

**On behalf of the Board of Directors and staff, we wish to thank our supporters in 2017 for their commitment to the EVC and the region's economy.** The EVC accomplished much throughout the year as the economic development, non-profit organization serving all of San Luis Obispo County.

In 2017, we accomplished initiatives that will continue to impact the county for the long-term. These include creating solutions to workforce housing, expanding air service, broadband infrastructure, and planning for the negative economic impacts of the Diablo Canyon Power Plant closure and more.

We are truly inspired by each of you and are grateful for individual and group partners who come together in the name of increasing the economic wellbeing of the region. The collective leadership from our Board of Directors and partners contributes to our community's success.

The EVC mission is possible only through supporters from both our local governments and the business community who volunteer their time and financial support to create and implement solutions to challenging, long-term issues facing the region. Your continued sponsorship is of the utmost importance.

In the coming years, particularly with the future loss of approximately \$1 Billion in annual economic impacts from Diablo Canyon Power Plant, the single largest private employer in the County, our communities will face challenges and opportunities to help mitigate the impact and diversify our economy.

Please consider participating in the region's transition by renewing your sponsorship of the EVC for 2018 and getting involved.

Again, on behalf of the forty EVC Board of Directors and staff, thank you for your continued support of the EVC and its mission.

Sincerely,



Michael Manchak  
President & CEO

*"...our economy and communities will face challenges and opportunities to help replace Diablo Canyon and diversify our economy..."*

**Michael Manchak**

## ABOUT US

Established in 1994, the Economic Vitality Corporation (EVC) is the provider of economic development services and business resources throughout San Luis Obispo County. A 501(c)(3) non-profit, EVC is funded by private and public sector sponsors which support our mission to help start and grow businesses on the Central Coast and create a more vital economy. The EVC provides local businesses and entrepreneurs with a range of resources to grow jobs on the central coast. Resources include industry sector assessments and strategies; access to capital (angel investor and venture capital); international trade; business consultations; retaining and attracting business; workforce development; and more. The Board of Directors is comprised of business and government leaders from throughout San Luis Obispo County.

## NEW SPONSORS

We welcomed the following new sponsors in 2017.

### Platinum Level \$5,000



### Silver Level \$1,000



*“The focus on the health of our local economy and communities are why we are proud to be a sponsor, and seeing the results of the new airport terminal and more flights is proof the mission works.”*

**Lori Keller**  
CEO, Martin Resorts

## GRANTS

### EVC Economic Dashboard Sponsors

**San Luis Obispo County Office of Education**  
\$18,000



**Dignity Health of the Central Coast**  
\$15,000



**Workforce Development Task Force Sponsor**  
**Morgan Family Foundation**  
\$65,000



## BOARD OF DIRECTORS 2017-18

### MESSAGE FROM THE CHAIR

On behalf of my fellow Board members and Government Liaison Representatives, I want to thank you for your sponsorship and ongoing support of our organization and ask for your continued support in the future.

In its 23<sup>rd</sup> year, the EVC continues to make tangible impacts on our region's economy, as evidenced by the accomplishments in this report. Your support has been, and continues to be, a crucial determinant of our ability to succeed in improving our region's economic strengths and competitiveness.

As we embark on the important work of developing a regional economic strategy in preparation for the closure of the Diablo Canyon Power Plant, the EVC and its stakeholders are well positioned to provide thought leadership, strategic visioning, and creative solutions to the challenges and opportunities that lie ahead.

It is my pleasure to serve as EVC Board Chairman for 2017-2018. I look forward to working with you and engaging as partners to achieve a more sustainable, long-term economy for the Central Coast.



Sincerely,

*Brian*

Chair, Board of Directors

### Executive Committee

**Brian Tietje**

*Board Chair, Vice Provost, International, Graduate & Extended Education, Cal Poly State University*

**Ken Dalebout**

*Vice-Chair, Arroyo Grande Community Hospital Dignity Health*

**Ziyad Naccasha**

*Past-Chair & Board Counsel, Partner, Carmel & Naccasha*

**Steven Harding**

*Treasurer, Chairman of Community Leadership Groups Rabobank*

**Jolie Ditmore**

*Secretary, CEO & Co-Owner, Medicorp*

*"Digital West is an annual sponsor of the EVC because this is the one organization that connects all of the Central Coast pieces together to build the best platform for economic success in our region."*

