CITY PROFILE

DEMOGRAPHICS, STATISTICS, AND HISTORICAL INFORMATION

The City of Santa Maria is located in Santa Barbara County on the west coast of California in what is known as the Central Coast. Santa Maria is the largest City by population and geographic area in the County (23.2 square miles).

City Population:
The City’s population reached 101,103 as of January 1, 2014 according to the State Department of Finance.

Growth by decade, according to the Census:

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>99,653</td>
</tr>
<tr>
<td>2000</td>
<td>87,423</td>
</tr>
<tr>
<td>1990</td>
<td>61,152</td>
</tr>
<tr>
<td>1980</td>
<td>39,685</td>
</tr>
<tr>
<td>1970</td>
<td>32,749</td>
</tr>
</tbody>
</table>

2010 Population by Race and Ethnicity Census
Hispanic or Latino (of any race) 70,114
Not Hispanic or Latino ......................... 29,439
White alone (not Hispanic) ...................... 21,626
Two or more races .................................. 5,040
Asian alone ....................................... 4,652
Black or African American alone ................. 1,193
American Indian and Alaskan Native alone ...... 345
Native Hawaiian or Other Pacific Islander alone ................................ 132

Age Analysis:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>50.5%</td>
<td>49.7%</td>
</tr>
<tr>
<td>Female</td>
<td>49.5%</td>
<td>50.3%</td>
</tr>
<tr>
<td>Median Age</td>
<td>29.2</td>
<td>35.2</td>
</tr>
</tbody>
</table>

Comparisons to Other Communities/State:
Median Household Income (2008-12)
Santa Maria ............................................. $51,675
Santa Barbara .......................................... 63,758
San Luis Obispo ....................................... 46,651
California ............................................. 61,400

Major Employers:

<table>
<thead>
<tr>
<th>Employer / Business</th>
<th>Type of Business</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Vandenberg Air Force Base</td>
<td>Military</td>
<td>6,878</td>
</tr>
<tr>
<td>Santa Maria-Bonita School Dist.</td>
<td>Education</td>
<td>1,650</td>
</tr>
<tr>
<td>Marian Regional Medical Center</td>
<td>Hospital</td>
<td>1,545</td>
</tr>
<tr>
<td>C &amp; D Zodiac Aerospace, Inc.</td>
<td>Aircraft</td>
<td>1,476</td>
</tr>
<tr>
<td>Allan Hancock College</td>
<td>Education</td>
<td>1,150</td>
</tr>
<tr>
<td>D B Specialty Farms</td>
<td>Agriculture</td>
<td>1,000</td>
</tr>
<tr>
<td>S.M. Joint Union High School Dist.</td>
<td>Education</td>
<td>693</td>
</tr>
<tr>
<td>Windset Farms</td>
<td>Agriculture</td>
<td>667</td>
</tr>
<tr>
<td>City of Santa Maria</td>
<td>Municipality</td>
<td>541</td>
</tr>
<tr>
<td>Betteravia Farms / Bonipak</td>
<td>Agriculture</td>
<td>450</td>
</tr>
<tr>
<td>Wal-Mart (3 locations)</td>
<td>General Retailer</td>
<td>420</td>
</tr>
<tr>
<td>Vocational Training Center</td>
<td>Rehabilitation</td>
<td>334</td>
</tr>
</tbody>
</table>

*Although located outside the City limits, Vandenberg Air Force Base is near the City and is a major source of local government.

A significant employer is County government with 3,894 employees but no subset is unavailable for those assigned to the Santa Maria area County offices.

Housing: Santa Maria has approximately 29,370 housing units, of which 62 percent are single-unit structures, 30 percent are multi-unit structures, and six percent are mobile homes. Thirty percent of the housing units have been constructed since 1990.

Building Activity: The construction industry is showing signs of recovery. There is increased activity in both residential and commercial construction. In 2013, 1,311 City building permits were issued valued at $90 million versus 1,157 permits issued in 2012 valued at $33 million. Building permit revenue is increasing from a low of $622,000 in 2011-12 to a projected $1.5 million in 2013-14.

The increase in building activity is expected to continue through the budget cycle. There are currently 2,272 dwelling units either approved or pending approval from the Planning Commission.
Industries: For the civilian, employed population 16 years and older, the leading industries are agriculture, forestry, fishing, hunting, mining (26.9 percent); educational services, health care, social assistance (15.5 percent), and retail trades (9.7 percent).

