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**\*\*\*MEDIA RELEASE \*\*\***

## **REACH and EVC join forces under REACH umbrella**

*Consolidation creates single organization focused on  
improving region's economic future*

**Dec. 17, 2020** — REACH and the San Luis Obispo Economic Vitality Corporation are consolidating under the REACH banner, uniting efforts to create a brighter future for the local economy.

The consolidation provides momentum and capacity for tackling the pressing issues of economic recovery and reinvention in the wake of the Covid-19 pandemic as well as driving job and business growth over the long term.

“Coming together creates not only a stronger organization but also a stronger advocate for SLO County and the region as a whole,” said Trust Automation founder and CEO Ty Safreno, a REACH founder and board chair. “With the resources, strategy and robust network of staff, board members and supporters behind both these organizations focused in one direction, we will make even faster progress toward our goal of a Central Coast where current and future generations have the opportunity to thrive.”

The boards of both organizations unanimously approved the consolidation Dec.16, with the transaction expected to complete in 2021. A selection of EVC board members will integrate onto the REACH Board. Additionally, a new advisory body for REACH composed of EVC board members and focused specifically on SLO County will be formed. REACH intends to develop a complementary advisory body for Santa Barbara

County to support the organization's regional focus spanning SLO and Santa Barbara Counties.

“We're excited about the possibilities this consolidation represents to address the needs across our communities through a unified vision and voice. The EVC's 25 year legacy of serving San Luis Obispo County will continue under the REACH organization,” said EVC Board Chair Jolie Ditmore, President of Bay Consultants. “Working together and streamlining efforts will grow our collective impact on important EVC initiatives such as expanding broadband access, increasing child care and supporting our industry clusters.”

The REACH 2030 plan to create 15,000 new good-paying jobs over 10 years through six strategic initiatives remains central to the consolidated organization's mission. Implementation of the plan, unveiled in July, is progressing, with renewed bipartisan support last week from SLO County Supervisors.

### **About REACH**

REACH, founded as the Hourglass Project in 2018, is a nonprofit economic impact organization created to ensure the Central Coast of California is a place where current and future generations have the opportunity to thrive. With a mission to increase economic prosperity through big thinking, bold action and regional collaboration, REACH serves the Central Coast region spanning San Luis Obispo and Santa Barbara Counties. For more information visit [www.reachcentralcoast.org](http://www.reachcentralcoast.org).

### **About the EVC**

Established in 1994, the nonprofit Economic Vitality Corporation works to create jobs, foster investment and promote business across San Luis Obispo County. For more information, visit [www.sloevc.org](http://www.sloevc.org).