

**Work Group:** Economic Development  
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### **Goal 1, Objective A Infrastructure**

(Champion: Mike Locke, San Joaquin Partnership)

The Economic Development Work Group (EDWG) is tasked with identifying the need for a regional financing authority.

- In addition to asking each city, each member county of Central California Economic Development Corporation (CCEDC) has been asked to assist in gathering:
  - a. **Capital Improvement Plans (CIP) to understand the scope of funding requirements**
  - b. **City or County Finance Policy**

#### Progress:

- EDWG has collected **all CIPs that are available** for the Central Valley.
- Mike Locke, champion of this work group, is reaching out to University of the Pacific to see if they would assimilate the CIP information.
- Each county also is working with the local jurisdictions on prioritizing infrastructure projects for the proposed California Stimulus Package. The economic development corporations (EDCs) and jurisdictions are working through California Association for Local Economic Development (CALED ) regarding the Stimulus Package.

#### Planned Activities (for next 3-6 months)

- Find funding to assimilate CIP information.
- Present the information to city managers
- Determine the need for a Regional Financing Authority or other vehicle to assist with infrastructure, especially in rural areas.

#### Issues

Initially, EDWG was tasked with getting the League of Cities to take the lead on this project. They have not been an easy target as was initially presented to EDWG. Therefore, we may be at a standstill in our progress until funding can be found to compile CIP information.

### **Goal 1, Objective B Incentives**

(Champion: Bill Bassitt, The Alliance-Stanislaus County)

- **All action items have been completed for this goal**
- November 2008 — 2009 Legislative Concepts reviewed and sent to Partnership.

#### Planned Activities (for next 3-6 months)

- EDWG has a mission planned for **March 18, 2009**, to inform legislators and interested parties about the California Partnership for the San Joaquin Valley (Partnership) and what is going on with economic development in the region.
- Continued focus on Legislative Concepts:
  1. Economic Stimulus for Central Valley
  2. Reinstitution of the Manufacturer's Investment Credit
  3. Prevailing Wage for the Valley

### **Goal 1, Objective C Marketing**

(Champion: Richard Chapman, Kern EDC)

- **Trade Missions:** The very aggressive trade mission program will be continued in 2008-2009. The **fourth quarter** has proved successful, marketing to **752** brokers, generating **29** meetings with site selectors in national markets, **14** requests for more information, **7** prospective companies requiring a location. The program includes visits with site selectors, brokers and tenant representatives to discuss and provide information on Central California. EDC directors from the eight Valley counties rotate participation.

| Date             | Place                             | Progress   | Attending                                      |
|------------------|-----------------------------------|--|--|
| Oct. 19-22, 2008 | Atlanta/<br>N. and S.<br>Carolina | Outreach/Contacts: 240 Brokers<br>Appointments: 11<br>Leads: 3 | Merced, Kern                                   |
| Nov. 9-13, 2008  | Chicago                           | Outreach/Contacts: 389 Brokers<br>Appointments: 8<br>Leads: 3  | Merced, Fresno,<br>Stanislaus, Madera,<br>Kern |
| Dec. 10-12, 2008 | Phoenix                           | Outreach/Contacts: 123 Brokers<br>Appointments: 10<br>Leads: 1 | Kern, Stanislaus, Fresno                       |

- **Trade Shows: CCEDC** attended the Process Expo Trade Show in Chicago on November 9-13. Show results:
  - 70 Contacts
  - 7 Prospects and Leads, to date
- **Marketing Tools:**
  - The San Joaquin Valley Enterprise Zone Brochure was completed and sent out to all broker contacts.
- **Industry Direct Mail:**
  - 1,500 Food processing and Packaging contacts **sent information**
  - 7 leads
  - 1 prospect

#### Planned Activities (for next 3-6 months)

- In progress – Central California Market Profile.
- October – Atlanta Broker Mission and IEDC Conference
- November 9-13 – Process Expo Trade Show in Chicago and Broker Mission
- December 10-12 – Phoenix Broker Mission

#### **Goal 2, Clusters**

(Champion: John Lehn, Kings County EDC)

- The Business Cluster meetings were held
  - Northern San Joaquin Valley - **Dec. 2, 2008** at the Alliance in Modesto
  - Southern San Joaquin Valley - **Dec. 3, 2008** at the International Ag Pavilion in Tulare, 9 a.m. to noon
- Executive Summary attached and was distributed to all business cluster contacts.

#### Goals reached:

- Workforce and EDC Directors worked together to enter **3,000 businesses** into the **Executive Pulse** business tracking system. A final report is available online. **This also fulfills the goal for an 8-County CEO/senior database for each cluster.**
- An inventory of industry and service associations was completed in association with the Lyles Institute. The site is called Start, Run, Grow: which signifies three of the stages of a business where they need assistance. Please see online at [www.valleybizconnect.org](http://www.valleybizconnect.org)
- The Work Groups have identified university researchers and programs that are aligned with each target cluster sufficiently through [www.careersinthevalley.com](http://www.careersinthevalley.com)

#### Planned Activities (for next 3-6 months)

- **Disseminate the [Business Cluster Report](#) and follow up** with Partnership work groups to respond to industry needs. A summary of actions will be completed from the Cluster Meetings.

### **Goal 3, Entrepreneurship**

(Champion: Scott Galbraith, Merced County EDC with Dr. Timothy M. Stearns, Lyles Center for Innovation and Entrepreneurship)

#### Planned Activities (for next 3-6 months)

- A Draft Action Plan for (1) long-term funding (2) increase risk-capital in the region (3) increase investment worthiness of Valley business.

### **Goal 4, Renewable and Clean Energy**

(Champion: Steve Geil, Fresno County EDC)

- New activity detailed in Energy Work Group report.

#### Planned Activities (for next 3-6 months)

- Attend Energy Work Group meetings and follow their lead.

### **Goal 5, Tourism**

(Champion: Paul Saldana, Tulare County EDC)

- **No change/No funding.** The Economic Development Work Group was asked to oversee the Tourism Goal presumed to be championed by the Central Valley Tourism Association. However, the initial challenge grant was turned down by the CVTA. Their region is much larger than the San Joaquin Valley, and they have not shown a dedicated interest in pursuing the goals of the Partnership.

#### Planned Activities (for next 3-6 months)

- Identify revenue sources for marketing strategy.
- Continue discussions with CVTA.

### **If you have coordinated any outreach, please describe briefly.**

*The Economic Development Work Group has coordinated with the Joint Workgroups in Education and WIB to plan the Business Cluster Events. In addition, calls have been made to all the Cluster Group leaders to obtain their input.*