



Monthly eNewsletter

Recap for the months of November & December 2015

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A Note of Appreciation from our Board Chair

Our local economy enters 2016 on a rising tide of low unemployment, strong job growth and a rebounding housing sector. This is due in large part to savvy business leaders like you who, daily, take the risks that create jobs and help the Central Coast flourish as this wonderful place that we are proud to call home. We at the EVC - our staff and 40 members of the Board of Directors and Government Liaison Representatives - are grateful for your support in enabling the EVC to contribute to the county's overall economic vitality.



Bruce Ray

Thanks to your support, the EVC has been instrumental in developing and sustaining the county's Economic Strategy Project. Through the project's economic clusters, EVC members and partners have been collaborating to identify solutions to some of the most vexing issues facing our county. For example, although unemployment is at an all-time low, we have chronic under-employment due to a persistent lack of head-of-household jobs. We also have to confront the implications of our relentlessly aging and inadequate infrastructure, from water management to road maintenance to waste management. It's tempting to leave these issues to "government." But government works best when we all engage, and our county's challenges will be solved best only if the business community is at the table to help create sustainable, practical solutions. There's no better time than good economic times to invest in organizations like the EVC, which is dedicated to helping create short- and long-term solutions to the region's complex challenges. Thank you for all that you have done for our community, and for your ongoing support of the EVC.

Here's wishing you a very prosperous 2016.

Bruce G. Ray
Chair, EVC Board of Directors, 2015-2016

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Annual Recap from EVC President & CEO

For over 20 years, the Economic Vitality Corporation (EVC) continues to serve San Luis Obispo County as the only non-profit economic development organization. Our successes in 2015 highlight the EVC's value to the region, and those successes would not be possible without the help of our sponsors. On behalf of the Board of Directors and staff, I want to thank you for your support. The EVC provides a range of resources for start-up entrepreneurs and growing businesses and helps create viable solutions for the variety of economic issues facing our region. One of our highest priority resources is the countywide Economic Strategy Project, now in its sixth year of operation. Dozens of business leaders help this public/private partnership through their time and sponsorship to implement economic strategies for the Central Coast.



Mike Manchak

Our partnerships with many organizations continue to generate positive results for the communities that we serve. Through hard work and the dedicated support of 131 sponsors, 40 Board of Directors and staff, the EVC is honored to serve our county. It is imperative that the region continues to create a positive business climate countywide, and to that end the EVC is committed to a balanced approach to job creation and economic diversity. The EVC's accomplishments for the year underscore the positive outcomes that result from working with both the business community and local government to address a range of issues that impact the future vitality of our local economy, on such issues as workforce housing, accessing capital, analyzing economic impacts of projects, and more.

A very special thanks to our sponsors listed at the following website:

www.sloevc.org/about/sponsors

Best wishes for a great holiday season, and a prosperous coming year.

Michael E. Manchak

President & CEO

EVC Annual Holiday Party

The EVC's holiday celebration for our sponsors and supporters was another success this year. We had over 150 business leaders, government officials and community partners in attendance. The event was held on December 9, 2015 at Tolosa Winery in San Luis Obispo. Thank you to all our sponsors who came out to celebrate with us.

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SLO Metro Area Cracks Top 10 for Best Performing Cities

By Cynthia Lambert
The Tribune
December 16, 2015

Citing an expanding high-tech base, strong job growth and Cal Poly's entrepreneurship programs, the Milken Institute has ranked the San Luis Obispo metropolitan area 10th among large cities in its annual Best-Performing Cities index. The San Luis Obispo-Paso Robles-Arroyo Grande metro area, which encompasses the county, jumped 14 spots over last year's results, helped in part by employment growth over the past year.

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The Tribune's Top 20 Under 40 Award Winners are Announced

The Tribune
December 16, 2015

Twenty of San Luis Obispo County's brightest, most promising leaders have been selected to receive The Tribune's 11th annual Top 20 Under 40 awards. The competition honors the accomplishments and achievements of young women and men under the age of 40 who have demonstrated excellence in their professions and commitment to community service. To be eligible, nominees must have lived and worked in the county year-round. Seventy-five individuals were nominated for the honor online. Five judges representing both private and nonprofit sectors evaluated the nominations, selecting the winners at The Tribune's request.

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THE TRIBUNE

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Finally, The End of Zero Interest Rates!

Taylor Frigon Capital Management
December 17, 2015

We previously wrote a short post asking "Does the Fed have the guts to do it?". Well, today the Fed did raise rates, after keeping their target at essentially zero for seven years. Economist Brian Wesbury, whose interpretation of economic events has been cited many times on the pages of this blog through the years, provides some worthwhile discussion of today's Fed decision here.

[Read More](#)



EVC SPONSOR

Four Local Leaders Talk Workforce Housing

San Luis Obispo Chamber of Commerce
December 8, 2015

For local employers and would-be employees, one of the largest barriers to attracting and retaining employees is workforce housing. In September the Chamber - in partnership with the Economic Vitality Corporation, the Home Builders Association of the Central Coast and the California Association of Realtors - hosted a second housing summit that brought employers, developers, planners and lenders to the table to discuss the challenges that hinder and opportunities to help increase a diverse housing stock.



[Read More](#)

Sponsorship Update

We are pleased to welcome our newest sponsors...

INTRONETWORKS - \$5,000

It started appropriately at the invitation-only Technology, Entertainment, and Design (TED) Conference in 2003 as a demonstration of the capabilities of Macromedia's Flash technology. We wanted to have a better connection to the amazing people that go to TED. Our timing was perfect, as TED had a new owner who had very strong ideas about what makes an interesting conversation that could lead to a longstanding connection.

Thank you, Mark Sylvester!

