

Dates of Activity: April 2008 through June 2008
Seed Grant: Central Valley Marketing and Cluster Development
Grantee Organization: California Central Valley Economic Development Corporation (CCEDC)
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Description of this Quarter's Activity, and impact on Partnership Goals and Objectives:

Goal 1: Position CCEDC as Regional Leader

Activity	Action
Exchange ideas with partners at monthly/quarterly meetings of California Partnership for the San Joaquin Valley (Partnership)	Quarterly Complete. Meeting held May 16, 2008, in Hanford, Calif. Special guest: California League of Cities.
Provide quarterly update for partners to use on their Web site	Quarterly Complete. Report submitted April 2008 for January 2008-March 2008; posted to Web site.
Develop list of mutual marketing projects (Q1)	Completed Part of the Marketing Plan
Conduct planned visits to public officials (Q2) (Q6)	Completed Feb. 4-6, 2008
Advocate for economic development policies through Economic Development Corporation (EDC) media (Q1, Q3, Q5)	Quarterly Complete. CCEDC developed a quarterly e-Newsletter to keep members and businesses up to date. (Sent May 2008) Working with Partnership Legislative arm to keep up to date on ED Legislation. Eight County EDCs advocate to existing business through existing channels.
Develop brochure with key regional messages for regional CEO-to-CEO (Q2 to Q4)	Completed (Q2) Overview of demographics, real estate, cluster growth and projections was developed for the eight-county region and Partnership work groups.

Goal 2: Facilitate Job Creation and Investment in SJV

Activity	Action
Develop a Business Intelligence System for regional industry (Q1 to Q3)	Complete: 3,000 companies have been interviewed; information input in Executive Pulse. Workforce Investment Board (WIB) and EDC joint project.
Contact 240 regional companies per quarter (950 annually) through EDCs	Complete Each quarter, the EDCs each contact a minimum of 30 companies.
Contact 250 companies outside Central California per quarter (1,000 annually)	Complete (Q4) Total of 520 companies contacted in Outer Bay area. (Q3) Total of 250 companies contacted in City of Industry and Los Angeles areas. Attended WestPack Trade Show in January; contacted 170 businesses. (Q2) Total of 350 companies contacted in Riverside area.
Contact 500 brokers quarterly	(Q4) 622 brokers contacted in Sacramento, Washington, D.C., and Southern California. (Q3) 520 brokers contacted in New York, Sacramento and Los Angeles areas. (Q2) 413 brokers contacted in Atlanta, Chicago and Dallas areas. (Q1) 907 brokers contacted in Los Angeles, San Francisco, Phoenix areas
Initiate 10 tours of Central California, annually	Complete (To Date Q4) 12 Tours conducted.
Go on seven national missions	Complete To date, 11 missions conducted. (Q4) Missions conducted in Sacramento, Washington, D.C., and Los Angeles/Ontario. (Q3) Missions conducted in New York, New Jersey and Sacramento (26 meetings). (Q2) Missions conducted in Atlanta, Chicago and Dallas (meetings with 38 companies).

Activity	Action
	(Q1) Missions conducted in Los Angeles, San Francisco and Phoenix (34 meetings.)
Attend CoreNet Event (Q4)	Complete CCEDC representatives attended Atlanta CoreNet Event Oct. 28-31, 2007.
Attend SIOR Event (Q2)	Complete Attended SIOR in Washington, D.C., April 24-26, 2008

Goal 3: Promote a Positive Brand for Central California Research

Activity	Action
Research new data set for eight county regions (Q1 and Q5)	(Q1) Complete
Develop White Papers for New Cluster Industries (Q1 and Q2)	(Q1) Complete. New Cluster Information added to RE and Central CA Overview document.
Develop Real Estate Update (Q1 and Q5)	(Q2) Complete. Real Estate Update completed and printed.
Develop New Trade Show Booth (Q2)	(Q2) Complete. New panels developed for trade show booth to include new counties.
Develop Regionwide guide for counties (Q2 and Q3)	(Q4) Photography taken in all eight counties of businesses. (Q3) Developing text and demographics. (Q2) Grant awarded by PG&E to initiate development of a regional guide.

Marketing Tools

Activity	Action
Post incentive zone brochure to Web (Q1)	Complete. Enterprise Zone Information posted to www.californiacv.com .
Develop Incentive Zone Map (Q3)	(Q4) Entire process had to be started over as a result of map company going out of business. (Q3) Now working with Global Graphics to complete the map. Compass went out of business. (Q2) In Process - Enterprise Zone Map in the eight-county region. We are working together with Compass Maps.

Trade Shows and Events

Activity	Action
Attend WestPack Trade Show (Q3)	(Q3) Complete. Attended Jan. 29-31, 2008, in Anaheim. 176 contacts made with 34 leads.
Attend Food Processing Show (Q2)	(Q2) Complete. On Oct 15-17, 2007, CCEDC attended the Pack Expo in Las Vegas with Team California. Many contacts made; 36 companies requested information.
Attend Renewable Energy Show (Q4)	TBD - cannot find an appropriate show as of yet.
Leverage Team California Trade Shows	CCEDC is a member of Team California; attended the Vegas Food Processing Show.

Web Site

Activity	Action
Update CCEDC Web site with new county info (ongoing)	Complete. Web site updated with eight-county 2007 information.
Develop a "Best Practice" Web-Based Site Selection Toolkit (Q4-Q6)	(Q4) Tested ED Suite product Reviewing products

Public Relations

Activity	Action
Shop Press Releases to media and ED channels	(Q4) Sent e-Newsletter May 2008 (Q3) Sent e-Newsletter February 2008. (Q2) Developed an electronic newsletter on Central California that focuses on the five clusters. Sent November 2007.

Activity	Action
Use CCEDC Web to post latest stories	(Q4) Updated stories to coordinate with May e-Newsletter (Q3) Updated stories to coordinate with Feb. 08 e-News. (Q2) Updated stories to coordinate with Nov 07 e-News.
Advertising – two placements in business journals (Q2 and Q4)	TBD

Goal 4: Identify and Market “Certified Sites”

Activity	Action
Outline infrastructure needs with each cluster (Q1 and Q2)	In Process. Will complete in association with the Business Cluster meeting scheduled for Oct. 2008.
Create Web database of certified sites	(Q4) Sites are on Web as a list; database will be created for our new Web site. (Q3) Updated sites on Web. (Q2) Initial list of sites developed for eight-county region. Includes buildings over 50,000 square feet and sites ready for construction on a 100,000-sf building.
Place sites in White paper for each cluster	Completed

Goal 5: Foster Long-Term Funding

Activity	Action
Secure EDA District funding (Q2)	Complete. CCEDC awarded \$110,000 EDA grant
Seek Business Cluster and Regional Business funding (Q4)	Ongoing. Received \$7,500 PG&E grant for marketing materials to promote Valley clusters.
Secure additional EDC funding (Q5)	Complete. San Joaquin Partnership and Stanislaus Alliance joined CCEDC; \$20,000 in additional funding.

Planned Activities for next 3-6 months

- Pending Activity – next three months
 - Investment Guide (eight-county region)
 - Missions: Newport, Orange County, New York, Boston and Bay areas.

If you have coordinated any outreach, please describe briefly.

All of our marketing efforts include outreach to industry and brokers described above. In addition, each county works with its cities to undertake a more specific marketing program that enhances the efforts of the CCEDC. For instance, when CCEDC receives an inquiry from a business or broker as a result of the regional marketing program, each county uses its own marketing materials and people to coordinate a response for that client. Likewise, when there is a tour of Central California, local cities, brokers and cluster businesses are leveraged to “sell” each county.