

# San Joaquin Partnership

## Economic Development Strategic Plan for San Joaquin County

2010 January - May

The San Joaquin Partnership Board of Directors adopted the Economic Development Strategic Plan for San Joaquin County in January 2006. The San Joaquin Partnership undertook the implementation of the plan firstly by broad dissemination of the plan and its recommendations and secondly by the establishment of Stakeholder groups – Community Partners.

The Community Partners were: Business Community, Chambers and Allied Organizations, Workforce and Education, Public Entities, Entrepreneurship and the San Joaquin Partnership.

*The Community Partners as of June 1, 2008* are: Chambers and Allied Organizations, Industrial Investors and Developers Coalition, Workforce and Education, Entrepreneurship and the San Joaquin Partnership.

The groups consist of both public and private organizations and individuals related to specific areas of recommendations and implementation.

The Community Partners began their meetings in August of 2006. Most have met on a monthly basis since then.

### **Industrial Investors and Developers Coalition**

Chair: Mike Locke, San Joaquin Partnership

This group is addressing Greenhouse Gas Initiatives implementation. Currently 19 jurisdictions in the state have green building codes in place and by 2012 every jurisdiction in the state will have to comply. In the San Joaquin Valley, the Air District, as an example will require every employer with more than 100 employees will have to register on-line and institute a traffic management trip reduction program to reduce vehicle miles. They are following the impacts of AB 32 and SB375.

The last meeting was March 3, 2010.

They specifically discussed the Climate Action issues and the new Green Build Code known as CalGreen. There was further discussion on the Development Oversight Commission and process for fee consideration in Stockton.

The Group concluded that meeting every other month would be important with as much change that is in process.

This group will continue to address: fee issues, agricultural land mitigation and greenhouse initiatives. Future meetings to be determined.

## **Chambers and Allied Organizations** – Chair: Doug Wilhoit, Stockton Chamber

### **Target Recommendations:**

- Tourism
- Business Retention and Expansion
- Permitting and Processing

### **Results:**

#### *2010 & 2009 Goal*

### **Support AgriTourism development through SJC General Plan and development of a quarterly or seasonal events card**

#### *2010 Results*

- Group made a presentation on April 27, 2010 to San Joaquin County Supervisors about changes in the General Plan in regards to AgriTourism
- Group has developed a Farm Trails Map and “Farm Fresh: Agricultural Experiences”, a Listing of countywide farm experiences. They are being distributed through the Visitor’s Bureaus as well as on VB Internet sites.

#### *2009 Results*

- Group is preparing presentation to San Joaquin County Supervisors about changes in the General Plan in regards to AgriTourism
- Group is working on a Farm Trails Map using the San Joaquin County GIS system. It will have limited print editions but rather will be a key online tool for tourists looking to map “day trips”
- Roundtable held on April 8 with committee members, supervisors, vintners, agritourism venue operators, SJC Community Dev. Dept. Discussion centered on opportunities in San Joaquin County and obstacles to new and expanded venues. Follow-up will be with participation on committee working on General Plan.
- Events card - rough draft has been given to Downtown Alliance for reformatting

#### *2008 Goal*

### **Broadening the market and tourism element and development of a quarterly or seasonal rack card**

#### *2008 Results*

- The Group hosted a one-day agritourism conference on November 12 8:30-AM – 4 PM to encourage local growers to realize the potential of tourism as a means of income. Jane Eckert was the keynote Speaker. A sub-committee along with the UC Davis Cooperative Extension and the San Joaquin County Farm Bureau assisted in organizing the conference.
- The Stockton Convention & Visitors Bureau produced an expanded 2008 Visitors guide
- Development of a cross-promotional website was completed. This will be updated and expanded.
- Development of a quarterly seasonal rack card has been put on hold until January 2009.

#### *2007 Results:*

- A subcommittee was formed to work on cross marketing events and activities throughout the county.
- The Stockton Convention & Visitors Bureau produced a Visitors Guide that includes some information on other communities. Plans for an expanded 2008 guide are underway.
- The Downtown Stockton Alliance and Manteca Visitors Bureau hired Roger Brooks, a “branding” and marketing expert.