Occupations and Type of Employer:
Construction, maintenance..............................30%
Sales and office ..............................................20%
Management, professional...............................19%
Service.........................................................18%
Production, transportation, material moving..........11%

Class of Worker:
Private wage and salary ................................84.9%
Government..................................................10.3%
Self-employed...............................................4.5%

2012 Civilian Labor Force........................................46,582

Public Schools:
Institution Enrollment
Santa Maria-Bonita School District (K-8)...........15,552
Allan Hancock College ..................................12,200
Santa Maria Jt. Union High School District ......7,575

The Santa Maria-Bonita School District has experienced 15 straight years of enrollment growth (presently about 450 additional students per year) and is building a new campus. Hancock College is in the midst of a $180 million expansion (See Page xiii).

Museums:
Santa Maria Museum of Flight
Santa Maria Valley Discovery Museum
Santa Maria Valley Historical Society Museum
Santa Maria Valley Natural History Museum
Santa Maria Valley Railroad Museum

Parks: Santa Maria has 27 City parks including more than 234 acres of turf, trees, and play fields, two public swimming pools, gazebos for summer concerts, plenty of places to barbecue, and an 11-acre lake park where visitors may fish. The City also owns a 1,774-acre regional open space called Los Flores Ranch Park, located about eight miles south of Santa Maria.

City Parks:
Adam Park* Alice Trefts Park
Armstrong Park Atkinson Park
Buena Vista Park Fletcher Park
Grogan Park Hagerman Sports Complex

City Parks, cont.
Jim May Park Joe White Park
Maramonte Park Minami Park*
North Preisker Ranch Park Perlman Park
Pioneer Park Preisker Park
Oakley Park Rice Park
Rodenerberger Park Rotary Centennial Park
Russell Park Sierra Vista Park
Simas Park Stanley Park
Tunnell Park Veterans Memorial Park
Westgate Park

*Parks are adjacent to each other

Local Hospital: Marian Regional Medical Center

Transportation: The City operates Santa Maria Area Transit (local bus service), the Breeze (intra-City service), and ADA Paratransit. The Transit Center is at 400 Boone Street. The Santa Maria Public Airport, with two runways, provides commercial flights and is home to over 200 general aviation aircraft. Amtrak provides local bus service to its rail service.

Highways serving the area: U.S. Highway 101
State Route 135
State Route 166

Legislative Districts:
State Senate District 19
State Assembly District 35
Congressional District 24
Santa Barbara County Supervisorial Districts 4 and 5

Zip codes: 93454-93458
Area code: 805

Weather: 14” of annual rainfall. Average high is 68.6 degrees; record low 20 degrees in 1978; record high 110 degrees in 2008.
City Government
The City of Santa Maria was incorporated on September 12, 1905. The City became a Charter City in December 2000, after the voters of Santa Maria approved a ballot measure in November 2000 to change from a General Law City to a Charter City. A Charter City can adopt laws, different than the general State laws, to meet the specific needs of the city. The operation of a city under a charter is often referred to as “home rule.”

The City operates under the council-manager form of government. Councilmembers are elected at-large for four-year, overlapping terms of office. The Mayor is separately elected by a popular vote, for a four-year term.

City History
The community’s roots are traced back to the days of the California missions. After Mission San Luis Obispo was established in 1772 and Mission La Purisima (in what is now Lompoc) in 1787, settlers were attracted to the Santa Maria Valley. In 1821, when Spain granted Mexico its independence, mission lands were made available for private ownership. In 1874, four of the valley’s prominent settlers, Rudolph Cook, John Thornburg, Isaac Fesler, and Isaac Miller, each donated land where their properties met to form a city centered on Main Street and Broadway. The townsite map was recorded in Santa Barbara in 1875.

The community was not always known as Santa Maria. The town was originally known as Grangerville – for a Grange co-operative store started by Thornburg. Later, it took on a new name, Central City, because the town lay between Guadalupe and Sisquoc. But the name Central City, California, kept getting confused with Central City, Colorado. Mail intended for Central City, California was being sent to the Colorado community of the same name. Thornburg reportedly came up with the name Santa Maria from the name that settler Juan Pacífico Ontiveros had given to his property 25 years earlier. Ontiveros and his wife had arrived in the area in 1855 and built a palatial adobe (a home built of clay and straw bricks) at the mouth of a local canyon and called their home Santa Maria. The home was finished in 1858. Ontiveros already named the nearby waterway “Santa Maria Creek,” until it rained for 30 days and 30 nights in 1861-1862, and then he referred to it as a river. This waterway is known today as the Santa Maria River.

