

been ordered as a rider to  
pending \$3.3-billion foreign

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# SC Economic Study Wins Some Backing

Pledges of support continued to increase today for a proposed deep-probing economic study of Santa Cruz. But neither merchants nor city officials are ready to commit themselves to ordering a \$57,500 study offered by the Stanford Research Institute.

At a crack-of-dawn meeting of the downtown advisory committee, Redevelopment Agency chairman Carl Nelson tipped the agency's promise of financial support for the study, and city hall officials spoke in terms of \$10,000-plus as the city's possible share.

City hall believes, however, that businessmen must pick up a hefty part of the tab, since they will receive major benefits from the study.

The Institute's proposal is to make an eight-month, detailed survey of Santa Cruz' economy, concentrating on downtown and the beach business area, then to point out what economic direction the city should take. The study would offer several step-by-step alternative methods of achieving the proposal goals.

The committee will meet again September 29. Meanwhile, members will:

1. Correspond with cities which have used SRI studies, for their evaluation of the service.
2. Check with major business chains for their reaction to an SRI study and its effect on a business moving into a city.
3. Study other research firms to see if SRI's proposal can be bettered.