



## Monthly eNewsletter

Recap for the months of  
February and March 2016

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## SLOCOG Seeking Help to Make SLO a Self-Help County

SLOCOG is investigating the option and level of support for becoming a Self Help county. In the past 6 months, SLOCOG engaged the public to garner information, feedback, and level of support through over 75 meetings with stakeholders, organizations, and service and business clubs. Over 700 meeting participants provide immediate feedback through the interactive technology. An additional 143 people responded using SLOCOG's website. Consultant efforts also included Four Focus Group meetings and a 600 likely-voter (landline, cellular, e-mail) statistically valid poll. Feedback from all outreach was largely supportive of SLOCOG's current efforts.



Ron DeCarli

On April 6th (Board of Supervisors chamber at 8:30 a.m.) the SLOCOG Board will determine whether or not we will continue to pursue a Self Help Measure (1/2 cent sales tax for transportation).

A ½ cent Measure would raise \$25M/year for our defined transportation purpose (with safeguards), and over half the revenues would be coming from non-residents. Funding would be dedicated to delivering our transportation priority programs and projects, such as: fixing potholes, street maintenance, transit, safe routes to school, highway improvements, addressing congestion and safety on major roads and interchanges, senior

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transportation, community circulation investments, and community connections of bike and pedestrian improvements like the Bob Jones Trail. Measure funds would deliver our transportation improvements far faster than waiting on diminished State and Federal funding.

For more information please contact SLOCOG Executive Director, Ron DeCarli at (805) 781-4251 or [rdecarli@slocog.org](mailto:rdecarli@slocog.org).



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## EVC PARTNER

### CEO Interview Series

*Marsha Bailey, Founder - Women's Economic Ventures*

This interview series focuses on business leaders and innovators who are directly impacting our economy and their industry. This month the EVC interviewed MARSHA BAILEY, Founder/ President & CEO of WOMEN'S ECONOMIC VENTURES.

[Read Interview](#)



Marsha Bailey



## Sponsorship Update

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

**ALFANO MOTORCARS - \$1,000**

Opened in April of 2012, we are an Authorized Mercedes-Benz, Chevrolet and Sprinter Dealership. We proudly serve San Luis Obispo and the beautiful central coast of California. We are conveniently located just off of Highway 101 and Los Osos Valley Road, minutes from downtown San Luis Obispo. Exceptional Service is our primary goal. Rule # 1, treat clients like guests and not just another customer. Every employee is dedicated to providing exceptional customer service and I am personally dedicated to seeing that we strive to do that each and every day.

*Thank you, Charlie and Audrey Alfano!*

[About Alfano Motorcars](#)



Charlie and Audrey Alfano



## Welcome, Joi Sullivan to the EVC!

We are pleased to announce the newest addition to the EVC, JOI SULLIVAN, as Marketing & Communications Manager. Joi is graduating from Cal Poly's Masters Public Policy program, previously President of Cal Poly's Associated Students enterprise, and an internship at Parsons.



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As the EVC continues to improve our outreach and communications, we are revamping our website and refining our strategies. Joi's position is temporary but I hope that you get to meet her.

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## Film Production is Growing in San Luis Obispo County

*Filming Creates a \$6.3 Million Economic Impact*

February 25, 2016

The San Luis Obispo County Film Commission, a department of Visit SLO County, the county's destination marketing organization, reports a significant increase in the number of filming days in the 2015 calendar year. As of December 31, 2015, over 100 leads have come through the film commission office for projects ranging from independent feature films, to television programs, commercials, catalogue shoots, music videos and documentaries. These projects resulted in a total of 271 filming days and an estimated \$6.3 M economic impact for San Luis Obispo County.

[Read More](#)



## dwellforward Educates Community Local Housing Issues

On Tuesday, March 15th, dwellforward and MINDBODY hosted around forty individuals for a Mock City Council meeting. A keynote speech was given by Pierre Rademaker on the forgotten history of San Luis Obispo and Amber Wong & David Wilson provided an inside look at how real estate agents and lenders can help buyers create a strategic game plan for home buying. The mock city council meeting was conducted by actors and moderated by Jefferson Eckles to give people an in-depth look at the inner workings of a meeting and how residents can best voice their opinions. dwellforward will continue to host similar events that gather, educate, and empower residents on local housing opportunities.



To learn more go to [www.dwellforward.org](http://www.dwellforward.org).

