



STRATEGIC PLAN FOR SAN JOAQUIN COUNTY

Adopted January 2006

UPDATE - October 10, 2007



Job Development Objectives

- Diversify Employment
- Improve Wage Base
- Create Sustainable Economy



Strategic Plan Goals



San Joaquin County

Economic Development Strategic Plan

AngelouEconomics

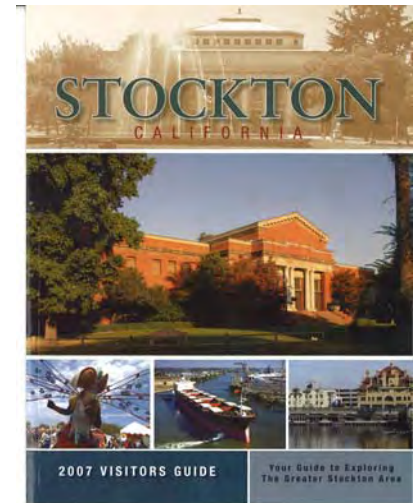
Plan Outcome

- To Create New Job Opportunities for All San Joaquin County Residents
- Improve the Business Climate for San Joaquin Companies
- Enhance the Quality of Life Enjoyed by All



Community Partner Groups

- ✓ Business Community
- ✓ Chambers & Allied Organizations
- ✓ Education & Workforce
- ✓ Entrepreneurship
- ✓ Public Agencies



Strategic Plan Goals



GOAL ONE:

Economic Development Focus

- **SHARE** the economic development vision
- **BROADEN** view of economic development
- **CREATE** business retention campaign
- **ENHANCE** business recruitment campaign
- **ADVOCATE** awareness of government issues
- **FOCUS** on key development areas



SHARE:

Economic Development Vision

Rollout & Outreach of Strategic Plan



ACTIONS-TO-DATE

- ✓ Held Strategic Plan Press Conference
- ✓ Strategic Plan Presentations
 - 7 City Councils & Board of Supervisors
 - 10 Organizations
- ✓ Newsletter Distribution



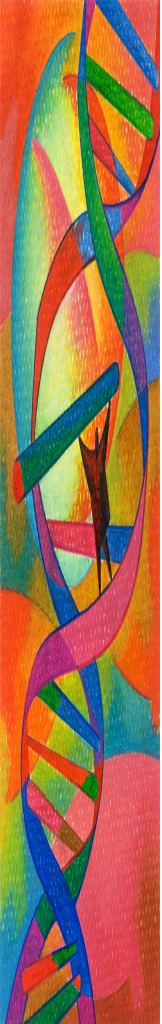
BROADEN:

View of Economic Development

Historical Focus –verses – New Approach

ACTIONS-TO-DATE

- ✓ Broadened Focus on Business Retention & Expansion Needs of Local Companies
- ✓ Incorporated Focus on New Target Industries into Marketing Program



CREATE:

Business Retention Campaign

Expand Partnerships, Programs & Resources

ACTIONS-TO-DATE

- ✓ **Utilities:** Efficiency, Rates, Rebates, & Infrastructure
- ✓ **Workforce Investment Board:** EZ Re-Application
- ✓ **Employment Training Panel:** Training / Retraining
- ✓ **Manex:** Cost Efficiency / Lean Manufacturing Methods



Results from SJP Actions

2006 Highlights Retention/Expansion



9 Successful Retention & Expansion Projects in 2006

ENHANCE:

Business Recruitment Campaign

Target Industry Focus

- ✓ Medical/Equipment & Supplies
Focus: Hospitals/Home Care Supplies and Biometrics/Laser Technologies
- ✓ Air Transportation
Focus: Supplies/Maintenance/Services
- ✓ Food Processing
Focus: Wine, Organics, Snack Foods, and Nutritionals
- ✓ Agbiotech
Focus: Fuels, Biomaterials, Horticulture, and Fertilizers/Feeds
- ✓ Energy Resources & Technology
Focus: Fuel Cells, Biomass, Waste, Solar, Wind

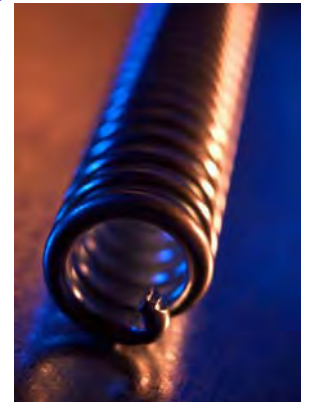


ENHANCE:

Business Recruitment Campaign

Target Industry Focus

- ✓ Construction Materials Manufacturing
Focus: Building Components/Framing/Roofing/Tiles/Landscape Amenities
- ✓ Automotive Parts Manufacturing
Focus: NUMMI Suppliers
- ✓ Back Office & Information Technology
Focus: IT Support Vendors/Call Centers
- ✓ Logistics/Distribution
Focus: Automotive OEM & Aftermarket



ENHANCE:

Business Recruitment Campaign

Marketing Campaign Focus

ACTIONS-TO-DATE

- ✓ Board Approved Annual Marketing & Outreach Program
 - Regional/National Outreach – Missions, Tradeshows, Conferences
 - Target Industry Resources – CORENET, IAMC, SIOR, ULI
 - Direct Mail & Email Campaigns
 - Website – Searchable Real Estate Database, Demographics



