

**Work Group:** Economic Development  
**Consultant:** Jennifer Faughn  
**Organization:** Central California Economic Development Corporation  
**Quarter:** 1st 2009  
**Phone:** 661.366.0756  
**Email:** cacentralvalley@aol.com

## **GOAL 1, OBJECTIVE A. INFRASTRUCTURE**

### **Description of Activity by Goal and Objective**

(Champion: Mike Locke, San Joaquin Partnership)

The Economic Development Work Group (EDWG) is tasked with identifying capital improvement projects and 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:
  - **Capital Improvement Plans to understand the scope of funding requirements**
  - **City or County Finance Policy**
- **CHANGE IN SCOPE OF WORK:** With the government stimulus dollars available, the task has been changed to identifying capital projects that will fit within the program specifications.

### **Progress**

- Each county worked with its cities to identify stimulus projects.
- The consultant compiled a list of all economic development projects in the San Joaquin Valley (Valley) eight-county region and submitted it to the California Partnership for the San Joaquin Valley (Partnership).

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

- Review the stimulus projects and make any alterations to the list.
- 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.

## **GOAL 1, OBJECTIVE B. INCENTIVES**

### **Description of Activity by Goal and Objective**

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

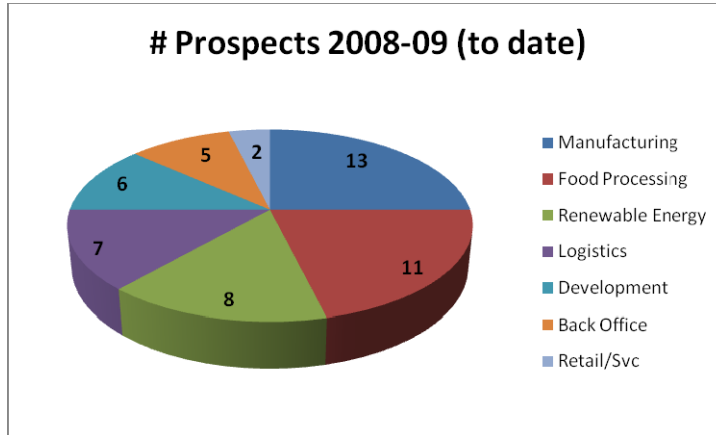
- The Economic Development Work Group completed a mission to Sacramento on **March 18, 2009**, to inform legislators and interested parties about the Partnership and what is going on with economic development in the region.
- Continued focus on legislative concepts:
  1. San Joaquin Valley Regional Economic Recovery Work Plan
  2. Reinstitution of the Manufacturer's Investment Credit
  3. Prevailing Wage for the Valley

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

**All action items have been completed for this goal**

**GOAL 1, OBJECTIVE C. MARKETING**  
 (Champion: Richard Chapman, Kern EDC)

*Overall new businesses looking at Central California for a location since July 2008*



**Trade Missions**

- The very aggressive trade mission program has continued in 2008-2009. The program includes visits with site selectors, brokers and tenant reps to discuss and provide information on Central California. EDC directors rotate participation.

Date	Place	Attending	Progress
Jan 27-29, 2009	Sacramento	Tulare, San Joaquin, PG&E	Outreach/Contacts: 172 Brokers Appointments: 11 Leads: 2

**Trade Shows CCEDC Attended:**

Date	Place	Attending	Progress
Feb. 10-12, 2009	Anaheim WESTPACK	Madera, Merced, Stanislaus, San Joaquin, PG&E	159 contacts, 37 leads, 15 w/ requirements, 6 qualified prospects, so far
March 10-12, 2009	2009 Renewable Energy World Conference & Expo	San Joaquin, Merced, Kern, Fresno, Tulare, PG&E	159 contacts, 25 leads, 7 qualified prospects, so far

**Marketing Tools:**

- ENewsletter for Central California was sent out to more than 2,500 broker contacts. The electronic newsletter, distributed by e-mail, notes positive real estate and business growth articles. In addition, there is a section for the **Partnership**.

**Industry Direct Mail:**

- Called 1,500 Food processing and Packaging contacts
- 11 leads
- 5 business prospects

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

- The Central California Market Profile is almost complete.
- April 2009 Dallas Broker Mission
- April 2009 CCEDC Board Work Session
- June 3 and 22, CoreNet Events Northern and Southern California

## **GOAL 2, CLUSTERS**

(Champion: John Lehn, Kings County EDC)

- **Detail notes from Business Cluster Meeting was submitted to the Partnership** with request for subcommittees to comments on what is being done on issues of concern to business. (Attached)
- **Executive Summary of meeting** was distributed to all business cluster contacts.

### **Goals Reached**

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

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

- Follow-up with Business Cluster Groups on any actions the Partnership has taken regarding their concerns.

## **GOAL 3, ENTREPRENEURSHIP**

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

- Galbraith met with Stearns to finalize deliverables to the Partnership.

### **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)

### **Goals reached**

The San Joaquin Valley Clean Energy Organization was formed. Steve Geil, representing the Economic Development Work Group sits on the board. See website <http://www.sjvcleanenergy.org/> New activity detailed in Energy Work Group report.

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

- Attend Energy Work Groups 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 outreach to Legislators to promote business growth and retention in state.