



## Monthly eNewsletter

Recap for the month of  
July 2015

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### Approval of Airport Passenger Terminal Project

As a voice for the county's business community, advocacy is an area of responsibility that we take seriously. On August 11th the EVC leadership advocated at the County Board of Supervisors to moving forward to construct a new terminal that has been in the planning for several years by the SLO County Regional Airport. Since 2008, we have been an active partner to help the airport gain more flights and improve infrastructure - all critical for our communities and economy. Lead by Airport Manager Kevin Bumen, the airport team has been offered federal funding for the majority of the cost of the proposed \$35 million terminal -- the gateway to the County that is currently outdated and undersized for both passengers and aircraft. Although performing very well, the Airport needs to adapt to changing regulations, and increasing airplane sizes. The airport is critical because businesses need access to markets afar, particular for SLO County which is isolated geographically. Also, the countywide Economic Strategy Project managed by the EVC ties directly to helping the airport be more vital and competitive, and all of the industry clusters support such improvements to our airport. I am pleased to report that the Board of Supervisors unanimously approved the airport's request to obtain funding and pursue construction, estimated to take 18 months to complete.



[Click Here to see new terminal mock-ups](#)



Mike Manchak  
President/CEO  
Economic Vitality Corporation

["New Passenger Terminal for SLO Airport is Approved"](#) - The Tribune, 8/11/2015

### 5th Annual TechPitch Event Call for Startups and Event Sponsors

The EVC is again this year a partner on the 5th



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annual TechPitch event on October 21st to help connect entrepreneurs with capital. This special event highlights local startups and provides connections to capital to help local companies create jobs and diversify our local economy. Without resources like this, local start-ups that are not yet ready for bank loans are challenged to find investors. In this newsletter are flyers to participate, attend, and sponsor the event. The EVC also provides the Central Coast Capital Networks the only network for accessing angel investors and venture capitalists, working with groups such as SLO Seed Ventures, SLOW Money SLO, Central Coast Venture Forum and Clean Business Investment Summit. See [www.techpitch.org](http://www.techpitch.org)

[Download Flyer](#)

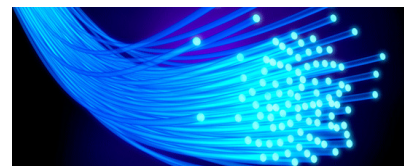
**Deadline to Submit Tech Pitch - September 14**

## Help Evaluate Broadband in Your Community

*Please Complete this Brief Electronic Survey Today*

**Survey Deadline: August 31, 2015**

Your input is vital to map broadband speeds for the region and provide data for a countywide assessment. The outcomes of the survey are critical to develop policies and resources for higher broadband in the future.



[TAKE SURVEY HERE](#)

## Broadband Consortium of the Pacific Coast

For more information on the Broadband Consortium of the Pacific Coast, [Click Here](#).

## EVC Mid-Year Sponsor Appreciation Event was a Success

On July 22, the EVC held its annual mid-year event to thank our sponsors. The invitation-only event was a success with over 160 people in attendance held on the lawn at the breathtaking Cliffs overlooking the ocean. It was an afternoon of networking and learning about our economy from guest speakers **Steve Westly**, Founder of The Westly Group, **Josh Tang** from Amazon-Kindle, **Senator Bill Monning** and **Assembly Member Katcho Achadjian**. We are grateful to our sponsors for their support throughout the year. A special thank you to **John King** and **Mike Casola** of **The Cliffs** for providing the venue.

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[San Luis Garbage](#)



## Housing and Economic Vitality

By John Fowler, Peoples' Self-Help Housing  
August 2015

Managed economic growth and economic vitality are crucial to local communities, as well as to local, state and federal governments. This growth ideally provides a sound business environment for well-paying jobs, a solid tax base for government leaders to effectively plan for community development and growth, as well as promoting the long-term sustainability of communities' capital assets and infrastructure. Collaboration, cooperation and identification of areas of mutual concern and interest are of great value in achieving common goals and objectives, and work most effectively when all interested parties are involved in the dialogue, conversation and outcomes with respect to public policy development, including private, public and non-profit partnerships.



John Fowler

[Read More](#)



## Sponsorship Update

*We are pleased to welcome our newest sponsor...*

**COPELANDS' PROPERTIES - \$2,500**

Copelands' Properties, LLC develops, owns, manages, and leases real estate properties. The company is based in San Luis Obispo, California.

*Thank you, Mark Rawson!*

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## Got a Minute? An HR Minute for Busy Executives

*Increase in Minimum Salary for Exempt Employees*

By Sandra Dickerson, Your People Professionals  
August 4, 2015

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[Caliber Accounting](#)

[California Economic Forecast](#)

[California Regional Bulletin](#)

[California Valley Solar Ranch](#)

Click below for a one minute Executive Brief video of YPP CEO Sandra Dickerson which contains important information regarding the possible increase in the minimum salary for an exempt employee and how it might affect your organization. At the end of this one minute video, you can request a free document containing expanded, detailed information to help you prepare for this possible change.

[Watch Executive Brief](#)

## KCBX Central Coast Business Wrap Up

*Slow Money SLO Helps Local Food and Beverage Companies Thrive*

July 22, 2015



Over the past decade or so, Californians-and to a big extent, those of us along the Central Coast-are moving toward artisanal foods and beverages as people long for products made closer to home with recognizable ingredients and minimal processing. Many people refer to this as the 'Slow Food' movement, a movement that continues to grow, bringing countless business opportunities to entrepreneurs hoping to join the momentum. But despite the growth potential, these ventures don't necessarily have the same Wall Street power punch that banks are looking for when considering business loans. That's where local non-profit Slow Money SLO steps in to help.

