



**June 2008**

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Dear June,

## Helping The Airport

With recent bad news about the San Luis Obispo Airport losing some of its commercial air service, the EVC is doing all that it can to help prevent any further loss of service and possibly gain more service. Working closely with airport management, the EVC will look at commissioning an air market study to determine strategies to maximize vitality of the airport. We are also championing the formation of an airport advisory group from members of the business community. These efforts will propose strategies and resources for the airport, one of the most important assets in the county and an economic engine for our local economy.

**Michael Manchak**

President / CEO

Economic Vitality Corporation

mmanchak@sloevc.org

## Our Local Tourism Industry

### Mid-Summer County Tourism Blues

Last November, Bill Watson, the executive director of the UCSB Economic Forecast Project spoke in San Luis Obispo, presenting an economic evaluation for SLO County in 2008. His outlook was predominately concerning, with the exception of two of the County's three leading business sectors . . . agriculture and tourism . . . for which he expressed optimism.

My response at the time was: given the county's increased hotel room inventory projected for 2008, without an increase in demand nor extra funds to promote our area, we would begin the year with a suspect formula for success.

Summer 2007 was a great time for most county hotel properties. Hard to beat under the best of conditions, but with year to year gas prices soaring, and the economy stagnating, what could the future hold? [\(more\)](#)



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**Myraline Morris Whitaker**  
 Principal  
 Central Coast of California  
 Hospitality Consulting Services  
 805.284.1337  
 Myraline@CCCHotels.com

## techVC Roundup



Following the EVC's annual venture capital event, join us for a evening of pitches from selected entrepreneurs seeking capital, a talk from an experienced venture capitalist, and hear a panel of venture capital judges.

## techVC ROUNDUP

**October 29, 2008**  
**6:00 - 8:30pm**

**Pelican Point Restaurant, Pismo Beach**

Keynote Speaker

**Jo Anne Miller**

**Milk Street Ventures**

*Registration Available on August 4.*

**Entrepreneurs can apply on-line on August 4 at [www.sloevc.org](http://www.sloevc.org) or [www.softec.org](http://www.softec.org)**

### Bronze Level \$500

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- Jeff Cederberg
- Tom Martin
- Tom Sullivan
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Part of the EVC's Central Coast Capital Network

## Upcoming Events and Seminars



**Small Business Tax Seminar**  
**John Chiang**  
**California State Controller**

in Collaboration with

**Cuesta College**  
**Small Business Development Center**

### When

Tuesday, August 5th

### Location

Cuesta College, San Luis Obispo Campus  
Conference Center - Building 5400

### Cost

Free

### Contact

866-305-9991 for more information

Learn from the experts about:

- Basic Sales and Use Tax Issues
- State Tax Updates for Small Businesses
- State Enterprise Zones
- Federal Employment Tax Responsibilities & Resources
- How to Start a Small Business
- How to Finance a Small Business

**How to Start a Small Business**  
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### When

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**Charlie Richardson**  
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**Eric Schwefler** CPA  
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AT&T

**Fred Strong**  
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City of Paso Robles

**Tom Sullivan**  
Board Member  
Emeritus

**Kris Vardas**  
Council Member  
City of Pismo Beach

**Chip Visci**  
President & Publisher  
The Tribune

Tuesday August 20, 2008

9:00am - 12:00pm

**Location**

Creekside Conference Room  
4111 Broad Street - San Luis Obispo

**Cost**

Free

**Contact**

805-788-2631

- Going into Business Considerations
- Business Plans
- Financial Reports
- Personal Attributes

Followed by a panel discussion with questions and answers.

**Central Coast Code Camp**  
**Softec**



Everyone is welcome to attend the Code Camp. It is 100% free to people that would like to come learn about programming. Another great thing is that it takes place over the weekend, so you don't have to miss work to attend.

**Additional Information/Registration:**

If any of you have any questions at all, please visit: [Central Coast Code Camp](#).

**Sponsor Update**

*EVC would like to welcome our newest sponsors:*



[MKF Research](#)

\$2,500



[WestPac Investments](#)

\$2,000



[Continental Labor and Staffing Resource](#)

\$1,000



## In the News

July 2008

### **Viewpoint: Consider incentives for SLO airport**

The only solace in the news about American and Delta airlines discontinuing service at San Luis Obispo County Regional Airport is that we are not alone. Rising fuel prices and a weak economy have led to air service cuts across the nation.

There are, however, strategies that we should consider to keep existing air service and possibly gain more service. Strategies are working elsewhere, even in the down market. ([more](#))

July 13, 2008

### **Local businesses thrive on students**

With San Luis Obispo County's isolated labor pool, many local businesses - particularly in areas surrounding Cal Poly and Cuesta College-rely heavily on part-time employees. ([more](#))

July 29, 2008

### **Biz Buzz: Task force to target exodus at airport**

Reacting to cuts in flights by three of the four national airlines serving the county, the Economic Vitality Corp. of San Luis Obispo is forming a task force to find new ways to retain and attract air service to the regional airport ([more](#))

July 25, 2008

### **EVC Announces New Air Service Projects**

SAN LUIS OBISPO, California - The Economic Vitality Corporation (EVC) of San Luis Obispo County announced it is spearheading efforts to preserve air service at the San Luis Obispo County Regional Airport. The EVC is championing the formation of an airport advisory task force called the SLO County Air Transportation Alliance, to create and implement strategies to prevent any further loss of airline service, and possibly attract new service to the airport. The EVC is raising funds from organizations in our community to commission an Airport Market Analysis to recommend the kinds of air service that are sustainable here, and the business conditions that would attract the airlines ([more](#))

July 18, 2008

### **EVC Announces Election of New Chair and Board Member**

SAN LUIS OBISPO, California - The Board of Directors of the Economic Vitality Corporation (EVC) of San Luis Obispo County are pleased to announce the election of its newest Chairperson for the 2008-09 fiscal year, Dr. Dave Christy, Professor and Dean of Cal Poly's Orfalea College of Business, a position he has held at

Cal Poly since 2004. The EVC also welcomes its newest appointed member, Dr. David Pelham, Superintendent and President of Cuesta College([more](#))

July 14, 2008

**EVC Announce New Start Up: Tiny Treasures**

SAN LUIS OBISPO, California - The Economic Vitality Corporation (EVC) of San Luis Obispo County is pleased to announce that it has helped start a new company, Tiny Treasures Infant and Toddlers Center, a child development center located in Atascadero. In partnership with Coast National Bank, the EVC provided a business start-up loan to Erika Schussel and Kate Luera ([more](#))

*If you have any contributions on future newsletters, please contact June Parent at (805) 788-2012.*

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