NEXT MEETING DATE: June 16, 2010 9:00 AM at the San Joaquin Partnership

## **Education and Workforce** – Chair: Shannon Leonardini of University of Phoenix

### **Target Recommendations:**

- Development and Enhancement of Career Path/Vocational Education
- Make San Joaquin County High Schools Leading Edge
- Improve Readiness of Public School Students
- Support Delta College Multi-Campus Strategy
- Review Linkage between Education and Target Industry Jobs

### **Results:**

#### *2010 Goals:*

#### **Develop Manufacturing Career Path Programs**

#### **Develop Health Careers Career Path program**

##### *2010 Results*

- A sub committee has been formed to develop mechanisms for engaging employers into these career path programs through participation in the local high school Small Learning programs as well as job shadowing and internships.
- The Group is investigating the need and solutions in involving involve faculty in the Tech prep Grants

#### *2009 Goals:*

#### **Incorporate Internship Program into SUSD, support small learning communities and investigate Ford Foundation grants**

##### *2009 Results*

- Group is now working on a Career Process program and is identifying companies that could be candidates for participation to gain input on job skills needs.
- Internship Program March 26, 2009 kickoff in Tracy.
- Educator Fieldtrips in manufacturing facilities throughout the summer.
- Gathering of educators and manufacturers to discuss skill sets on February 4. Manufacturing Tours by Educators on March 17, 18, 19, 2009. Fourteen manufactures participated and 259 educators participated.
- Student Field trips in February for Health Science Career path
- Committee toured Cesar Chavez High School to observe Small Learning Communities

#### *2008 Goals:*

#### **Promote the development of a manufacturing pathway for students within San Joaquin County**

#### **Promote the internship program that has been lead by WorkNet.**

##### *2008 Results*

- A sub-committee chaired by Dr. Hazel Hill of San Joaquin Delta College developed a manufacturing career path program. A Tech Prep Grant was obtained to promote this program. Two 2009 events were scheduled: February 4<sup>th</sup>: a gathering of educators and manufacturers to discuss skill sets and Manufacturing Tours by Educators.
- A subcommittee chaired by John Solis, Executive Director of WorkNet, developed an Internship Program that initially focuses on the City of Tracy. A rollout was scheduled for February 26, 2009. A brochure has been developed and a search is underway for a coordinator.

##### *2007 Results*

- An Aviation School opened in August 2007 at the Stockton Metropolitan Airport. The San Joaquin Career and Technical High Aviation Academy provides career training for positions such as airline pilot, aircraft mechanic, aeronautical engineering and ticket agent.

- The San Joaquin Office of Education also opened a construction trades charter school focusing on general construction, including CAD drafting, sheet metal heating& air-conditioning instruction.
- The San Joaquin County Office of Education is negotiating to take over the Federal Building in downtown Stockton to be used for Incubator programs and practical training for students. Business locating in the building would agree to hire students to learn office and technical skills.
- Delta College received a Tech Prep grant to build career pathways in health care, agri-business, manufacturing and environmental technology.
- A matrix of San Joaquin County private post secondary institutions has been compiled to provide to existing and prospective employers.

***NEXT MEETING DATE: June 18, 2010 9:00 AM at the San Joaquin Partnership***

## **Entrepreneurship** – Mark Plovnick of the University of the Pacific was elected Chair.

### **Target Recommendations:**

- Venture Capitol Network
- Angel Network
- Technology Incubators

### **Results:**

#### *2010 Goal*

#### **Business Plan Competition**

#### *2010 Results*

- A Business Plan Competition was held on March 10 and March 31. More than 75 applicants submitted basic business plans. Twenty semi-finalists were selected and from them the field was narrowed to eight finalists. Two contestants were selected; Dwight Richards was awarded \$7,000 in cash and \$7,000 in services for The Mark, an axle-adjusting device for trucks. Jeff Daugherty, a developer of FlagMate, an automatic safety flag system for water skiers and wake boards, was awarded \$3,000 cash and \$3,000 in services.
- A second Entrepreneur challenge for San Joaquin County residents 25 and younger is scheduled for later this year.
- Several proposals are under consideration for funding.

#### *2009 Goal:*

#### **Seek out more San Joaquin County Entrepreneurs and expand the education program**

#### *2009 Results*

- A Business Plan Competition is planned for Fall 2009
- Several proposals have been submitted that are under consideration for funding.

#### *2008 Goal:*

#### **To attract Angel Investors and to support Entrepreneurs in San Joaquin County.**

#### *2008 Results*

- A reception was held February 20, 2008 for potential Angel Investors.
- A San Joaquin Angel Group, a 501 (c) 6, was established.
- Inaugural Investor meetings were held.
- **There are now 48 Angel Investors**
- Applications were accepted for Angel funding and interviews initiated,

#### *2007 Results*

- The targeted monetary goal was reached for the Venture Capital/Angel Network program in conjunction with Golden Capital. The County and most of the cities have agreed to participate. Several angel investors have offered to participate.
- A conference on Entrepreneurship and Venture Capital was held June 21<sup>st</sup> at the University of the Pacific. There were about 200 attendees. Four start-up companies made presentations before a panel of venture capitalist and angel investors. One, Origami foods, was selected as the outstanding presentation.
- University of the Pacific committed to pursuing an incubator program on Health Care.

