ATTACHMENT

5

OPPORTUNITY STANISLAUS -
OUR FUTURE IS NOW!
STANISLAUS
BUSINESS
ALLIANCE

A Call to Action

Opportunity Stanislaus – Our Future is Now!

Stanislaus County has maintained a strong agricultural and manufacturing history since the first farmers arrived here in the mid-1800s to grow wheat. Since then, this county has become one of the top food and beverage production counties in the United States. In fact, a recent study by the California League of Food Processors and UC Davis listed Stanislaus County as the second leading food production county in the State of California behind Los Angeles County.

Despite our economic strength, the county trails the state and the nation in key economic indicators such as unemployment, poverty, average income and educational attainment. The challenge before us is to retain the things that make our county strong while executing a solid economic development plan that will measurably improve social and financial opportunities.

In April, we retained the services of Funding Solutions of Austin, Texas to conduct in depth interviews of dozens of business and civic leaders in Stanislaus County to begin to understand how we could better serve the needs Stanislaus County businesses and improve economic opportunity for all. After conducting 73 interviews, we heard you say there are four key initiatives we need to focus on:

1. Help our existing businesses to grow and thrive.
2. Establish a demand driven workforce readiness program that will enable our companies to recruit and retain the employees and managers they need.
3. Tell the world who we are by creating an effective messaging campaign instead of letting others tell people who we are.
4. Develop a culture of innovation and entrepreneurship in our county by inspiring the many creative, bright people with good ideas to turn those ideas into viable businesses and create new jobs.

So, the Opportunity Stanislaus plan in this document is in reality your plan. We listened to our community, and now we have a plan we are confident you will support.

We encourage you to be part of the team fueling our programming with your time, talent and resources -- pulling together to achieve our goal to make Stanislaus County a great place to work, live and play. Opportunity Stanislaus – *Our future is now!*

Jeff Foster
Chairman of the Board
Stanislaus Business Alliance

David White
Chief Executive Officer
Stanislaus Business Alliance

Message from the Campaign Chair

Opportunities abound throughout the Central Valley region to build upon our agricultural legacy and to leverage ever-increasing potential for smart economic growth. These opportunities, combined with Stanislaus County's metropolitan resources and conveniences, and the warmth, charm and feel of our smaller communities, create a unique platform upon which to establish a premier place to live, learn, work, play - and grow a business.

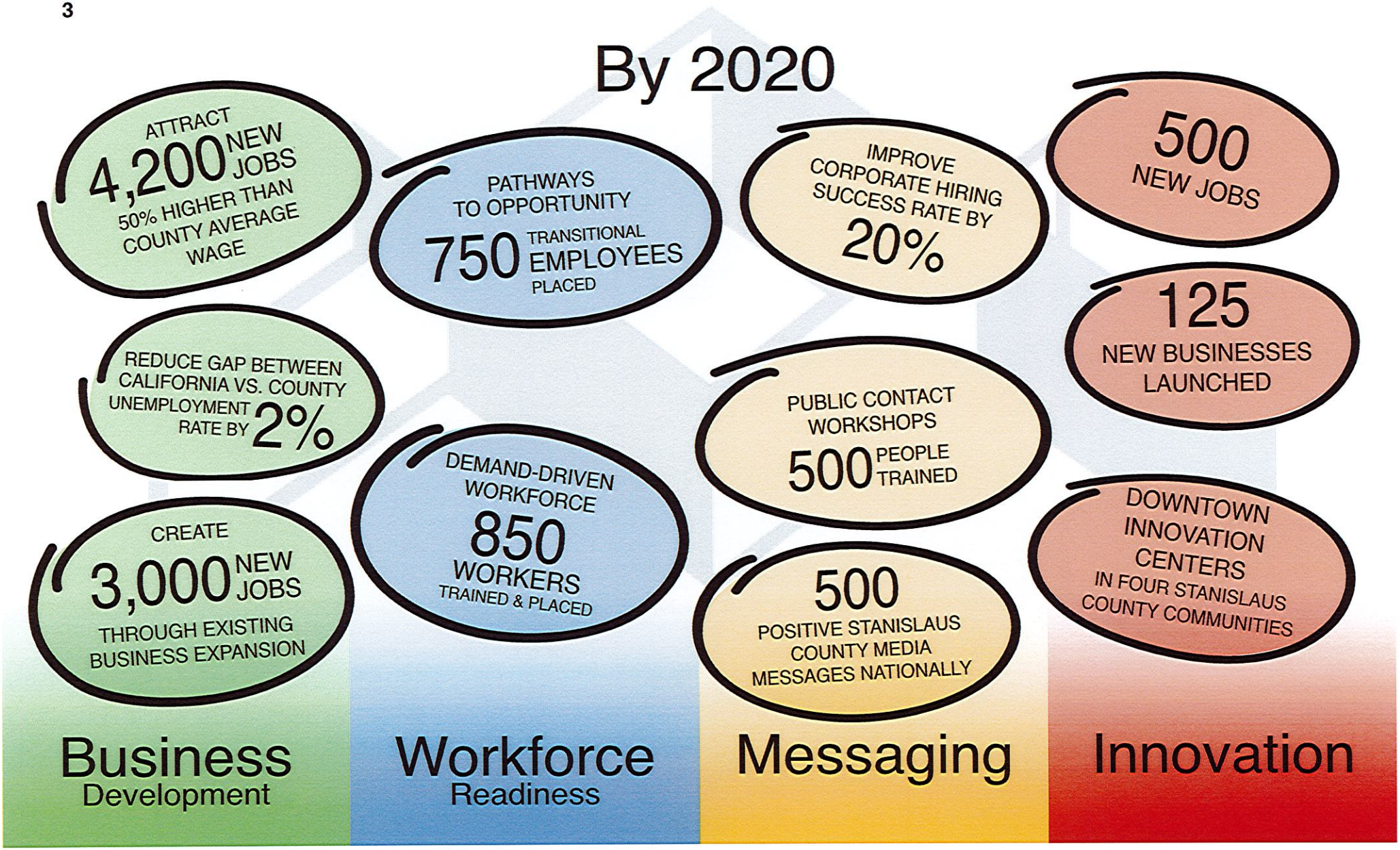
Under its new leadership, the Alliance is building a strong record of community involvement, contributions to the business economy and of helping improve the quality of life of the citizens across Stanislaus County. This new five-year plan, *Opportunity Stanislaus -- Our Future is Now!* solidifies and builds that ever expanding vision.