*Interview with Jeff Wade, Local Network Leader, Slow Money SLO and Mike Manchak, President & CEO, Economic Vitality Corporation*

[Listen to Podcast](#)

## In the News

Access to THE TRIBUNE and PACIFIC COAST BUSINESS TIMES articles require a log in by subscribers. The EVC provides a complimentary subscription to both publications for EVC sponsors. If you are a sponsor and have trouble accessing your account please contact Kaila Anderson at (805) 788-2012 or [info@sloevc.org](mailto:info@sloevc.org).

### [CoBank Predicts Minimal Drought Losses for Central Coast Farmers](#)

By Philip Joens  
Pacific Coast Business Times  
July 10, 2015

[Read Article](#)

PACIFIC COAST  
BUSINESS TIMES

### [Paid Sick Leave Gets More Complex Under New Law](#)

By Elijah Brumback  
Pacific Coast Business Times  
July 10, 2015

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[How Uber, Airbnb and Others are Having an Impact on SLO County's Economy](#)

[SanLuisObispo.com](#)  
THE TRIBUNE

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YPNG  
YPP

By Rebecca Juretic  
The Tribune  
July 22, 2015  
[Read Article](#)

### [Amazon Plans to Hire More San Luis Obispo Workers](#)

By Philip Joens  
Pacific Coast Business Times  
July 31, 2015  
[Read Article](#)

### [Rabobank Wants to be Tops in AG, Small Biz Lending](#)

By Alex Kacic  
Pacific Coast Business Times  
July 31, 2015  
[Read Article](#)

### [Visit San Luis Obispo County Teams Up with Marketing Group](#)

By Julie Lynem  
The Tribune  
August 3, 2015  
[Read Article](#)

### [Developer Again Proposes Shopping, Homes at Arroyo Grande Gateway](#)

By Kaytlyn Leslie  
The Tribune  
August 5, 2015  
[Read Article](#)

### [Tri-County Cities Test Limits of Home Sharing](#)

By Alex Kacic  
Pacific Coast Business Times  
August 7, 2015  
[Read Article](#)

### [SLO-Based Cannon Hires New Chief Financial Officer](#)

The Tribune  
August 7, 2015  
[Read Article](#)

### [Cal Poly Irrigation Center Helps Teach Agriculture Industry to Combat Drought](#)

By Nick Wilson  
The Tribune  
August 9, 2015  
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## Upcoming Events

FRIDAY, AUGUST 14, 2015

EVC SPONSOR

[Spirit of Small Business](#)

Host: Pacific Coast Business Times

When: 11:30 AM - 1:30 PM

PACIFIC COAST  
BUSINESS TIMES

**Where:** Bacara Resort & Spa, Goleta  
**Details:** Awards reception to recognize the top business in the region with fewer than 100 employees.

[More info](#)

**WEDNESDAY, AUGUST 19, 2015**

**EVC PARTNER**

**Starting a Business in SLO Workshop**

**Host:** SCORE

**When:** 9:30 AM - 12:30 PM

**Where:** San Luis Business Center

**Details:** An overview of the business basics that every aspiring entrepreneur needs to know.

[More info](#)



**THURSDAY, AUGUST 20, 2015**

**EVC PARTNER**

**What the Healthcare Law Means for Your Small Business**

**Host:** SBA and Small Business Majority

**When:** 11:00 AM - Noon

**Where:** Webinar

**Details:** This webinar will focus on what the new healthcare law, the Affordable Care Act, means for small business.

[More info](#)



**WEDNESDAY, AUGUST 26, 2015**

**EVC SPONSOR**

**MINDBODY Open House**

**Host:** Softec

**When:** 5:00 - 7:30 PM

**Where:** MINDBODY Headquarters, SLO

**Details:** Unique opportunity of tour the tech floor, celebrate their recent IPO and learn about their goals for the future.

[More info](#)



**SATURDAY, AUGUST 29, 2015**

**EVC PARTNER**

**Business Plan Workshop**

**Host:** SCORE

**When:** 9:30 AM - 12:30 PM

**Where:** Union Bank, 955 Higuera, SLO

**Details:** An overview of the basic elements of a business plan, the essentials of marketing your business and how to determine if your venture is profitable.

[More info](#)



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EVC AmazonSmile Link: [smile.amazon.com/ch/77-0402681](https://smile.amazon.com/ch/77-0402681)



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To show our appreciation to our sponsors, the EVC is providing our sponsors with a complimentary subscription to the PACIFIC COAST BUSINESS TIMES and THE TRIBUNE.

For information on complimentary subscriptions  
[Pacific Coast Business Times Flyer](#) and [The Tribune Flyer](#)

*For questions regarding sponsorship please contact Mike Manchak at  
(805) 788-2013 or [mmanchak@sloevc.org](mailto:mmanchak@sloevc.org).*

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Join the EVC group on LinkedIn to get connected to local business leaders and participate in a variety of discussions. [JOIN TODAY](#)



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Would you like your newsletter linked to the EVC's newsletter? Or, would you like your company press release featured in our upcoming newsletter? For this benefit to EVC sponsors contact Kaila Anderson at (805) 788-2012 or [info@sloevc.org](mailto:info@sloevc.org).



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