

Dates of Activity: July 2008 through September 2008
Seed Grant: Central Valley Marketing and Cluster Development
Grantee Organization: California Central Valley Economic Development Corporation
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Description of Quarter's Activity/Impact on Partnership

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	Quarterly-Complete. Meeting held August 2008 in Merced, Calif. Special guest: UC Merced.
Provide quarterly update for partners to use on their web site	Quarterly-Complete. Report submitted July 2008 for Apr-Jun and posted to web site.
Develop list of mutual marketing projects (Q1)	Completed as part of the Marketing Plan
Conduct planned visits to public officials (Q2) (Q6)	Completed Feb. 4-6, 2008
Advocate for economic development policies through EDC media (Q1, Q3, Q5)	Quarterly- Complete. CCEDC developed a quarterly ENewsletter to keep members and businesses up-to-date. (Q5 Sent Sept 2008) Working with Partnership Legislative arm to keep up-to-date on economic development legislation. The eight-county EDCs advocate to their existing business through existing channels.
Develop brochure with key regional messages for regional CEO-to-CEO (Q2 to Q4)	Completed (Q2)- An 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 San Joaquin Valley

Activity	Action
Develop a Business Intelligence System for regional industry (Q1 to Q3)	Complete 3,000 companies have been interviewed and entered to Executive Pulse. WIB and EDC joint project.
Contact 240 regional companies per quarter (950 annually) through EDCs	Complete Each quarter EDCs contact a minimum of 30 companies each.
Contact 250 companies outside Central California per quarter (1,000 annually)	Complete (Q4) 520 companies contacted in Outer Bay area. (Q3) 250 companies contacted in City of Industry and Los Angeles areas. Also, attended WestPack Trade Show in January. 170 businesses contacted. (Q2) 350 companies contacted in Riverside area.
Contact 500 brokers quarterly	(Q5) 760 brokers contacted in Newport, Anaheim, Boston and San Francisco. (Q4) 622 brokers contacted in Sacramento, Washington DC 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 were contacted in Los Angeles, San Francisco, Phoenix areas
Initiate 10 tours of Central California annually	Complete (To Date Q4) 12 tours conducted.
Go on 7 National Missions	Complete 11 missions to date. (Q4) Missions conducted in Sacramento, Washington DC 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. (Q1) Missions conducted in Los Angeles, San Francisco and Phoenix. 34 meetings.

Activity	Action
Attend CoreNet Event (Q4)	Complete CCEDC Reps attended Atlanta CoreNet Event Oct. 28-31, 2007. Bobby, Delyn, Melinda and Shelley.
Attend SIOR Event (Q2)	Complete Attended SIOR, Washington DC, 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 California 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 Region-wide guide for counties (Q2 and Q3)	(Q4) Photography taken in all eight counties of businesses. (Q3) Developing text and demographics. (Q2) A 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)	(Q5) Complete- Regional map highlighting EZs and individual maps. (Q4) Entire process had to be started because Compass, map company, went out of business. (Q3) Now working with Global Graphics to complete map. (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 Pack Expo in Las Vegas with Team California. Many contacts made; 36 companies requested information.
Attend Renewable Energy Show (Q4)	(Q5) Complete: CCEDC member San Joaquin County attended Solar 2008 in San Diego. Will attend Renewable Energy World Conference 2009 in Vegas.
Leverage Team California Trade Shows	(Q5) CCEDC member San Joaquin County attended Solar 2008 in San Diego. (Q1) CCEDC is a member of Team California; attended 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)	(Q5) RFP for web site (Q4) Tested ED Suite product Reviewing products

Public Relations

Activity	Action
Shop Press Releases to media and ED channels	(Q5) Sent E-newsletter September 2008 (Q4) Sent E-newsletter May 2008 (Q3) Sent E-Newsletter February 2008 (Q2) Developed an Electronic Newsletter on Central

Activity	Action
	California that focuses on the five clusters. Sent November 2007.
Use CCEDC web to post latest stories	(Q4) Updated stories to coordinate with May E-news (Q3) Updated stories to coordinate with Feb. 08 E-news (Q2) Updated stories to coordinate with Nov 07 E-news
Advertising – 2 placements in business journals (Q2 and Q4)	(Q5) Advertisement placed in <i>Processing and Packaging Magazine</i> in association with Process Expo trade show in Chicago.

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 Dec 2-3, 2008.
Create Web Database of certified sites	(Q4) Sites are on web as a list; database will be created for new web site. (Q3) Updated sites on web. (Q2) Initial list of sites developed for the eight-county region; includes buildings over 50,000 square feet and sites ready for construction on a 100,000-square-foot 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 grant from EDA.
Seek Business Cluster and Regional Business funding (Q4)	Ongoing PG&E provided \$7,500 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 3 months

- Investment Guide (eight-county region)
- Missions: Atlanta, Chicago, Phoenix
- Trade Show- Process Expo in Chicago (Nov 2008)

Challenges/Problems/Bottlenecks/Feedback

None at this time

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 their 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.