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## Special Report

### BOARD OF SUPERVISORS ENDORSE ECONOMIC STRATEGY

On June 7, 2011, the Board of Supervisors showed great leadership by voting unanimously and enthusiastically to endorse the strategy by agreeing to the following by resolution:

1. Endorse the strategy via a resolution.
2. Direct staff to work with the Economic Strategy Steering Committee in developing a framework to include an economic benefits analysis in future county staff reports.
3. Direct staff to create a work plan for updating the Economic Element of the General Plan to streamline the element to primarily include higher level goals and objectives that reference the Economic Strategy.

*"The first County-wide Economic Strategy is a progressive step in combining the efforts of business leaders, education and government in*



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*securing the economic vitality and quality of life we all support. This collaborative effort will serve the citizens of San Luis Obispo County in promoting and enhancing opportunities to further our economic development."*

- District 1 Supervisor, Frank Mecham

To see a recording of the EVC presentation visit (3:44 on counter):

[http://slocounty.granicus.com/MediaPlayer.php?view\\_id=2&clip\\_id=1107](http://slocounty.granicus.com/MediaPlayer.php?view_id=2&clip_id=1107)



Front row: Frank R. Mecham, Bruce S. Gibson;  
 Back Row: Adam Hill, Paul Teixeira, James R. Patterson

## New EVC Client

### *The EVC helping to start new businesses*

The Economic Vitality Corporation continues to help entrepreneurs start and expand businesses through its business loan program in partnership with local banks -- approximately \$8 million to date. The EVC is pleased to welcome its newest client, **BLS Non-Emergent Medical Transport**.

### **BLS NON-EMERGENT MEDICAL TRANSPORT**

In partnership with Coast National Bank, the EVC helped provide a business loan to **Brandon Simmons** of BLS Non-Emergent Medical Transport. BLS Non-Emergent Medical Transport is a gurney van service located in North San Luis Obispo county specializing in Long Distance and Local transfers. They offer transportation to those who have non-emergency medical necessity. (805) 226-7308

[blsmedicaltransport@gmail.com](mailto:blsmedicaltransport@gmail.com)



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"EVC greatly helped the success of BLS Non-Emergent Medical Transport. As a new business, we were seeking to secure additional funds for the purpose of purchasing required equipment. With the help of EVC, we were granted the loan with Coast National Bank. I would like to say Thank you, to both EVC and Coast National Bank for their support." - Brandon Simmons



## CEO Interview Series

INTERVIEWS OF LOCAL BUSINESS LEADERS BY THE EVC



Clint Pearce, Madonna Enterprises, LLC

This is the first of a series of interviews of local business leaders who are helping our communities and local economy. This series kicks off with an interview of Clint Pearce, a real estate developer, angel investor, and founder of a new business incubator in San Luis Obispo called HOT HOUSE.



[View Interview](#)

## Sponsor Updates

WE ARE PLEASED TO WELCOME OUR NEWEST SPONSOR:

Madonna Enterprises - \$1,000

Madonna Enterprises LLC is the management and development company for the Madonna family; which include real estate development, investment and management on the Central Coast. [www.madonnainn.com](http://www.madonnainn.com)



Cannon - Increased Sponsorship to \$2,500

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## Sponsor News



### THE SOLAR PANEL EVENT

In a brief venture outside their usual solar advocacy roles, executive panelists from First Solar, REC Solar and SunPower shared information intended to inform local businesses on the economic opportunities inherent in the solar industry at large.

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[Download survey summary](#)



### SMART AND FINALISTS

*CEOs make cut for top regional award*

By Stephen Nellis  
 Pacific Coast Business Times  
 June 3-9, 2011



Two tri-county technology CEOs have been named regional finalists for the Ernst & Young Entrepreneur of the Year Award, one of the top national awards for executives.

*Congratulations to EVC sponsor Angiolo Laviziano CEO of REC Solar!*



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PACIFIC COAST  
 BUSINESS TIMES

### FIVE COASTAL CALIFORNIA HIDEAWAYS

Sunset Magazine *featured on CNN Travel*

Avila Lighthouse Suites in Avila Beach was listed.

*Congratulations to EVC sponsor Martin Resorts!*



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### MISSION COMMUNITY BANK TO BUY SANTA LUCIA

Pacific Coast Business Times  
June 27, 2011

Mission Community Bancorp is acquiring Santa Lucia Bancorp. The deal is expected to close in the fourth quarter of the year.



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PACIFIC COAST  
BUSINESS TIMES

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### MARKETING COMPANY RECEIVES AWARD

The Daily Edhat  
June 6, 2011

Verdin Marketing Ink has recently received three prestigious industry awards from the Public Relations Society of America for its creative work in brand development, social media and web design.



*Congratulations to Mary Verdin!*

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### GREEN COAST INNOVATION ZONE ALLIANCE

*The EVC is a strategic partner of the Green Coast Innovation Zone Alliance*

The Green Coast Alliance was referred to by Representative Lois Capps in her June 11<sup>th</sup> opinion piece in Politico, saying that regional clean energy clusters are making strides and continue to deserve support.



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### SEEN & HEARD

Barnett Cox & Associates  
June 23, 2011

Nice week for local businesses in travel media. AAA's Via magazine has a two-page story (with photos by Chris Leschinsky) on Cambria.

*Photos by EVC Sponsor Chris Leschinsky.*



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## Upcoming Events

### 9TH ANNUAL SPIRIT OF SMALL BUSINESS AWARDS

Join the Pacific Coast Business Times for the Spirit of Small Business Awards, where the accomplishments of small businesses will be recognized.