The change of name from Central City to Santa Maria was noted in the first issue of the Santa Maria Times on April 22, 1882.

The Santa Maria Valley saw oil exploration begin in 1888, leading to large-scale discoveries around the turn of the century. In 1901, William Orcutt urged his company (Union Oil) to move forward by leasing more than 70,000 acres within a year. Soon, Union Oil and a number of smaller companies were pumping for oil. By the end of 1903, Union Oil, the major player in the region, had 22 wells in production. Several significant discoveries followed, including the Orcutt and Cat Canyon fields in 1904 and 1908, respectively. Union Oil’s Hartnell Well No. 1 (known as Old Maude) struck a large oil-bearing reservoir in the Orcutt field in late 1904 and reportedly produced one million barrels of oil in its first 100 days of operation. Oil development intensified in 1930s, spurring the City’s growth even further. By 1957, there were 1,775 oil wells in operation in the Santa Maria Valley, producing more than $64 million worth of oil.

In 1905, faced with the need to provide local governance to the rapidly growing population attracted to the valley, due to the discovery of oil, Santa Maria was incorporated as a general law city. That same year, Union Sugar built the valley’s first major industrial plant in Betteravia. Acres of sugar beets were grown and sugar cane and beets were imported from inland California and other American and foreign fields. A cattle feeding yard was developed to dispose of waste from the sugar plant.
Soon after the incorporation, people began talking about the possibility of a library and in 1907 the City appointed a Board. Because the Carnegie Library Foundation was giving money for buildings in order to encourage the use of libraries, the Board applied for a grant in the amount of $10,000. The women of the Minerva Club received their wish for a new library. After consideration of various locations, Mr. Paul O. Tietzen generously donated a plot of land and philanthropist Andrew Carnegie kept his promise. A beautiful Carnegie Library opened in May 1909, initially with 600 volumes.

In 1908, an electric streetcar provided service to the northwest part of the City. Three years later, the Santa Maria Valley Railroad was constructed by an oil syndicate. Before World War II, Santa Maria Valley Railroad and Pacific Coast Railway trains connected areas east and south of Santa Maria to the Southern Pacific line at Guadalupe. An ice plant at Miller supplied ice for the refrigerator cars, which carried vegetables and other produce. The Santa Maria Valley Railroad was incorporated in 1911 and in 1915 was sold to Captain G. Allan Hancock. Today, the railroad has 14 miles of mainline track and serves freight customers in the Santa Maria Valley, linking with the Union Pacific Railroad at Guadalupe.

Frank McCoy came to work for the new Union Sugar plant. Immediately he saw that the City, located midway between Los Angeles and San Francisco, had no comfortable hotel accommodations. When he retired in 1915, he bought a lot eight blocks south of the center of the town and built the Santa Maria Inn. With its beautiful flower gardens, the Inn became a popular stopping-place for important travelers from all over the world. With the addition of the six-floor tower in 1984, it now provides 166 rooms and suites.

In 1919, a two-story 13-room home built by Robert Martin on South Broadway was sold to a group of businessmen and later became the Santa Maria Club. This private men’s club served as the political and social center of the valley for many years. The members built a huge barbecue pit and developed the famous “Santa Maria Style Barbecue.” Later, the building became the Landmark Restaurant and Lounge and barbecue duties were assumed by the Elk’s Lodge.

In 1928, Hancock Field, Santa Maria’s first airport, was opened on the east side of town. Captain Hancock was president of Santa Maria Airlines and founded the College of Aeronautics at that field. Later Allan Hancock College was built on the site of Hancock Field. Today, the college offers more than 1,300 courses in over 100 fields of study via nine academic departments and is a major focal point in the community with an economic impact of over $150 million annually. A $180 million bond, Measure I, passed by voters in June 2006, is helping the College modernize technology, upgrade infrastructure, and build new teaching and learning spaces. Through mid-2014, $132 million has been expended, including a new Industrial Technology Complex, new Early Childhood Studies building, a Student Services building, new track and fields, and more.

Santa Maria City Hall was dedicated in 1934. Initially, the building also had room for the Police Department and Chamber of Commerce.