Results from SJP Actions

2006 Recruitment Highlights



20 Successful Recruitment Projects in 2006

FOCUS:

On Key Development Areas

Key Development Areas in San Joaquin County

- Northeast Industrial Area – Tracy
- Tracy Gateway – Tracy
- Opus Logistics Center – Stockton
- Port of Stockton – Stockton
- North Pointe Business Park – Ripon
- Austin Road Business Park – Manteca
- Land Park at Lathrop – Lathrop
- River Islands Employment Center – Lathrop
- Liberty Business Park – Escalon



Tracy Gateway



Austin Road Business Park

FOCUS:

On Key Development Areas

Key Development Areas in San Joaquin County San Joaquin Partnership Role

ACTIONS-TO-DATE

- ✓ Marketing Key Development Sites to Clients
- ✓ Collaborating with Private Sector on Development Interests
- ✓ Facilitating Public Sector Permitting on Development Interests



Strategic Plan Goals

**Economic Development
Marketing**

Economic Development

Business Climate

Entrepreneurship

Tourism

**Education &
Workforce Development**

Quality of Life

GOAL TWO:

Economic Development Marketing

- BUILD a team of county supporters
- FOCUS on target industries & executives

“Great economic development initiatives involve the entire community working together to improve the local product . . .”

-Angelo Angelou



BUILD:

A Team of County Supporters

ACTIONS-TO-DATE

Creation of the Community Partner Groups



FOCUS:

On Target Industries & Their Executives

- Focused Marketing

CALIFORNIA

San Joaquin County
...to your location needs
SAN JOAQUIN PARTNERSHIP CALIFORNIA

Solutions
...to your location needs
SAN JOAQUIN PARTNERSHIP CALIFORNIA

Workforce Development
...providing training and education
SAN JOAQUIN PARTNERSHIP CALIFORNIA

Diversified
...expanding our agricultural base
SAN JOAQUIN PARTNERSHIP CALIFORNIA

TRANSPORTATION NETWORK
...flying into the future
SAN JOAQUIN PARTNERSHIP CALIFORNIA

RIPON • ESCALON
...partnering for the future
PG&E Pacific Gas and Electric Company
SAN JOAQUIN PARTNERSHIP CALIFORNIA

STOCKTON • LODI • TRACY

FOCUS:

On Target Industries & Their Executives

ACTIONS-TO-DATE

- Chicago Mission
- Tradeshow Exhibits
 - International Biotechnology Conference – 2006 & 2007
 - Medical Device Manufacturers Show – 2006 & 2007
 - Food Processing Exposition – 2006
 - California League of Food Processors - 2006
- Direct Mail & Email Campaigns

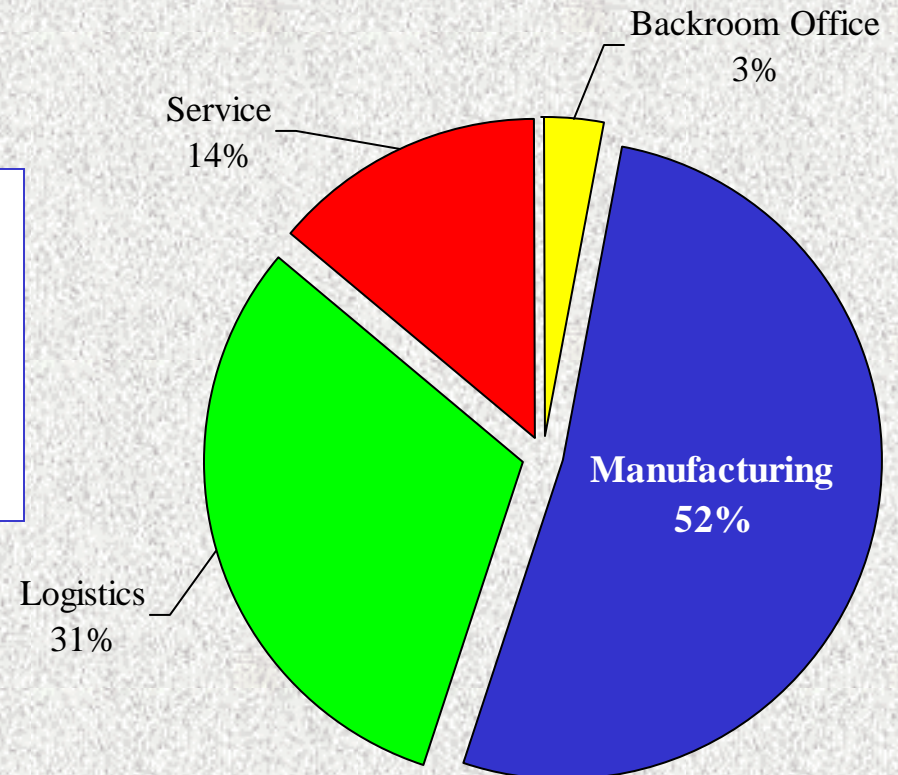


Results from SJP Actions

“2006 - Outstanding Year”

- 29 Projects Sited
- 5,979 Total Jobs
- \$2.4 Bil. Annual Payroll

San Joaquin Partnership Wins by Industry Type



San Joaquin Partnership

Continued Commitment to:

- Broaden Participation
- Enhance Approach to Business Retention & Expansion
- Enhance Approach to Business Attraction
- Expand Employment and Job Base Opportunities

