



**City of Yuba City
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TO: Mayor & City Council

cc: Department Heads
Timothy Hayes

FROM: Steven Jepsen, City Manager

DATE: April 30, 2010

SUBJ: **City Manager's Weekly Report**

Downtown

- The Spring Get-Together Car Show is Saturday, May 1st, 4:00 pm - 9:00 pm on Plumas Street. For more information contact Jeff Boone 530-701-3000.
- Farmers Market starts Saturday, May 1st, 8:00 am - Noon, running every Saturday until the end of October, at the Town Center by the Water Fountain. For more information contact Dan or Candy Silva 530-671-2003.

Finance

- Standard & Poor's has upgraded the rating of the Tierra Buena Water District Bonds from BBB to A-. A higher bond rating makes the bonds more attractive to investors and may result in more favorable interest rates for the City in the future. Major contributing factors to the increased rating include higher than national average median household income, high assessed values in the district, high property value-to-lien ratios, and a low delinquency rate for property tax payments.

Economic Development

- We are moving into our second phase of the Think Yuba Sutter First marketing campaign. New TV and Radio commercials will start running next week. In addition, we have increased our presence on Facebook, publishing an updated website, created new billboards and developed letter stuffers for local utility bills. All of these efforts are to inform the region about the importance of shopping local. Remember, **Live Here, Buy Here, Thrive Here** AND **Think Yuba Sutter First!**