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## San Luis Obispo wins Visit California 2016 Poppy Award

*Congratulations, Barnett Cox & Associates!*

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The Visit California Poppy Awards are held every two years by the California Office of Tourism, honoring the best tourism promotion in the state. This year the "It Means Something Different Here" campaign produced by BCA, StudioGood and the city of San Luis Obispo was top dog for best overall marketing. That's a category for campaign budgets in the \$500,000 to \$2 million range. We even beat Palm Springs.



[Read More](#)

## EVC SPONSOR

### County Offers More Ways to Learn About Local Issues

March 2016

The County of San Luis Obispo is getting more information out to the public on important issues through its use of social media and a new communications program: County News, a new monthly e-newsletter. By focusing more on proactive outreach and online communication, the County hopes to increase public participation with local government and improve public awareness of County hot topics, programs and services. "The goal is to improve communications with the community," said County Communications Analyst Whitney Szentesi.



[Read More](#)

## Economic News

### CA Job Growth Returns to Form

Beacon Employment Report

March 18, 2016



After a down month in January, California returned to form, according to Beacon Economics' analysis of today's release from the California Employment Development Department (EDD). The state added 39,900 jobs to its payrolls in February, a strong month for employment gains. California also continues to outpace the nation in terms of nonfarm employment growth. The state's nonfarm employment expanded by 2.8% over the past year compared to a more modest 1.9% growth rate in the nation overall.

[Read More](#)

### SLO County Labor Force Press Release

Employment Development Department

March 18, 2016

The unemployment rate in the San Luis Obispo County was 4.3 percent in February 2016, down from a revised 4.4 percent in January 2016, and below the year-ago estimate of 5.0 percent. This compares with an unadjusted unemployment rate of 5.7 percent for California and 5.2 percent for the nation during the same period.



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## **California Employment Report**

California Business Roundtable  
March 23, 2016



The Center for Jobs and the Economy has released our analysis of the February Employment Report released by the California Employment Development Department. Below are some highlights from that report.

- **Nonfarm Jobs Increase by 39,900** - EDD reported that between January and February 2016, seasonally adjusted nonfarm payroll jobs increased by 39,900. January's losses were revised downwards to a loss of 4,000 from the previously reported loss of 1,500.
- **Two-Tier Economy Persists** - Thirteen counties remain in double-digit unemployment, while 14 are 5% or less.

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## **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).*

### **How Will San Luis Obispo County's Economy Fare Without Diablo Canyon?**

By Joe Johnston  
The Tribune  
February 13, 2016

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### **Cal Poly Technology Park to be Expanded**

By Philip Joens  
Pacific Coast Business Times  
February 19, 2016

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### **Hotels Going Up to Cash in on Central Coast Tourism**

By Alex Kacik  
Pacific Coast Business Times  
February 19, 2016

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### **Ventura County Misses Out on Federal Funding Funds Because it Lacks Transportation Tax**

By Alex Kacik  
Pacific Coast Business Times  
March 4, 2016

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## Upcoming Events

**MONDAY, APRIL 11, 2016**

**EVC SPONSOR**

**Tech Brew**

Host: Softec

When: 5:00 - 7:00 PM

Where: Grill House, SLO

Details: Monthly gathering of people interested in technology.

[More info](#)



**WEDNESDAY, APRIL 13, 2016**

**EVC SPONSOR**

**HBA Builder Breakfast**

Host: Home Builders Association of the Central Coast

When: 7:30 - 9:00 AM

Where: Cannon, 1050 Southwood Dr., SLO

Details: A monthly gathering of business leaders interested in SLO County Development.

[More info](#)



**WEDNESDAY, APRIL 20, 2016**

**EVC PARTNER**

**I'll Drink to That!: How Craft Beer is Tapping Growth in the Central Coast**

Host: MIT Enterprise Forum

When: 5:00 - 8:00 PM

Where: Cabrillo Pavilion Arts Center, Santa Barbara

Details: Experts will offer insights about the current state of the craft beer market as well as what is on the horizon for the U.S. craft beer market and how technology places a factor.

[More info](#)



**FRIDAY, APRIL 22, 2016**

**EVC SPONSOR**

**Champions in Health Care**

Host: Pacific Coast Business Times

Nomination Deadline: April 22

Event Date: June 9

Details: This special sections honors and profiles key leaders of health care and related industries.

[More info](#)



**SATURDAY, MAY 7, 2016**

**EVC PARTNER**

**SLO MakerSpace Expo**

Host: SLO MakerSpace

When: 11:00 AM - 3:00 PM

Where: Mission Plaza, SLO

Details: 4th annual MakerSpace Expo - It embraces the "Do-it-Yourself"



attitude and welcomes all those who have the vision to create.

[More info](#)



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

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leaders and participate in a variety of discussions. [JOIN TODAY](#)



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