

# Economic Development Strategic Plan for San Joaquin County

## Second Quarter 2007 Update

The San Joaquin Partnership Board of Directors adopted the Economic Development Strategic Plan for San Joaquin County in January 2006. The San Joaquin Partnership undertook the implementation of the plan by first) broad dissemination of the plan and its recommendations and secondly) by the establishment of Stakeholder groups – Community Partners.

The Community Partners are: Business Community, Chambers and Allied Organizations, Workforce and Education, Public Agencies and Entrepreneurship.

The groups consist of both public and private organizations and individuals related to specific areas of recommendations and implementation.

The Community Partners began their meetings in August of 2006. Most have met on a monthly basis since then.

**Business Community** – Phil Pennino of PG& E was elected Chair.

### **Target Recommendations:**

- Permitting and Processing
- Business and Industrial Park Inventory
- Electrical Utility Capacity
- Municipal Infrastructure, Sanitary Sewer, Water and Stormwater

### **Results:**

- A sub committee formed to review/survey local permitting and processing as compared with other communities such as Newark, San Jose and Sacramento, has made an initial report. *They suggest that local communities investigate the Matrix system used by Sacramento.*
- Stockton Community Development Director Michael Niblock made a presentation to the Committee in June. He indicated that changes are being made in the Permit and Building Departments and has given the committee a schedule of objectives and projects. He has hopes of eventually implementing the Matrix system when funding and personnel are available. He is also planning to reinstitute the Permit Center Task Force.
- A current business and industrial park inventory is being finalized by the San Joaquin Partnership.
- The three local electrical utility providers – Lodi Electric, MID and PG & E have given presentations on their economic development packages and incentives.

***NEXT MEETING DATE: August 15, 8:15 AM at the offices of the San Joaquin Partnership***

**Chambers and Allied Organizations** – Doug Wilhoit, Stockton Chamber of Commerce, was elected Chair.

**Target Recommendations:**

- Tourism
- Business Retention and Expansion
- Permitting and Processing

**Results:**

- A subcommittee has been formed to work on cross marketing events and activities throughout the county.
- The Stockton Chamber has produced a Visitors Guide that includes some information on other communities. Plans for an expanded 2008 guide are underway.
- The Downtown Stockton Alliance and Manteca Visitors Bureau have hired Roger Brooks, a “branding” and marketing expert.
- Current programs for business retention and expansion are being reviewed.
- A presentation was made by Jeroen Gerrese, President, Regent Hospitality Services LLC, about the Sheraton Hotel under construction on the Stockton Waterfront. He plans to work with this Partner Group to put brochures in the hotel racks and publications in the rooms as well as help market local attractions such as wine tours.

***NEXT MEETING DATE: August 8, 9:00 AM at the offices of the Stockton Chamber***

**Education and Workforce** – Mick Founts, San Joaquin County Office of Education, was elected Chair.

**Target Recommendations:**

- Development and Enhancement of Career Path/Vocational Education
- Make San Joaquin County High Schools Leading Edge
- Improve Readiness of Public School Students
- Support Delta College Multi-Campus Strategy
- Review Linkage between Education and Target Industry Jobs

**Results:**

- Subcommittees have been formed to work on the above recommendations
- An Aviation school is scheduled to open in August 2007 at the Stockton Metropolitan Airport. The San Joaquin Career and Technical High Aviation Academy will provide career training for positions such as airline pilot, aircraft mechanic, aeronautical engineering and ticket agent.

- The San Joaquin Office of Education is also opening a construction trades charter school that will focus on general construction, but will also include CAD drafting and sheet metal heating and air-conditioning instruction. This is scheduled to open in January.
- The San Joaquin County Office of Education is negotiating to take over the Federal Building in downtown Stockton to be used for Incubator programs and practical training for students. Business locating in the building would agree to hire students to learn office and technical skills.
- Delta College has received a Tech Prep grant that would build career pathways in health care, agri-business, manufacturing and environmental technology.
- A matrix of San Joaquin County private post secondary institutions has been compiled to provide to existing and prospective employers.
- Pressure is being put on ROP programs for standardization.
- Information is being gathered for an employer's guide and a brochure on why hiring interns can benefit your business.

***NEXT MEETING DATE: August 21, 9:00 AM at the offices of the San Joaquin Partnership***

## **Public Agencies**

### **Target Recommendations:**

- Support and Protect Key Development Projects
- Review Regional Infrastructure Issues
- Regional Transportation

### **Results:**

- A White Paper is being prepared on five key issues:
  1. Need to protect Economic Development within the county and each community
  2. Land use – pending amendments to habitat plan, linkage to agriculture preservation program and fees, Airport Master Plan and protection.
  3. Local infrastructure issues: transportation, wastewater and potable water. The need to have cooperation within the County as to shared facilities.
  4. Regional infrastructure issues – transportation.
  5. Countywide tourism programs and their financing.

***NEXT MEETING DATE: TBD***

**Entrepreneurship** – Mark Plovnick of the University of the Pacific was elected Chair.

**Target Recommendations:**

- Venture Capitol Network
- Angel Network
- Technology Incubators

**Results:**

- The targeted monetary goal has been reached for the Venture Capital/Angel Network program in conjunction with Golden Capital. The County and most of the cities have agreed to participate. Several angel investors have offered to participate. Discussion is underway on the value of participation with Golden Capital because of its plans to reach out on a more national basis with only 50% of its funding for local startups..
- A conference on Entrepreneurship and Venture Capitol was held June 21<sup>st</sup> at the University of the Pacific. There were about 200 attendees. Four start-up companies made presentations before a panel of venture capitalist and angel investors. One, Origami foods, was selected as the outstanding presentation. The purpose of the conference was to create “buzz” about Venture Capitol and Angel Investor groups in hopes of establishing one in San Joaquin County. The next step is to interest 30 –50 individuals and create a fund of \$3-5 million. To date, there are 10 individuals interested in this project.
- University of the Pacific has committed to pursuing an incubator program on Health Care.

***NEXT MEETING DATE: August 14, 8:30 AM at the offices of the San Joaquin Partnership***