

Work Group: Economic Development
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Description of Activity by Goal and Objective

Goal 1, Objective A Infrastructure

(Champion: Mike Locke, San Joaquin Partnership):

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:
 - Capital improvement plans to understand the scope of funding requirements
 - City or county finance policy
- To date, we have responses from the following jurisdictions:
 - Fresno County: City of Fresno, Kerman, Sanger, Coalinga
 - Kern County: Kern County, Bakersfield
 - Kings County: County of Kings, Avenal, Corcoran, Hanford, Lemoore
 - Madera County: City of Madera, City of Chowchilla
 - Merced County: Merced County, City of Merced, Atwater
 - San Joaquin County: Lathrop, Ripon, Stockton
 - Stanislaus County: Ceres, Hughson, Modesto, Oakdale
 - Tulare County: County of Tulare, Visalia
- We are working with League of Cities regional public affairs managers Stephen Qualls and Hilary Baird to bring this issue to the forefront of city managers regionwide.

Planned Activities (for next 3-6 months)

- EDWG to attend regional meetings of League of Cities and County Association to gain further knowledge of the plan
- Continue gathering CIP budgets
- Meeting date will be set in 2008

Goal 1, Objective B Incentives

(Champion: Bill Bassitt, Alliance-Stanislaus County)

- Final San Joaquin Valley Enterprise Zones (EZ) joint marketing brochure is complete and posted at www.californicv.com. Distributed at the June 13 meeting of the California Partnership for the San Joaquin Valley (Partnership) Board of Directors
- Issue paper developed as a result of interviewing San Joaquin Valley Enterprise Zone Managers. Cites improvements still needed in the EZs. Presented to Partnership board members at the June 13 meeting
- EDWG completed a legislative visit on Feb. 5-6, 2008, to inform legislators and interested parties about the Partnership and what is going on with economic development in the region. 11 meetings were held.

Planned Activities (for next 3-6 months)

- Continued focus on legislative concepts:
 1. Reinstitution of the Manufacturer's Investment Credit
 2. Prevailing wage for the Valley

Goal 1, Objective C Marketing

(Champion: Richard Chapman, Kern EDC)

- Planning complete for the 2008-2009 Marketing Activity Calendar.
- **Trade Missions:** The very aggressive trade mission program has proved successful, generating **123** meetings with site selectors in national markets; **46** requests for more information; **20** prospective companies requiring a location; and **seven** tours by those companies. Program includes visits with site selectors, brokers and tenant representatives to discuss and provide information on Central California. EDC directors rotate participation.
- Missions this past two quarters include:

1. January – New York/New Jersey
 2. March – Sacramento
 3. April – Washington, D.C.
 4. May – Los Angeles/Ontario
- **Trade Shows:** Total of **327** contacts this year. WestPack Trade Show in January resulted in **170** company contacts; IAMC in Phoenix , **61**; Real Estate 2008 in March, **51**; SIOR in Washington, D.C., **9** meetings; and CoreNet on June 2, **130** contacts.
 - **Events:** Exhibit at the Corenet Southern California Golf Event in June. **130 contacts** were made. Corenet is the premier broker/site selection venue and resource for CCEDC.
 - **Marketing Tools:**
 - Real Estate Update 2008 Brochure completed and sent out to all broker contacts
 - Top five real estate sites for each county were profiled in a brochure
 - In **February** and **May 2008**, e-Newsletter Business and Real Estate in Central California sent out nationally to site selectors and industry. e-Newsletter Highlights growth stories in business cluster groups
 - 16 companies profiled and photographed as part of Central California Investment Guide—Industry Cluster Section

Planned Activities (for next 3-6 months)

- The Central California Investment Guide to be completed.
- Enterprise Zone/California Map to be completed.

Goal 2, Clusters

(Champion: John Lehn, Kings County EDC)

- CCEDC met in **June 2008** with a small planning group of representatives from WIBs, education, etc., to determine ways to work together on planning two business cluster events. **Goal:** to increase strength of business clusters, identify impediments to growth, use the collective force of business groups throughout the San Joaquin Valley to affect change wherever possible.
 - Regulatory
 - Rules on overtime
 - Prevailing wage for the Central Valley
 - Employee training
 - Coordination or attraction of suppliers, manufacturers and/or distributors
 - Other opportunities available to the larger group
- March 12, John Lehn and Jennifer Faughn attended a joint cluster meeting for manufacturing and food processing. Lehn gave a presentation on the proposed Cluster Summits; gathered feedback from participants.
- Subcommittee meetings held on Jan 8 and Jan. 14 to discuss the Cluster Summits. Committee has developed a proposed agenda and is working with W.R. Davis Collaborative to have an electronically facilitated meeting to allow 40 input units to be in the room so businesses can provide immediate feedback on topics. North and south meetings are being planned so that businesses will only have to drive one hour.
- Workforce Investment Board and EDC directors continue to work together; **3,000 businesses** have been entered into the **Executive Pulse** business tracking system. A final report is being produced by the EDWG. Also, Workforce (of Higher Education and Workforce Development Work Group) and EDWG are working together to produce a report on business expansion (for both issues and positive feedback).

Planned Activities (for next 3-6 months)

- Continued outreach to business cluster chairs for the subcommittee.
- Work group and consultant will format a Web-based directory of business associations from eight-county region.
- Two work groups will partner with the Secretariat Office (Office of Community and Economic Development) to identify university researchers and programs aligned with each target cluster.

Goal 3, Entrepreneurship

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

- Online directory of support organizations was presented to the CCEDC board by the Lyles Institute as part of the subcontract. It is called Start Run Grow and details organizations that assist businesses in each county.

- Lyles Institute held a National Entrepreneurs Week from Feb. 23 to March 1. Topics included: Welcome to Entrepreneurship, Technology Tuesday, Assessing your Family Firm and a tour of the Central Valley Business Incubator.
- Entrepreneurship Subcommittee Meeting held in Porterville on April 2. People from across the eight counties have participated in sub-groups; some have had significant progress. Speaker Delore Zimmerman affirmed that all the right “markers” are being considered for our regional development.

Planned Activities (for next 3-6 months)

- Draft Action Plan
- Final directory of support organizations for entrepreneurship Valleywide will be presented to the board

Goal 4, Renewable and Clean Energy

(Champion: Steve Geil, Fresno County EDC)

The board set sustainability objectives for the next five years¹:

- Make San Joaquin Valley a solar leader
- Engage all eight counties and 62 cities in sustainability efforts

Planned Activities (for next 3-6 months)

- Attend Energy Work Groups and follow their lead.

Goal 5, Tourism

(Champion: Paul Saldana, Tulare County EDC)

- EDWG was asked to oversee the Goal 5, Tourism previously championed by the Central Valley Tourism Association (CVTA); however, initial challenge grant was turned down by CVTA. Their region is much larger than the San Joaquin Valley, and they have not shown a dedicated interest in pursuing Partnership goals.
- Strategic planning session held January 2008 with CVTA to discuss a regional strategy. Progress has been limited with no champion and no funds dedicated.

Planned Activities (for next 3-6 months)

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

Have you coordinated any outreach, if so, please describe briefly.

EDWG reaching out to business cluster groups regionwide.

EDWG connected with League of Cities for assistance with the Infrastructure goal.

Entrepreneur Committee is rotating subcommittee meeting locations throughout the Valley.

¹ Full notes provided in the Energy Work Group Quarterly Report