



Keeping SLO County Business Vital

## EVC Updates

November 9, 2010

### ECONOMIC STRATEGY PROJECT

*San Luis Obispo County*

Economic Vitality Corporation announces the release of an Economic Strategy for San Luis Obispo County which provides an assessment of, and strategy for, the county's long-term economic prosperity. Formed over one year ago, this project represents the first-ever public-private partnership in the County to provide a road map for greater economic prosperity.

A comprehensive strategy has been created by COLLABORATIVE ECONOMICS, Inc. which was hired by the EVC. An initial industry cluster assessment first analyzed our economy and then a strategy was created with input from more than 100 local business leaders. As a countywide economic development organization, the EVC managed the development of the strategy, and it will now manage the strategy's implementation.



The goal of the project is to create long-term job growth throughout the county while improving the well-being of our communities through a strategy that addresses social, environmental and economic considerations. The project identifies the strengths and challenges of our local economy, and as a result five industry clusters were targeted as the source for nearly 90 percent of local job growth since 1995. The strategy also presents opportunities and requirements for more prosperity through specific actions and timelines.

The next phase of this effort moves from planning to implementation for policy makers and the business community. More information about the project and the strategy is found on the EVC website at [www.sloevc.org](http://www.sloevc.org). Driven by the business community and collaborating with local government and education, the project is co-chaired by County Board of Supervisors Frank Mecham and Adam Hill (photo above). The year-long project has created a solid analysis of the county's economy and strategies to capture opportunities through input from the business community.

The following elected officials have also endorsed the project:

· *"The first-ever public-private partnership will go a long way toward helping SLO County build a vibrant and competitive economy for years to come...creating this strategy could not come at a better time."*

**Congresswoman Lois Capps**

· *"I commend...vision for the future of SLO County's economic prosperity...in the Economic Strategy. The clusters laid out in the strategy play an important role in our county...and it is important that they continue to thrive to benefit our communities."*

**Congressman Kevin McCarthy**

· *"...a growing economy helps everyone. The Strategy will offer ways to create head-of-household jobs, foster more businesses compatible with our county...and pay for vital infrastructure and services... benefiting all county residents and communities"*

**State Senator Sam Blakeslee**

· *"this comprehensive effort is a road map for economic development for many years...the strategy is meant to establish a countywide effort for job growth of key industries through partnering with education and business to focus on head-of-household jobs."*

**First District Supervisor, Frank R. Mecham**

**Third District Supervisor, Adam Hill**

**GET INVOLVED: Read the Strategy and contact the EVC about joining your peers to participate.**

The next phase of this effort is to move from planning to implementation and your involvement is needed to help implement the strategy.

Every business leader can contribute and every county resident and company will benefit directly and/or indirectly from creating more vitality in these clusters.

Our special thanks to the project sponsors, committee members, business leader volunteers as well as the EVC sponsors and Board of Directors for making this project a reality.

#### BACKGROUND INFORMATION

Please learn more about the project from the EVC website (<http://sloevc.org/strategy.php>) and contact me as to how your talents can be integrated.

CLICK LINK BELOW

**DOWNLOAD ECONOMIC STRATEGY**

Thank you for your interest in this project and for getting involved.

Michael Manchak

President & CEO

Economic Vitality Corporation

*The strategy was unveiled at the annual countywide Central Coast Economic Forecast in San Luis Obispo on November 5<sup>th</sup>.*

For more information on the Central Coast Economic Forecast Event please visit

[www.centralcoasteconomicforecast.com](http://www.centralcoasteconomicforecast.com)

For presentations from Christopher Thornberg and Brad Kemp of Beacon Economics please visit

[Christopher Thornberg, \*The Uncertain Recovery\*](#)

[Brad Kemp, \*The SLO Road to Recovery\*](#)

## PARTNER UPDATES

### **Boss Business Owners Speakers Series** *10 Myths and Tips for Entrepreneurial Success*

Event Info.

Tuesday, November 16, 2010 Starting at 7:30am

Grace Church, 1350 Osos Street, SLO 93401

[Download Flyer](#)



[www.bossspeakersseries.com/slo](http://www.bossspeakersseries.com/slo)

### **A Collaboration Webinar Series** *The Secrets of Surviving the Business Life Cycle*

In celebration of Global Entrepreneurship Week 2010, Collaboration is hosting a series of webinars focused on the journey through 4 key stages of the business life cycle: Conception, Start-Up, Early and Growth.

Join us for these free 30-minute webinars, and learn how to successfully take your business from an idea to a thriving organization!

Event Info.

November 16 - 19

10:00 - 10:30 AM

[REGISTER HERE](#)

[www.collaboration-llc.com](http://www.collaboration-llc.com)



## MIT Enterprise Forum

### *The Future of Learning in the Digital Age*

There is enormous growth and opportunity in online education, training, and learning. It is already a massive industry, poised to expand even further. This panel presentation will discuss trends, issues, and how online technologies are changing the culture of teaching and learning.

#### Event Info.

November 17, 2010

5:00 - 8:00 PM

[REGISTER HERE](#)

[www.mitcentralcoast.com](http://www.mitcentralcoast.com)

MIT ENTERPRISE FORUM



### Airport Customer Satisfaction Survey

**DEADLINE: Nov. 30, 2010**

*Please take a few minutes to complete the survey*

In an effort to better serve the community better, the Airport is asking for your feedback. This electronic survey is intended to collect customer satisfaction information from airport patrons. The information will help the airport enhance future airport experiences for our patrons.

Thank you!

[Click Here for Survey](#)

San Luis Obispo County Regional Airport



#### Economic Vitality Corporation

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