are rising. Taking a strategic approach to operational and administration functions, as well as, aligning workload to Council policy will be a priority as we look forward to the upcoming year ahead.

It is important to recognize that Santa Clara has so many growing businesses, an innovative technology industry, international and national tourist attractions, a vibrant business community, outstanding educational institutes, exceptional recreational opportunities, world-class entertainment venues and a dedicated and engaged community with a high quality of life. I encourage you to explore and Discover Santa Clara and all it has to offer. I wish you and your family a healthy and happy new year.

In community spirit,

Deanna J. Santana  
City Manager

## 2017-18 City Budget of Santa Clara

The fiscal year for the City of Santa Clara runs from July 1 through June 30. Proposed budgets for the new fiscal year are introduced at study sessions in May and June, and a public hearing is conducted before budgets are adopted in June. Information about current and proposed budgets can be found on the City website [SantaClaraCA.gov](http://SantaClaraCA.gov), at City Hall and in the City Libraries.

Santa Clara's total annual Operating Budget for 2017-18 is \$729.0 million (including the \$219.1 million General Fund Operating Budget). There are separate budgets for the Capital Improvement Program, Successor Agency, Sports & Open Space Authority, Housing Authority, and Stadium Authority.

### What you should know about property tax and sales tax

Although they are both important sources of revenue, the City of Santa Clara receives only a small portion of property tax and sales tax.

- The City of Santa Clara receives \$10.27 of every \$100 collected in property tax.
- The City of Santa Clara receives \$1.00 of every \$9.00 of sales tax collected.

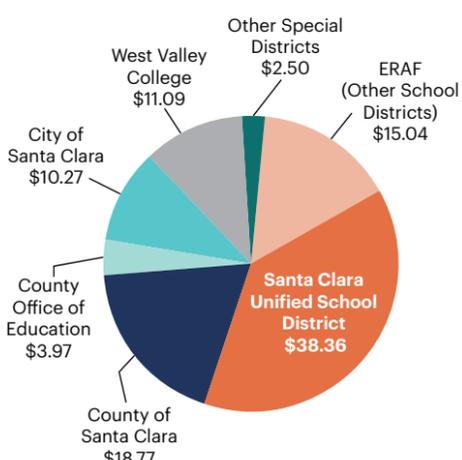
### Where the City gets its money

Revenue and Other Financing Resources (in millions)

Taxes	Other
Property Tax	Licenses & Permits & Fines
Sales Tax	Interest & Rent
Transient Occupancy Tax	Other Financing
Other Taxes	Other Revenue
	Transfers
<b>Intergovernmental</b>	
Revenue from Other Agencies	
<b>Charges for Services</b>	
User Fees	
	<b>Total Revenue and Other Financing Resources</b>
	<b>\$729.0</b>

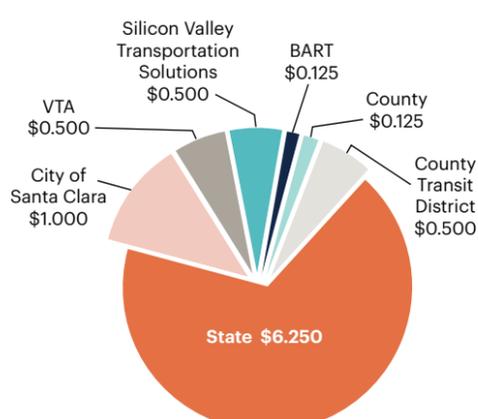
### Who shares property tax

Per \$100 Collected



### Who shares sales tax

Per \$9.00 Collected on a \$100 Purchase



### How the City's Annual Operating Budget is allocated



\* Includes City Council, City Attorney, City Clerk, City Managers Offices and City wide programs.