**Tim Williams**  
**Founder/CEO, Digital West**

### Emeritus Members

**Michael Cannon**

CEO, Cannon

**Noreen Martin**

Board Chair, Martin Resorts

**Dave Juhnke**

Sinsheimer Juhnke  
 McIvor & Stroh

**Charley Senn**

Anderson Real Estate

**Tom Sullivan**

Retired

## Government Liaison Representatives

### Lynn Compton

4th District Supervisor, County of San Luis Obispo

### John Headding

Council Member, City of Morro Bay

### Jeff Lee

Council Member, City of Grover Beach

### Steven Martin

Mayor, City of Paso Robles

### Heather Moreno

Council Member, City of Atascadero

### Andy Pease

Council Member, City of San Luis Obispo

### John Peschong

1<sup>st</sup> District Supervisor, Chair, Board of Supervisors  
 County of San Luis Obispo

### Caren Ray

Council Member, City of Arroyo Grande

### Ed Waage

Mayor, City of Pismo Beach

*"Cannon has been an active member and proud sponsor of the EVC since 1994. The EVC has played an integral role in some of the community's most critical economic issues including the new regional airport and air routes, the Diablo Canyon impact, and the county's economic strategy development. These efforts make the EVC a vital player in the development of our community."*

**Bruce Ray**  
 CFO, Cannon

## Board Members

### Wendell Cottle

Vice President & CFO  
 Laetitia Vineyard

### Henry Dubroff

Founder & Editor  
 Pac Coast Business Times

### Gina Fitzpatrick

SLO County  
 Chamber Executives

### Stacie Jacob

Chief Strategist  
 Solterra Strategies

### Lori Keller

Chief Executive Officer  
 Martin Resorts

### Dawn Legg

External Affairs  
 First Solar

### Kevin Meyer

Managing Partner  
 Gemba Academy

### Bruce Ray

Chief Financial Officer  
 Cannon

### Ty Safreno

CEO/CTO  
 Trust Automation, Inc.

### Michael Silacci

Regional Vice President,  
 External Affairs, AT&T

### Gil Stork

Superintendent &  
 President, Cuesta College

### Chuck Davison

President & CEO  
 Visit SLO CAL

### Carl Dudley

VP / Sr. Relationship Manager  
 Pacific Western Bank

### Devon Goetz

AVP Human Resources  
 SESLOC Federal Credit Union

### Tom Jones

Director, Strategic Initiatives  
 PG&E Diablo Canyon Power Plant

### John E. King

Principal  
 Boutique Hotel Collection

### Tim Mahoney

District Manager  
 Southern California Gas Co.

### Brendan Morris

Chief Executive Officer  
 Morris & Garritano Insurance

### Chris Richardson

Managing Partner  
 Richardson Properties

### Eric Schwefler, CPA

Partner  
 Caliber Accounting & Tax

### Darren Smith

CEO  
 Compass Health

### Tim Williams

Founder / CEO  
 Digital West

List of Board members:

<http://www.sloevc.org/about/board-of-directors.php>

## STRATEGIC PARTNERSHIPS

Particularly as we plan for a local economy without the approximately \$1 Billion in economic benefits from Diablo Canyon Power Plant, partnerships that cross cities, unincorporated communities, and counties are paramount to the region's success.

### SHARED OWNERSHIP OF REGIONAL ASSETS AND ISSUES

The EVC helped establish an advisory group of local leaders from both the public and private sectors to address economic planning around the closure of the Diablo Canyon Power Plant. In partnership with an identified consulting team of technical advisors, the group will conduct and economic strategy to help mitigate closure impacts, replace lost jobs and revenue.

### PROMOTE AND SECURE THE EXPANSION OF OUR REGIONAL AIRPORT AND AIR SERVICE

After many years of working with our partners at the **San Luis Obispo County Regional Airport** as well as **Visit SLO CAL**, 2017 was a big year as we celebrated the achievement of three important goals: the grand opening of the new airport terminal in November and new, non-stop flights to key destinations, Denver and Seattle.



### CONNECT WITH STATE AND NATIONAL PARTNERS

Thanks to a grant from the **Morgan Family Foundation** in 2017, the EVC continued to participate as a regional representative on the **California Stewardship Network (CSN)**, a statewide group committed to a more competitive California. The focus of the CSN is issues related to infrastructure, access to capital, workforce development, and workforce housing. Representing twelve regions throughout the State, the CSN organizes the annual **California Economic Summit** to bring over one thousand leaders together annually to develop action teams and create positive changes in statewide policies.