***NEXT MEETING DATE: May 20, 2010 9:00 AM at the San Joaquin Partnership***

# San Joaquin Partnership

## Target Recommendations:

- Diversify Employment
- Improve Wage Base
- Create Sustainable Economy
- Share and Broaden the vision and view of economic development
- Create a business retention campaign

## Results:

### 2010 Goal:

**To attract and retain new job opportunities, improve the business climate and enhance the quality of life in San Joaquin County**

### 2010 Results

- Three projects representing 86 new jobs and 102,500 square feet of building space
- Marketing & Outreach

Recycling Expo (REXPO) – March 11, 2010 (*Staff Participated*)

One Voice – April 21-25, Washington, DC

International Asset Management Council – April 24-27, Colorado Springs, CO

BIO 2010 – May 3-6, Chicago, IL

Chicago Mission – April 29-May 7

- State of the Cities
  - Lathrop – 3/9/10 (*Staff Participated*)
  - Tracy – 3/25/10 (*Mike Locke Speaker*)
  - Stockton – Booked ad and booth – 5/13/10
- Stockton Settlement Agreement – Mike Locke is chairman of the Climate Action Committee addressing the conditions of this agreement.
- City of Stockton Development Oversight Committee – Mike Locke is a committee member

City of Stockton – Water Advisory Committee – Mike Locke is a committee member.

### 2009 Results

- Sixteen projects representing 2,881 new jobs and the retention of 226 jobs, and 2,947,250 square feet of building space
- Marketing & Outreach

- Sacramento Real Estate Broker Mission – January 26 & 27
- Pack West/MD & M Trade Show – February 10-12, Anaheim, CA
- Renewable Energy Expo – March 10-12, Las Vegas, NV
- Legislative Visits – March 17, Sacramento
- Staff attended CALED spring conference, April 15- 17, Monterey, CA
- One Voice – April 25 – 30, Washington, DC
- Dallas-Ft. Worth Mission – April 26-29
- SIOR – April 30 – May 2, San Diego (exhibit)
- IAMC – May 2 – 6, Asheville, NC
- Solar Power international – October 26-29, Anaheim, CA

- Stockton Settlement Agreement – Mike Locke is chairman of the Climate Action Committee addressing the conditions of this agreement.
- City of Stockton Development Oversight Committee – Mike Locke is a committee member
- City of Stockton – Water Advisory Committee – Mike Locke is a committee member.

#### *2008 Results*

- Twelve new projects representing 859 new jobs and the retention of 168 jobs, and 2.4 million square feet of building space
- Marketing & Outreach
  - Pack West/MD & M Trade Show – January 28-31, Anaheim, CA
  - One Voice – April 5 - 11, Washington DC.
  - Chicago Mission – April 15 – 22
  - Industrial Asset Management Council (IAMC)– April 19 - 23, Phoenix, AZ
  - CORENET Global Summit May 4 - 7, San Diego, CA – Exhibit
  - Staff attended CALED spring conference, May 30 – June 1, Anaheim, CA
  - BIOCOM 2008 – June 16-20, San Diego, CA – Exhibit
  - Staff attended Solar International – October 13-16, San Diego, CA
  - SIOR – Fall conference October 29 – Nov. 1, 2008 – Minneapolis, MN –Exhibit
  - CORENET Global Summit November 9- 12, Orlando, FL – with Team CA
- Successful expansion of the San Joaquin Enterprise Zone

#### *2007 Results*

- Successful completion of 15 client locations, expansion or retentions representing 1, 450 jobs, 400 acres and more than 4.1 million square feet of building space
- Made Strategic Plan presentations throughout San Joaquin County
- Incorporated focus on new target industries into marketing program
- Collaborated with local agencies on funding/training programs
- Facilitated ETP Seminar of local manufacturers
- Advocate industry needs for utility & permitting issues
- Assisted local companies on search for site expansion/relocation  
2006-2007 retention highlights: Nine companies including: Simpson StrongTie, Blue Shield of CA, Dopaco
- Focus on marketing key development areas in San Joaquin County
- Created Community Partner Groups
- Focused Marketing: tradeshow, conventions and conferences
  - International BIOTech Convention
  - Medical Device Manufacturers show
  - Corporate Real Estate Network Conference
  - Society of Industrial & Office Realtors
  - California League of Food Processors
  - Industrial Asset Management Council
  - International Economic Development Council
  - One Voice to Washington DC

***NEXT BOARD OF DIRECTORS MEETING DATE: May 27, 2010 8:00 AM  
At the offices of the Partnership: 2800 W. March Lane, Suite 470 in Stockton.***