

Dates of Activity: October 2008 through December 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**

<b>Activity</b>	<b>Action</b>
Exchange ideas with partners at monthly/quarterly meetings of the Partnership	<b>COMPLETE</b> Meeting held at Partnership Annual Summit, Dec. 11, Stockton (and all previous quarters)
Provide quarterly update for partners to use on their Web site	<b>COMPLETE</b> Report submitted July 2008 for April through June; posted to Web site.
Develop list of mutual marketing projects (Q1)	<b>COMPLETE</b> Part of the Marketing Plan
Conduct planned visits to public officials (Q2) (Q6)	<b>COMPLETE</b> Feb. 4-6, 2008
Advocate for economic development policies through EDC media (Q1, Q3, Q5)	<b>COMPLETE</b> CCEDC developed a quarterly E-Newsletter to keep members and businesses up to date. <b>(Q5 Sent Sept 2008 and the two previous quarters)</b> Working with Partnership legislative arm to keep up-to-date on ED 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)	<b>COMPLETE (Q2)</b> 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**

<b>Activity</b>	<b>Action</b>
Develop a Business Intelligence System for regional industry (Q1 to Q3)	<b>COMPLETE</b> 3,000 companies have been interviewed; information input into Executive Pulse. WIB and EDC joint project.
Contact 240 regional companies per quarter (950 annually) through EDCs	<b>COMPLETE</b> Each quarter EDCs contact a minimum of 30 companies ea./1,232 annual in 2008.
Contact 250 companies outside Central California per quarter (1,000 annually)	<b>COMPLETE</b> <b>(Q6) 1146</b> Food processing and packaging companies contacted in December 2008. (Q4) 520 companies contacted in Outer Bay Area. (Q3) 250 companies contacted in City of Industry and Los Angeles areas. Attended WestPack Trade Show in January; contacted 170 businesses. (Q2) 350 companies contacted in Riverside area.
Contact 500 brokers quarterly	<b>COMPLETE</b> <b>(Q6) 752</b> brokers contacted in Chicago, Atlanta, and Phoenix. (Q5) <b>760</b> brokers contacted in Newport, Anaheim, Boston and San Francisco. (Q4) 622 brokers contacted in Sacramento, Washington D.C., Southern California. (Q3) 520 brokers contacted in New York, Sacramento, Los Angeles areas. (Q2) 413 brokers contacted in Atlanta, Chicago, Dallas areas. (Q1) 907 brokers contacted in Los Angeles, San Francisco, Phoenix areas.
Initiate 10 tours of Central California annually	<b>COMPLETE</b> <b>(To Date Q4)</b> 12 tours conducted.
Go on 7 National Missions	<b>COMPLETE:</b> 14 missions conducted, to date. <b>(Q6)</b> Missions conducted in Atlanta, Chicago and Phoenix. (Q4) Missions conducted in Sacramento, Washington D.C., Los Angeles/Ontario.

Activity	Action
	(Q3) Missions conducted in New York, New Jersey, Sacramento. 26 meetings held. (Q2) Missions conducted in Atlanta, Chicago, Dallas. Meetings held with 38 companies. (Q1) Missions conducted in Los Angeles, San Francisco, Phoenix. 34 meetings held.
Attend CoreNet Event (Q4)	<b>COMPLETE</b> CCEDC Reps attended Atlanta CoreNet Event, Oct. 28-31, 2007. Bobby, Delyn, Melinda and Shelley.
Attend SIOR Event (Q2)	<b>COMPLETE</b> 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 region (Q1 and Q5)	<b>(Q1) COMPLETE</b>
Develop White Papers for New Cluster Industries (Q1 and Q2)	<b>(Q1) COMPLETE.</b> New Cluster Information added to RE and Central California Overview document.
Develop Real Estate Update (Q1 and Q5)	<b>(Q2) COMPLETE.</b> Real Estate Update completed and printed.
Develop New Trade Show Booth (Q2)	<b>(Q2) COMPLETE.</b> New panels developed for trade show booth to include new counties.
Develop Regionwide Guide for Counties (Q2 and Q3)	<b>(Q6) COMPLETE</b> Regionwide Guide completed. (Q4) Photography taken of businesses in all eight counties. (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)	<b>COMPLETE</b> Enterprise Zone Information has been posted to <a href="http://www.californiacv.com">www.californiacv.com</a> .
Develop Incentive Zone Map (Q3)	<b>(Q5) COMPLETE Regional map highlighting EZs, individual maps.</b> <b>(Q4)</b> Entire process had to be started over due to map company going out of business. <b>(Q3)</b> Now working with Global Graphics to complete map. Compass went out of business. <b>(Q2)</b> 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)	<b>(Q3) COMPLETE</b> Attended Jan. 29-31, 2008, Anaheim. 176 contacts made with 34 leads.
Attend Food Processing Show (Q2)	<b>(Q2) COMPLETE</b> CCEDC with Team California attended the Pack Expo, Oct 15-17, 2007, Las Vegas. Many contacts made; 36 companies requested information.
Attend Renewable Energy Show (Q4)	<b>(Q5) COMPLETE CCEDC member San Joaquin County attended Solar 2008 in San Diego.</b> Also will attend Renewable Energy World Conference 2009 in Las Vegas.
Leverage Team California Trade Shows	<b>(Q5) COMPLETE CCEDC member San Joaquin County attended Solar 2008 in San Diego.</b> (Q1) CCEDC is a member of Team California and attended the Las Vegas Food Processing Show.

### Web Site

Activity	Action
Update CCEDC Web site with new county info (ongoing)	<b>COMPLETE.</b> Web site updated with eight-County 2007 information.

Activity	Action
Develop a "Best Practice" Web-Based Site Selection Toolkit (Q4-Q6)	<b>(Q6) COMPLETE- Update of site under way.</b> (Q5) RFP for Web site (Q4) Tested ED Suite product. Reviewing products

#### Public Relations

Activity	Action
Shop Press Releases to Media and ED Channels	<b>COMPLETE</b> (Q5) Sent E-Newsletter September 2008 (Q4) Sent E-Newsletter May 2008 (Q3) Sent E-Newsletter February 2008. (Q2) Developed an Electronic Newsletter about Central California that focuses on the five clusters. Sent November 2007.
Use CCEDC Web to Post Latest Stories	<b>COMPLETE</b> (Q5) Updated stories to coordinate with September 2008 E-News (Q4) Updated stories to coordinate with May 2008 E-News (Q3) Updated stories to coordinate with February 2008 E-News (Q2) Updated stories to coordinate with November 2007 E-News
Advertising – two placements in business journals (Q2 and Q4)	<b>COMPLETE</b> (Q6) Joined Corenet for advertisement online, in directory. (Q5) Advertisement placed in "Processing and Packaging" Magazine in association with Process Expo Trade Show, Chicago.

#### Goal 4: Identify and Market "Certified Sites"

Activity	Action
Outline infrastructure needs with each cluster (Q1 and Q2)	<b>COMPLETE</b> (Q6) Held Business Cluster meetings, Dec 2-3, 2008.
Create Web Database of certified sites	<b>COMPLETE</b> (Q6) Picture directory of certified sites developed and posted on the Web. (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 the eight-county region. Includes buildings over 50,000 sf. and sites ready for construction on a 100,000 sf. building.
Place sites in White paper for each cluster	<b>COMPLETE</b>

#### Goal 5: Foster Long-Term Funding

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

#### 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.