[About introNetworks](#)



COMMUNITY WEST BANK - \$2,500

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diverse customer base with extraordinary customer service and competitive banking products throughout the communities we serve.

Thank you, Kevin Moon!

[About Community West Bank](#)

CENTRAL COAST MORTGAGE CONSULTANTS - \$1,000

Sierra Pacific Mortgage Company, Inc. is a privately held company head-quartered in Folsom, California, located near the state capitol, Sacramento. Founded in 1986 SPM has been a progressive leader in the lending community, offering innovative technology, market leading programs and reliable service.

Thank you, Donna Lewis!

[About Central Coast Mortgage Consultants](#)



ANDREW FIRESTONE - \$500

Andrew Firestone is the founder and principal of StonePark Capital, a hospitality development company based on the Central Coast. A native of Santa Barbara County, Andrew is the son of winemaking pioneer Brooks Firestone, who helped put the Santa Ynez Valley on the world winemaking map. StonePark Capital is currently under development on a new build hotel on upper Monterey Street, which is planned to be complete in late 2016.



Thank you, Andrew Firestone!

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.

Central Coast Economy Expanding

By Alex Kacik
Pacific Coast Business Times
November 6, 2015

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PACIFIC COAST
BUSINESS TIMES

French Hospital Medical Center Unveils Educational Facility

Pacific Coast Business Times
November 17, 2015

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'Tis the Season to Stock up on Tri-County Wines

Tom Bronzini
Pacific Coast Business Times
November 20, 2015

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PACIFIC COAST
BUSINESS TIMES

SLO Developers Plan Hotel, Public Plaza for Downtown

By Alex Kacik

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Pacific Coast Business Times

December 4, 2015

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Tri-County Accounting Graduates in Demand

By Toni Biascotti

Pacific Coast Business Times

December 4, 2015

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MINDBODY Again Named Among 50 Best places to Work

By David Middlecamp

The Tribune

December 14, 2015

[Read Article](#)

SanLuisObispo.com
THE TRIBUNE

New MINDBODY App Makes it Easy to Mobilize a Healthier Lifestyle

By Chelsea Giudice

MINDBODY

December 16, 2015

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Upcoming Events

WEDNESDAY, JANUARY 6, 2016

EVC SPONSOR

CodeSLO Kickoff 2016

Host: Softec

When: 5:30 - 7:30 PM

Where: Hathway, 81 Higuera Street, Suite 220 SLO

Details: Kickoff meeting to hear introductions from mentors, organizers and industry leaders.

[More info](#)

Softec

MONDAY, JANUARY 11, 2016

EVC SPONSOR

Tech Brew

Host: Softec

When: 5:00 - 7:00 PM

Where: Laguna Grill, SLO

Details: Monthly gathering of people interested in technology.

[More info](#)

Softec

THURSDAY, JANUARY 14, 2016

EVC SPONSOR

PG&E Hiring Fair

Host: Pacific Gas & Electric

When: 2:30 - 7:30 PM

Where: PG&E Energy Education Center, SLO

Details: Get information regarding: Diablo Canyon outage jobs,

access to job resources, veterans' programs, PG&E full time positions, and openings with

PG&E Pacific Gas and
Electric Company

our business partners.

[More info](#)

FRIDAY, JANUARY 15, 2016

EVC SPONSOR

Who's Who in Business Leadership

Host: Pacific Coast Business Times

Nomination Deadline: January 15

Event Date: TBD

Details: Profiles a diverse mix of executives in the Tri-Counties, including chamber of commerce CEOs, university presidents and deans, and others active in the region's economic development.

[More info](#)

PACIFIC COAST
BUSINESS TIMES

JANUARY 15-17, 2016

EVC SPONSOR

Startup Weekend SLO

Host: Softec & Cal Poly

When: Starts 6:00 PM Friday

Where: Cal Poly, Building 7, SLO

Details: Weekend of networking and brainstorming. Pitch your idea and form teams on Friday then build your business all weekend long.

[More info](#)



WEDNESDAY, JANUARY 20, 2016

EVC PARTNER

Go Big, Go Green!

Host: MIT Enterprise Forum

When: 5:00 - 8:00 PM

Where: Cabrillo Pavilion Arts Center, Santa Barbara

Details: Hear diverse examples of successes, including an entrepreneurship program within an environmental school at UCSB that is launching new ventures, how Patagonia is investing in sustainability, and how markets are making clean energy the deal of the century and driving upheaval in the energy industry.

[More info](#)

MIT ENTERPRISE FORUM
CENTRAL COAST

FRIDAY, JANUARY 29, 2016

EVC SPONSOR

Central Coast Innovation Awards

Host: Pacific Coast Business Times

Nominations Close: January 29th

Event Date: March 24, 2016

Details: Awards to recognize innovation in technology, agribusiness, energy/environmental sciences, design and bio-science, and fields where the region has produced world-class companies.

[More info](#)

PACIFIC COAST
BUSINESS TIMES

THURSDAY, FEBRUARY 4, 2016

EVC PARTNER

Cal Poly's Local Employers' Career Fair

Host: Cal Poly

When: 3:30 - 7:30 PM

Where: Cal Poly Performing Arts Center, SLO

Details: An opportunity to recruit and network with Cal Poly students across all majors.

[More info](#)

CAL POLY
SAN LUIS OBISPO

FRIDAY, FEBRUARY 12, 2016

EVC SPONSOR

Who's Who in Commercial Real Estate & Construction

Host: Pacific Coast Business Times

Nominations Close: February 12th

Event Date: TBD

Details: Profiles the leaders in the Tri-Counties' dynamic real estate, architecture and construction industries.

[More Info](#)

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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.*

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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.



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