In the mid-1970s, the Santa Maria Town Center Mall was added to the City’s downtown, creating 400,000 square-feet of enclosed retail shopping. The Mall was expanded in the late 1980s and early 1990s.
On June 20, 1998, Santa Maria was selected, as one of 10 cities Nationwide, to receive the coveted All-America City designation. The program promotes the collaboration of individuals, businesses, local government, non-profit organizations and the citizenry in the identification and solutions of problems.

In 1999, the commercial area along Bradley Road expanded and the Crossroads Shopping Center opened at Betteravia Road and Highway 101. This shopping center is home to national retailers and several automotive dealerships. The City has continued to add major "destination" retail outlets to its existing retail offerings.

The Public Library is one of the jewels of downtown. Following four expansions, the new Main Public Library opened in August 2008 to rave reviews. Patrons enjoy the expanded book collections, public computers (30 in the computer lab), the Children’s Theater, Library Café, the Central Coast Literacy Center, study rooms and a Library Shop. Shepard Hall serves as the community meeting room, and each month a new art exhibit from local and regional artists is put on display. Nearby is the Abel Maldonado Community Youth Center.

Agriculture has always been significant to Santa Maria. Many modern farms have been in the same family for generations, and about one in every five local jobs is tied to agriculture. Santa Maria Valley farms and ranches made a huge contribution to Santa Barbara County’s gross crop production value of over $1.2 billion in 2012. Strawberries, broccoli, cauliflower, lettuce and celery are grown in the valley. The 2012 strawberry crop was valued at $441 million. In 2011, Canada-based Windset Farms opened a state-of-the-art, multimillion-dollar greenhouse and processing operation to grow tomatoes. Eventually the project will occupy four 32-acre greenhouses, a packing house and other facilities.

Santa Marians like to play hard, too. Every June, the Santa Maria Elks Rodeo is a three to four day event made possible by more than 1,300 volunteers who work on numerous committees. The result is the annual parade on Broadway (State Highway 135), the rodeo, a rodeo queen contest, beard-a-reno contest, a mini rodeo, concerts, dances, barbecues, banquets, and much more.
The City's Present and Future:
Growth is very much in the City's future. Santa Maria is located along California’s beautiful Central Coast. Tourism is increasing in the region, as visitors seek the pleasant weather and the famed wine country.

Improved infrastructure will promote commerce. In January 2014, the State finished the $47 million widening of the Highway 101 Santa Maria River bridge, adding a third lane in each direction, plus a bike lane, and upgraded on and off ramps. The City helped to build and open the Union Valley Parkway extension, a new east-west arterial road from Highway 101 to Blosser Road, that was completed in November 2013. This arterial road provides a direct route from the highway to future development within the approved Santa Maria Airport Business Park Specific Plan, a 20 to 30 year plan for the development of 740 acres of airport property that could create more than 6,400 jobs. New businesses may take advantage of the Santa Maria Public Airport's recent $12.3 million runway expansion, which added 1,700 feet to create a runway of 8,004 feet. This is the longest runway on the Central Coast. By late 2013, the City and a utility company replaced nearly 6,000 City streetlights with new LED (light emitting diode) white fixtures, dramatically improving nighttime illumination and safety for pedestrians and drivers.

Agricultural expansions include the local Bonita Packing Company, which is enlarging its cold storage and support facilities in multiple phases, with the first and current phase to be fully operational in 2014. By mid-2014, Lineage Logistics will finish building its new 226,000 square-foot cold storage produce and processing facility. Windset Farms plans to expand its year-round sophisticated greenhouse operations.

Manufacturing growth is led by several companies including Mafi-Trench, a local manufacturer of turbines. In 2013, it received City approval to enlarge its plant with an approximately 260,000-square-foot facility on 20 acres; this has potential to generate several 100 new jobs. C&D Zodiac, which manufacturers aircraft interiors, has steadily increased its local workforce, now well above 1,400.

Residential development is recovering. More than 2,200 residential units are either approved or pending approval by the Planning Commission. These include single-family home developments as well as several large apartment complexes. Downtown, in late 2013, the Edwards Theaters Cineplex opened with 14 screens and nearly 2,900 seats, becoming a magnet for movie-goers and a boost to the Town Center East mall.

