



2008 CALED Award Winners

Economic Development Programs Category:

Solano County EDC (Award of Excellence)

Solano County Index of Economic and Community Progress

Solano County Index of Economic and Community Progress began in February 2007 as an idea that came out of three Solano County Economic Summits held in February, June and December of 2007. As Chair of the Solano County Board of Supervisors Mike Reagan began the collaboration of community partners to visualize the future opportunities for economic growth and the challenges need to be overcome. Solano EDC facilitated each Solano County Economic Summit and then contracted to manage the development of the Solano County Index of Economic and Community Progress with Collaborative Economics Doug Henton, the originator of the Silicon Valley Index.

City of Santa Clarita (Grand Prize)

City of Santa Clarita Small Business Support Program

As the City of Santa Clarita continues to recruit industry-leading global businesses, the City is equally focused on supporting and attracting small business to the area via a recently created educational and promotional program targeting existing business and entrepreneurs to open small businesses. The program consists of a Shop Local website, a comprehensive Guide to Opening a Small Business, and extensive collaboration with local professional organizations. Santa Clarita has seen a 14.6% increase in business-to-business sales tax revenues, and boasts retail vacancies of 3.5% and industrial vacancies of 4.1%.

Team Riverside County (Award of Excellence)

Riverside County EDA

Team Riverside County is a partnership of public economic development agencies, economic development corporations (EDCs), utility companies, development companies and transportation companies that cooperatively promote the benefits of Riverside County for business attraction.

Award of Merit Winners:

Imperial Valley EDC & San Diego Regional EDC

Mega-Region Initiative

Mega-Region Initiative-an initiative to brand and market Imperial Valley, San Diego, and Baja California as one globally competitive region.

Los Angeles EDC LAEDC Business Assistance and Development Program

The Los Angeles County Economic Development Corporation (LAEDC) is the region's premier business leadership organization with a mission is to attract, retain, and grow businesses and jobs in the regions of LA County. LAEDC serves 88 cities and more than 100 unincorporated communities providing a Regional Manager in each of the eight regions of the County. Since 1996, the Business Assistance and Development Program (BAP) has served over 1,030 businesses helping retain/create over 147,000 jobs. The economic impact from first year wages totals \$7.3 billion with tax revenue for local governments of over \$104 million. To help businesses in these regions grow, LAEDC's BAP team provides free, confidential assistance to business owners, decision-makers, and consultants. Its services include site selection assistance, cost containment, economic and demographic information, finance facilitation, assistance with workforce training, permits, incentives and technical issues, and international trade consultation.

City of Dixon Dixon Economic Development Strategy & Northeast Quadrant Action Plan

The Dixon Economic Development Strategy and Northeast Quadrant Action Plan documents nearly a year of work to update and replace Dixon's 1998 economic development strategy. The City staff worked with a consulting team to gather information on Dixon's economic development strengths, weaknesses, and discussed trends and patterns in the retail and industrial market conditions. The outcome of the one year study provides 15 economic development recommendations, implementation steps, and rationale for each recommendation. The recommendations comprise a plan of action that Dixon can follow independent of the national economic conditions to meet its long-term economic development goals. Dixon City Staff and community leaders will focus their efforts on industry targets that will make a significant difference to the local economy. Focusing recruitment and expansion efforts on business targets will maximize the benefits of the City's staff time and financial resources.

City of Corona TeamCorona

The Team Corona philosophy began in 1991 as an attraction and retention tool designed to address the needs and requirements of existing businesses within the community and those businesses considering relocating to Corona. Since its inception the Team Corona model is responsible for an increase of 53,000 jobs within the city. The Team Corona approach is a model in which customer service is paramount. Team Corona brings together departmental representatives from to provide assistance, support and approvals to current and incoming businesses. In 2007 the idea was spawned to bring our holistic approach to attraction and retention to the web. In 2008 www.TeamCorona.com was launched.

The website is subject to constant change and updated information driven by the needs of the business community. Currently we are on completing our links to our film Corona portal, a weekly newsletter function and a partnership with I-Bank to help businesses find lending assistance.

Economic Development Promotions Category:

City of Long Beach (Grand Prize)

Long Beach Enterprise Zone Marketing Program

The project is a comprehensive marketing campaign for the Long Beach Enterprise Zone (LBEZ) that resulted in a 34% increase in the number of hiring tax credits issued by LBEZ. The increase in the number of hiring credits meant that the potential five-year tax credit total for Long Beach businesses increased by over \$55 million dollars.