The EVC also has been collaborating with a network of communities that have faced or are facing the loss of a nuclear power plant through the **Institute for Nuclear Host Communities** to gain insights and best practices for preparing for the Diablo Canyon Power Plant closure and transitioning our economy.

### WORKFORCE HOUSING

This year, the EVC, with its partners at the **Home Builders Association of the Central Coast**, the **SLO Chamber of Commerce**, and the **County of SLO**, worked many months to help educate and advocate a range of policy solutions to this vexing challenge. Partners continue to collaborate by educating and developing solutions to the region's housing issues.



## WORKFORCE DEVELOPMENT: DEVELOP A TALENT PIPELINE

In collaboration with the County Office of Education, Cuesta College, Cal Poly and the Workforce Development Board, the EVC created a first-ever **Workforce Development Task Force** to convene and connect educators, government, and businesses to help align career pathways, job opportunities, and skills development.

We are especially excited about SLO PARTNERS, a program developed by the County Office of Education – an apprenticeship program to train and certify a higher-skilled, better-paid workforce to support the growing needs of local companies. The program aims to prepare approximately 1,000 workers for current and new tech-related jobs.



*“The EVC is uniquely equipped to facilitate a strengthened dialogue between education and industry as they are well respected across our regional business sectors. The EVC’s has a membership reach that no other organization in the County can duplicate or replicate and we are proud to be a partner.”*

**Michael Specchierla**  
Director of Career & College Pathways  
County Office of Education

## STRATEGIC INITIATIVES

With an emphasis on strategic initiatives and partnerships, the EVC is proud of its accomplishments in the four strategic initiatives below.

### WORKFORCE HOUSING

Building upon the success of 2016 policy recommendations the **Building Design & Construction Cluster** and its partners at the **San Luis Obispo Chamber of Commerce, Home Builders Association of the Central Coast, and the County Planning and Building Department** continued to help implement County policies that encourage the development of workforce housing in a balanced and thoughtful way. Also in 2017, the EVC served on the County’s **Affordable Housing Nexus Study Review Task Force** and provided guidance to the County and its consultant team.

### BROADBAND INFRASTRUCTURE

 The EVC is a strategic partner of the **Broadband Consortium of the Pacific Coast (BCPC)**, a collaboration representing Ventura, Santa Barbara, and San Luis Obispo counties assessing and advocating for higher speed internet for business through subsurface fiber-optic infrastructure. As a result of this strategic initiative, cities are currently working on significant upgrades to ensure access to high-speed fiber optic connectivity in key commercial areas. By focusing on implementing broadband networks, the EVC is preparing the Central Coast to provide the much-needed technological infrastructure to help our region remain productive and competitive. [pcbroadband.org](http://pcbroadband.org)

### EVC ECONOMIC DASHBOARD

In its second year, the **EVC Economic Dashboard** continues to provide important access to economic information about our County's economy. Sponsored by the **San Luis Obispo County Office of Education**, and **Dignity Health of the Central Coast**, and the **Southern California Gas Company**, this resource helps citizens, government, and businesses quickly access trends in our local economy. It includes the six industry clusters of the Economic Strategy Project: Building Design & Construction; Knowledge & Innovation; Uniquely SLO County; Advanced Manufacturing; and Health Services; and Energy.

<http://www.sloevc.org/economic-dashboard>

### ECONOMIC PLANNING: CLOSURE OF DIABLO CANYON POWER PLANT

In partnership with local business and government leaders, the EVC leads a collaborative process to manage the economic planning around the closure of the single largest employer in the county. The project consists of the following two phases:

- **Economic & Fiscal Analyses** for the region, all cities, the unincorporated communities, and the City of Santa Maria.
- **Economic Strategy** to unify the region under a vision and guide the development of a coordinated economic strategy that fosters a strong economy long after the closure.



*“Working with the EVC, we are sharing best practices from other power plant closures. The EVC’s foresight, collaborative spirit, and commitment is making a big difference for community outcomes.”*

**Jennifer Stromsten**  
Program Director  
Institute for Nuclear Host Communities



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