EVC e-Newsletter - Recap for the months of February & March 2016

 Monthly eNewsletter

 Recap for the months of
 February and March 2016

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 EVC SPONSOR
 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.

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
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.

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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](#)

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**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**

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**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.
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 is San Luis Obispo County

Film Filming Creates a $6.3 Million Economic Impact

February 25, 2016

The San Luis Obispo County Firm 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.

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San Luis Obispo wins Visit California 2016 Poppy Award

Congratulations, Barnett Cox & Associates!
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.

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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.
EVC PARTNER

**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**

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

By Joe Johnston
The Tribune
February 13, 2016
[Read Article](https://www.sanluisobispo.com/news/local/newsroom/article108828444.html)

**Cal Poly Technology Park to be Expanded**

By Philip Joens
Pacific Coast Business Times
February 19, 2016
[Read Article](http://www.pacificcoastbusinesstimes.com/article/20160219/news/160219269/calgary-poly-technology-park-expanded)

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

By Alex Kacik
Pacific Coast Business Times
February 19, 2016
[Read Article](http://www.pacificcoastbusinesstimes.com/article/20160219/news/160219335/hotels-going-up-to-cash-in-on-central-coast-tourism)

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

By Alex Kacik
Pacific Coast Business Times
March 4, 2016
[Read Article](http://www.pacificcoastbusinesstimes.com/article/20160304/news/160304110/ventura-county-misses-out-on-federal-funding-funds-because-it-lacks-transportation-tax)
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

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EVC AmazonSmile Link: 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.

Linkedin

Join the EVC group on LinkedIn to get connected to local business leaders and participate in a variety of discussions. JOIN TODAY
Sponsor Newsletters and Press Releases

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.

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