City of Santa Clarita (Award of Excellence)

Santa Clarita Enterprise Zone Marketing Program

The City of Santa Clarita in its first 18 months of its California Enterprise Zone spent \$72,584 to bring in \$11,643,500 to its businesses in tax savings in addition to promoting public and private partnerships, job creation, a successful business community, and improved quality of life for residents. The extensive outreach and marketing campaign encompassed multi-media avenues, and contained a two-prong approach to reach out to the business community and job seekers to educate both audiences on the many benefits of the Enterprise Zone.

Award of Merit Winners:

City of Riverside

Retail Opportunities Map Campaign

The beauty of the Retail Opportunities Map Campaign lies in its simplicity. It began in 2006 with an earnest commitment to developing stronger partnerships with the professionals that make real estate deals happen, both locally and in targeted surrounding areas where the impact of their efforts can and should be positively felt in Riverside.

It is a given that networking at seminars, tradeshow and other events is key to being in touch with development trends, but the goal of our Economic Development Team was to maximize our effectiveness in this capacity by analyzing what we learn from real estate professionals, zeroing in on priorities and then creating a promotional campaign based on a single, streamlined marketing piece that helps them do their job for Riverside. The result of this effort was the development of our Retail Opportunities Map, a full color, two-page map of the City with a single clear data overlay. The map provides a convenient, hands-on snapshot of Riverside's retail market that has been improved upon in subsequent years based on feedback from users, making it an increasingly valuable tool for brokers, leasing agents and tenants as well as a natural focal point for our overall marketing campaign. The data and format is used to initiate conversations and develop presentations, increasing the relevance and attendance at events such as our Bi-Annual Commercial Broker's Luncheons.

EDC Serving Fresno County

Website/CountyScape

The Economic Development Corporation serving Fresno County reconfigured our website to include the addition of the CountyScape map which is a 3 dimensional, interactive map feature highlighting Fresno County. The objective was to create an informative and visually stimulating

website where site selectors could easily access information and make an informed decision. Our site fulfills our objective to be “The Essential Connection”. We are attributing the increase in attraction activity by 330% and the increased amount of web traffic we receive on a monthly basis to these enhancements. In the creation of our website and our CountyScape, we have given Fresno County the vehicle to communicate to the rest of the country all it has to offer.

Economic Development Partnerships Category:

City of Clovis (Award of Excellence) Business Start-up Partnership

This project highlights the excellent partnership between the City of Clovis, the Central Valley Business Incubator (CVBI), and Lawrence Ventures--creator and Developer of CargoBay, VentureBay, and OfficeBay. These organizations have come together to implement and generate economic growth and employment opportunities by promoting entrepreneurship and business start-ups using a unique model.

EDC Serving Fresno County (Grand Prize) Business Expansion and Retention (BEAR) Action Network

In July 2007, the Economic Development Corporation serving Fresno County launched a new and exciting program known as the Business Expansion and Retention (BEAR) Action Network whose prime directive is to enhance the stability and growth of Fresno County’s existing businesses, which will result in job creation and capital investment for the region.

Award of Merit Winners:

Redwood Region EDC & Humboldt County Aviation Division Airline Recruitment Project

This project is the result of collaboration between public entities, local private companies and a national airline.

Intensive public outreach determined that an east-west commercial air service was the highest priority for business and community leaders in Humboldt County.

In October 2007 a local team met with Delta Airline officials to present information on Humboldt County as a potential market and to begin a discussion on establishing service. What was thought would be a 12 to 24 month process took only two months.

Delta Airlines indicated they wanted to start service in the second quarter of 2008. Our task would be to secure significant financial incentives.

The community stepped up and purchased travel, The Headwaters Fund funded the revenue guarantee and local media donated marketing services.

Delta Airlines began service out of the Eureka-Arcata Airport on June 5, 2008.

City of Long Beach, 4th Street BID, Belmont Shore BID, Bixby Knolls BID, and Downtown BID
Shop Local, Shop Long Beach

This Partnership program was a comprehensive, coordinated program to promote retail sales, arts and cultural and community sustainability. The initial participants were the City of Long Beach and four Business Improvement Districts (BIDs). The first phase of the program, "Shop Local, Shop Long Beach," focused its efforts on encouraging residents to spend their retail dollars in Long Beach BIDs. A follow up "Play Local, Play Long Beach" campaign promoted arts and culture in the City. One of the major achievements of the program has been the creation of a public/private partnership between the City of Long Beach, the BIDs, retailers and the arts community.

**Thank you for participating in CALED's
Award of Excellence Program this year!**

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