Marian Regional Medical Center celebrated the opening of its new four-story, 235,000-square-foot tower in May 2012. This expansion increased the number of beds from 132 to 191 – all in private rooms. The full service, acute-care facility has an expanded emergency room, a new Newborn Intensive Care Nursery, new programs and services, the latest technology and unique patient comfort features. In 2012, was the nearby Mission Hope Cancer Center, an integrated oncology facility also opened.
CITY PROFILE

DEMOGRAPHICS, STATISTICS, AND HISTORICAL INFORMATION

Timeline:

1856 Juan Pacifico Ontiveros and his wife, Maria Martina Osuna purchase Rancho Tepusquet. Arriving on the “Feast of Mary”, they name their ranch “Santa Maria” and build an adobe.

1874 Rudolph Cook, John Thornburg, Isaac Fesler, and Isaac Miller donate land to form a town called Grangerville, later renamed Central City.

1882 Central City was later renamed Santa Maria.

1874 The Pacific Coast Railway arrives, connecting Santa Maria to Port Hartford (now Port San Luis).

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1905 The City of Santa Maria is born on September 12, 1905. The vote is 202 votes for and 139 against incorporation.

1909 The Carnegie Library opens.

1911 Santa Maria Valley Railroad is incorporated.

1925 Captain Allan G. Hancock establishes the Santa Maria Valley Railroad and Hancock College of Aeronautics (now Allan Hancock College).

1934 Dedication of the new City Hall. In its early days, the building housed the City Judge, Department of Motor Vehicles and Chamber of Commerce.

1959 Santa Maria River Levee is built by Army Corps of Engineers (1959-1963) to deter continuous flooding from upstream watersheds.

1975 Santa Maria Town Center East Mall opens with a three-level parking structure. It becomes the first major indoor shopping center on the Central Coast.

1998 Santa Maria Receives the All-American City designation from the National Civic League.

1905 The City of Santa Maria is born on September 12, 1905. The vote is 202 votes for and 139 against incorporation.

2000 December 12, 2000, the Secretary of State approves the City’s Charter status.

2005 The City holds its year-long Centennial Celebration.

2006 With 89,917 residents, Santa Maria becomes the most populous city in Santa Barbara County for the first time.

2008 The 60,000 square-foot new Main Library opens in August to a crowd of over 10,000 on the first day and quickly becomes the jewel of the Central Coast.

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2014 The Santa Maria River Bridge on Highway 101 is widened to three lanes in each direction, to accommodate the 60,000 vehicles that cross it everyday.

Buying local strawberries at the Farmer’s Market.

Dia de Los Muertos is a popular November event.
Little Known Facts About The Santa Maria Valley:

- The Legend of Zorro was based on the life of Solomon Pico, a murderous bandit who camped in the Santa Maria hills.

- From 1962-1963, John Madden was the head coach of Santa Maria’s Allan Hancock College football team.

- The Historic Santa Maria Inn (opened May 1917) was a favorite of William Randolph Hearst (American newspaper magnate) and his friends, who often stayed at the Inn on journeys to Hearst Castle in San Luis Obispo County. Marilyn Monroe, Clark Gable, Shirley Temple, Jimmy Stewart, and Rudolph Valentino were among the Inn’s notable guest during the “Golden Years” in Hollywood.

- In 1904, Old Maude, Santa Maria’s first oil well, produced 1,000,000 barrels of oil in its first 100 days of operation.

- The Guadalupe-Nipomo Dunes Complex just west of Santa Maria boasts the highest beach dunes in the western United States, with some towering 500 feet. The 1923 Cecil B. DeMille’s silent movie, “The Ten Commandments,” was filmed in the Guadalupe-Nipomo Dunes Preserve. Due to weather and wind, the set was gradually buried beneath the sand.

- In 1978, the Santa Maria Valley Chamber of Commerce copyrighted the Santa Maria Style Barbecue recipe to protect the genuine article.

- The Minerva Clubhouse, located in Santa Maria, was designed in 1927 by Julia Morgan, famed architect of Hearst Castle, a State park approximately 50 miles north of Santa Maria.

- The Santa Maria Public Airport stands at the site of a U.S. Army Air Field used during World War II.

The 1963 Allan Hancock College Bulldog coaching staff, from left to right: End Coach Jim Wood, Head Coach John Madden, Defense Coach Dick Mannini, Backfield Coach Ernie Zampese.

Photo courtesy of Allan Hancock College.