

Before the Board of Supervisors
County of San Joaquin, State of California

B-13-224

MOTION: Bestolarides/Ruhstaller/5

San Joaquin County Economic Development Vision and Implementation Plan

The Board of Supervisors does hereby:

1. Approve the attached report titled San Joaquin County Economic Development Vision and Implementation Plan; and,
2. Direct the County Administrator and affected County departments to initiate implementation of the eight key recommendations contained in the report.

I HEREBY CERTIFY that the above order was passed and adopted on March 12, 2013
by the following vote of the Board of Supervisors, to wit:

AYES: Elliott, Bestolarides, Villapudua, Ruhstaller, Vogel

NOES:

ABSENT:

ABSTAIN:

MIMI DUZENSKI
Clerk of the Board of Supervisors
County of San Joaquin
State of California



Mimi Duzenski

COB 12 (01/2007)



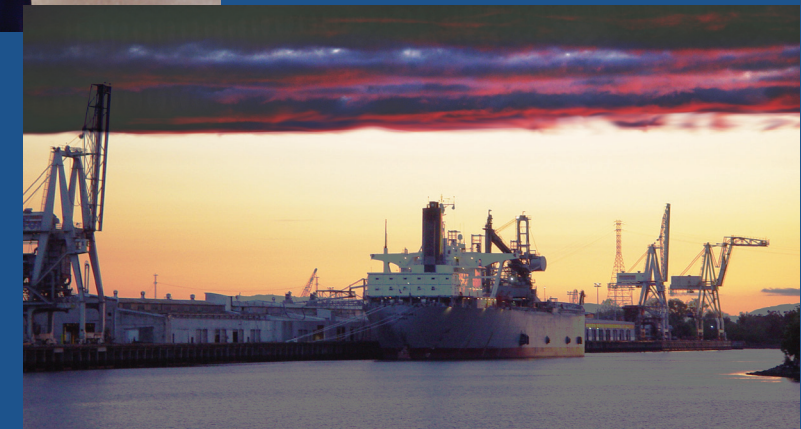
BOARD OF SUPERVISORS

Ken Vogel, Chairman, District 4
Carlos Villapudua, District 1
Frank L. Ruhstaller, District 2
Steve J. Bestolarides, District 3
Bob Elliott, District 5

CONTACT US:

Harry Mavrogenes
Chief Deputy County Administrator
44 N. San Joaquin Street, Stockton CA 95202
Phone: 209-468-3206
Email: hmavrogenes@sjgov.org

San Joaquin County Economic Development Vision and Implementation Plan



sjgov.org

YOUR PARTNER IN DEVELOPMENT

Partnership for Economic Development is the key message of San Joaquin County. For over 20 years, the public and private sectors have worked as a partnership to improve infrastructure and to ready sites and buildings to attract business and government investments that have created jobs opportunities for San Joaquin citizens. Government elected and professional staffs have a **pro-business development attitude** since communities have prepared for growth rather than fought improvements in approved areas. This is a **competitive advantage** since there are few geographic areas where all of the local public agencies, the business community, and the public/private economic development entities and organizations are working cooperatively to create new jobs and promote a positive business environment.



The County has a **successful history** shown by the County Employment and Economic Development Department which has continuously provided business retention, job training assistance programs, and financial incentive programs. By recently forming Business Team San Joaquin, they have created a community link with the seven cities economic and community development staffs, as a bi-monthly exchange of information and education on changing development techniques. The County's **responsive and helpful** Community Development Department deals efficiently with daily development opportunities to grow business investment. The quality and flexibility of professional staff at all levels of local government is a competitive advantage for retaining, growing, and attracting jobs.

Finally, the **San Joaquin Partnership is an award winning public/private partnership** that has continuously teamed over 20 years to provide prospects with a confidential coordinated service offering that assure that all communities get a fair opportunity in marketing locational benefits to attract jobs. Working throughout the County and the seven cities, it provides an extended hand and a wealth of data and information that assists new businesses in choosing successful business location. The San Joaquin Partnership markets the County and communities externally to prospects.



8 Key Recommendations

The Board approved the recommendations, staff will implement the following key efforts and programs to effectuate positive change to the County's economic future:

1. Economic Development Focus

Continue and expand the current business retention efforts and the recruitment efforts to target expansion and relocation needs of existing Greater Bay Area businesses, as well as new businesses that are looking at the Greater Bay Area. The County and Partnership should effectively market the existing talent pool of over 61,000 workers who commute daily to the Greater Bay Area.

2. Economic Development Marketing

Package and market all entitled shovel-ready major industrial and commercial properties along with any properties which may be added by the pending General Plan Update with a strong marketing campaign to the brokerage community, developers, and major companies.

3. Business Climate/Talent

Continue to tap the private sector talent to build on the already positive business climate. Recruitment successes should be highlighted in the County's marketing efforts and those individuals could become the County's best recruitment marketing tool. The talent pool of over 61,000 daily commuters to the Bay Area also needs to be part of the sales program.

4. Site and Infrastructure

Support the growth of targeted industries by improving physical infrastructure assets, such as the seaport and the airport. The County and Partnership should support legislative efforts to save and secure Enterprise Zones and to strengthen Infrastructure Finance Districts as a substitute for redevelopment. The County should review its inventory of land assets and identify appropriate parcels that could be sold or leased for economic development purposes.

5. Entrepreneurship

Foster a supportive environment for entrepreneurs including continuing of support for the Angel Investor Program, and reach out to the venture capital community in the Greater Bay Area to assist in local project financing.

6. Tourism

Recognize and expand tourism as an economic driver for San Joaquin County, focus on areas such as the wine industry, agri-tourism and the Delta waterways, as well as entertainment, cultural events, and authentic venues.

7. Education & Workforce Development

Create programs focused on preparing the workforce for San Joaquin County's target industries (incorporating the individual cities' strategies) and overall growth strategies for all. Continue the work already started by the County Employment and Economic Development Department. The County and Partnership would work with Delta College and University of the Pacific to develop programs and training that will match the skill needs of companies that we are trying to attract.

8. Quality-of-Life

Work toward the overall improvement of the quality of life in the County, with a focus on centers of commerce, additional entertainment venues, parks, retail, mixed-use/lifestyle environments in each downtown, and office space for residents and resident business. Improve the fiscal health of the County by enhancing the tax base.