

ASSEMBLY BILL

No. 2226

Introduced by Assembly Member Cervantes

February 15, 2022

An act to amend Section 12097.5 of the Government Code, and to amend Section 5079.70 of the Public Resources Code, relating to state government.

LEGISLATIVE COUNSEL'S DIGEST

AB 2226, as introduced, Cervantes. California Main Street Program.

(1) Existing law authorizes the Governor's Office of Business and Economic Development to develop content for public dissemination to provide information and resources to inform the general public about place-based and other specified geographically targeted economic development programs.

This bill would include among those specified programs the California Main Street Program, which is administered by the State Office of Historic Preservation, and cultural districts certified by the Arts Council.

(2) Existing law requires the Governor's Office of Business and Economic Development to annually convene specified individuals from various programs and agencies to discuss how California can leverage Promise Zones and Opportunity Zones to meet state and local community and economic development needs. Existing law requires the convention topics to include discussions on enhanced engagement opportunities and targeted outreach to assist designated areas in their efforts to access state resources and services.

This bill would additionally require these discussions to address leveraging those programs identified above, and would provide that

convention topics on efforts to access state resources and services includes creating successful entrepreneurial ecosystems, as defined.

(3) Existing law establishes the California Main Street Program within the State Office of Historic Preservation, and requires that program to provide technical assistance and training for small cities’ government, business organizations, merchants, and property owners to accomplish community and economic revitalization and development of older central and historic business districts and neighborhoods.

This bill would specify that those older central and historic business districts are located in rural, suburban, and urban neighborhoods. The bill would require the State Office of Historical Preservation to collaborate with the Governor’s Office of Business and Economic Development to determine how the California Main Street Program can support business development by providing, among other things, economic and demographic data.

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. Section 12097.5 of the Government Code is
2 amended to read:

3 12097.5. (a) (1) The Governor’s Office of Business and
4 Economic Development is hereby authorized to develop content
5 on its ~~Internet Web site~~ *internet website* or through other mediums
6 to be used for public dissemination, through outreach activities,
7 in order to provide information and resources to inform the general
8 public about place-based and other geographically targeted
9 economic development programs, including, but not limited to,
10 ~~federal~~ *all of the following:*

11 (A) *The California Main Street Program, which is administered*
12 *by the State Office of Historic Preservation pursuant to Article 8*
13 *(commencing with Section 5079.70) of Chapter 1.1.5 of Division*
14 *5 of the Public Resources Code.*

15 (B) *Cultural districts certified by the Arts Council pursuant to*
16 *Chapter 9.2 (commencing with Section 8758) of Division 1.*

17 (C) *The federal Promise Zones within California that are*
18 *designated by the United States Department of Housing and Urban*
19 *Development; and Development.*

1 (D) *The federal Opportunity Zones* designated by the United
2 States Treasury, pursuant to Sections 1400Z-1 and 1400Z-2 of the
3 Internal Revenue Code.

4 (2) The information and resources shall include, but not be
5 limited to, how the local jurisdictions or census tracts were created,
6 where locals and investors may get additional information, and
7 updates regarding federal programs as that information becomes
8 available.

9 (b) The Governor’s Office of Business and Economic
10 Development shall convene, at least annually, representatives from
11 various programs and agencies across the state and from various
12 federal programs and agencies for the purpose of discussing how
13 California can leverage ~~Promise Zones and the California Main~~
14 ~~Street Program, cultural districts certified by the Arts Council,~~
15 ~~and federal Promise Zones and Opportunity Zones~~ to meet state
16 and local community and economic development needs. The
17 convention topics shall include, but not be limited to, discussions
18 on enhanced engagement opportunities and targeted outreach to
19 assist designated areas in their efforts to access state resources and
20 ~~services: services to create successful entrepreneurial ecosystems.~~

21 (c) As used in this section:

22 (1) “California Opportunity Zone” means a census tract in this
23 state that has been designated by the United States Treasury as an
24 Opportunity Zone, pursuant to Sections 1400Z-1 and 1400Z-2 of
25 the Internal Revenue Code.

26 (2) “California Promise Zone” means a community in this state
27 that has been designated by the United States Department of
28 Housing and Urban Development as a Promise Zone.

29 (3) “*Entrepreneurial ecosystems*” means *policies, structures,*
30 *and approaches to investment that play a role in supporting new*
31 *forms of economic activity and enterprise. Entrepreneurial*
32 *ecosystems are distinct within the range of business development*
33 *models due to the central role location and the physical*
34 *environment play within the approach.*

35 SEC. 2. Section 5079.70 of the Public Resources Code is
36 amended to read:

37 5079.70. (a) There is hereby created within the office the
38 California Main Street Program to provide technical assistance
39 and training for small cities’ government, business organizations,
40 merchants, and property owners to accomplish community and

1 economic revitalization and development of older central and
2 historic business districts ~~and neighborhoods~~. *in rural, suburban,*
3 *and urban neighborhoods.*

4 (b) *The office shall collaborate with the Governor's Office of*
5 *Business and Economic Development to determine how the*
6 *California Main Street Program can support business development,*
7 *thereby increasing private sector investment and economic growth*
8 *in older central and historic business districts and neighborhoods.*
9 *These effort shall include, but not be limited to, providing all of*
10 *the following:*

- 11 (1) *Economic and demographic data.*
- 12 (2) *Financial information to help link business with state and*
13 *local public and private programs.*
- 14 (3) *Workforce information, including, but not limited to, labor*
15 *availability, training, and education programs.*
- 16 (4) *Transportation and infrastructure information.*
- 17 (5) *Assistance in obtaining state and local permits.*
- 18 (6) *Information on tax credits and other incentives.*
- 19 (7) *Permitting, siting, and other regulatory information pertinent*
20 *to business operations in the state.*