August 8, 2011  
11:30am - 1:30pm  
Fess Parker's DoubleTree Resort, Santa Barbara

PACIFIC COAST  
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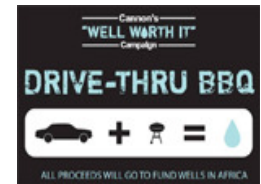
### CANNON'S "WELL WORTH IT" CAMPAIGN

#### Drive-Thru BBQ Fundraiser

Ticket holders will simply drive-thru Cannon's parking lot between 4 and 6 p.m. and pick up a table-ready dinner for five. Dinner includes one whole-trimmed tri-tip, beans, bread, and salad and feeds 4 to 6 people. *All proceeds will go to fund wells in Africa.*



July 20, 2011  
4:00 - 6:00 PM  
1050 Southwood Drive, San Luis Obispo  
[www.WellWorthIt.CannonCorp.us](http://www.WellWorthIt.CannonCorp.us)



Buy Your Ticket Today! Contact Susan Roberts or [Liz Moody](#), or [SusanR@CannonCorp.us](mailto:SusanR@CannonCorp.us) or 805.544.740

### SAVE THE DATE

#### SAVOR THE CENTRAL COAST - September 29th - October 2nd

Join Sunset Magazine and the San Luis Obispo Visitors and Conference Bureau at Sunset Savor the Central Coast. Tickets on sale now!

For more information visit: [www.savorcentralcoast.com](http://www.savorcentralcoast.com)



### CENTRAL COAST INVESTMENT SUMMIT

#### A letter from Jerry Knotts

*The EVC is a strategic partner of this event*



We are getting very close to our 12 August CBIS date and, thanks to you and your staff we are rounding out the speakers list. This will be our third CBIS at the Corwin Pavilion on the UCSB campus. [www.ccvf.com](http://www.ccvf.com)



**Deadline for submitting business plans is July 28, 2011**

August 12, 2011  
7:00am - 6:30pm  
Corwin Pavilion, UCSB Campus, Santa Barbara

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## In the News

### ANTI-BUSINESS BILL DIES ON SENATE FLOOR

Senator Sam Blakeslee  
June 6, 2011

Senator Sam Blakeslee and a group of State Senators have successfully halted legislation that likely would have sent many of California's online businesses looking to re-locate out of state.



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### MID-YEAR ECONOMIC FORECAST: ECONOMIST CHRIS THORNBERG: 'THE RECOVERY IS UNDER WAY AND THINGS ARE LOOKING UP'

By Heather Young  
Paso Robles Press  
June 10, 2011



The 2011 Mid-Year Central Coast Economic Forecast, hosted by Atascadero and Paso Robles chambers of commerce at Galaxy Theatres in Atascadero, gave those in attendance a little bit of hope.

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[Download Christopher Thornberg, Recovering From The Recovery](#)



## SAN LUIS OBISPO ONCE AGAIN RECOGNIZED AS TOP PLACE TO RETIRE

By Kelli Orsini  
KSBY News  
June 1, 2011



San Luis Obispo is again being recognized as one of the best places in the U.S. to retire. This time, **Fortune Magazine** lists San Luis Obispo among its picks for four great places to retire for the lifelong learner.

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## MAY LOSE JOBS REPORT: HIRING SLOWS, UNEMPLOYMENT RISES

By Chris Isidore  
CNN Money  
June 6, 2011



In yet another alarm bell of a weakening U.S. economy, the job market took a disappointing turn in May. The economy gained a mere 54,000 jobs in the month, a significant slowdown from 232,000 jobs added to payrolls in April, the government reported Friday.

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## SMALL U.S FARMS FIND PROFIT IN TOURISM

*Local Business in National Spotlight*

By William Neuman  
The New York Times  
June 9, 2011



SANTA MARGARITA, Calif. - For all the talk about sustainable agriculture, most small farms are not self-sustaining in a very basic sense: they can't make ends meet financially without relying on income from jobs off the farm.

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## SOUTH COAST BUSINESS SYMPOSIUM TALKS STRATEGY FOR SPURRING LOCAL ECONOMIC GROWTH

*EVC Presents in Santa Barbara*

By Alex Kacik  
Noozhawk  
June 8, 2011

More than 200 business and government representatives discussed plans for speeding the slowly recovering local economy at the South Coast Business Forum's Economic Vitality Symposium held Wednesday afternoon at Fess Parker's DoubleTree Resort in Santa Barbara.



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### GOVERNOR BROWN'S BUDGET VETO

June 16, 2011

Click link below to watch a video by Governor Brown on his veto of the budget.

<http://www.youtube.com/watch?v=L7dHqjhJz8k>

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### SAN LUIS OBISPO COUNTY LABOR FORCE FOR MAY 2011

Employment Development Department

June 17, 2011

The unemployment rate in the San Luis Obispo County was 9.0 percent in May 2011, down from a revised 9.3 percent in April 2011, and below the year-ago estimate of 9.6 percent. This compares with an unadjusted unemployment rate of 11.4 percent for California and 8.7 percent for the nation during the same period. [www.edd.ca.gov](http://www.edd.ca.gov)



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### Beacon Economics Employment Report



BEACON ECONOMICS

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## Reminder to Sponsors

Please RSVP to the annual July networking event for EVC sponsors at a local winery.

Contact Kaila Anderson at (805) 788-2012 or [info@sloevc.org](mailto:info@sloevc.org).

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