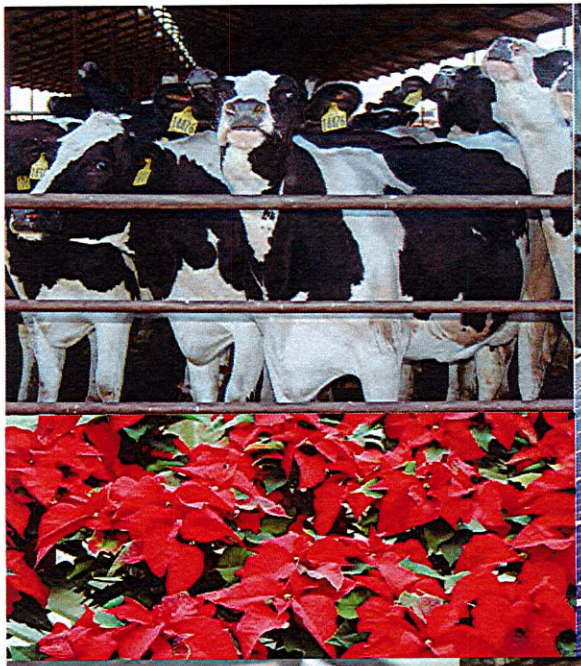
This is not a plan created by our board and staff. It is the plan of all the communities in Stanislaus County, because it is the culmination of 73 one-on-one interviews, through which community leadership in both the public and private sectors provided individual input about the program initiatives that are important to us.

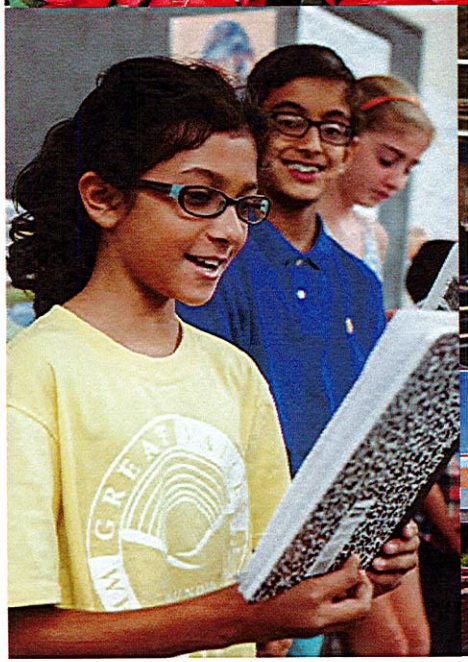
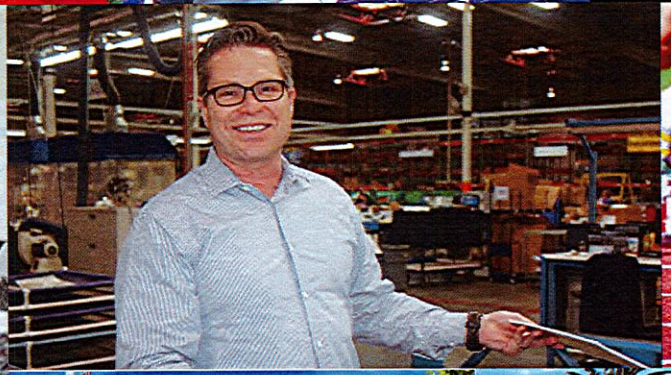
I have been personally involved in the planning phases of our new five-year plan. I fully believe in and am committed to both the process and the program initiatives. I am confident that you, along with the many public and private leaders who are already on board, will see the vital importance of working together to become all we can and will be!

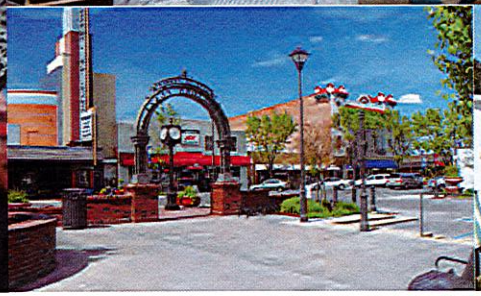
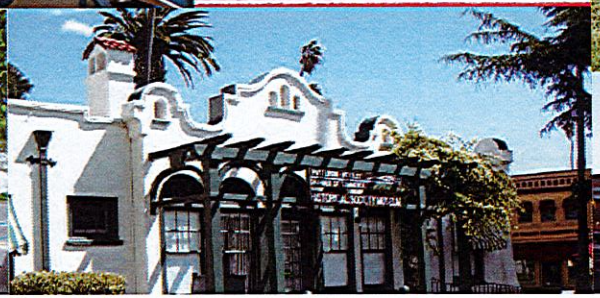
Ron Jackson
President and CEO
Beard Land and Investment Co.

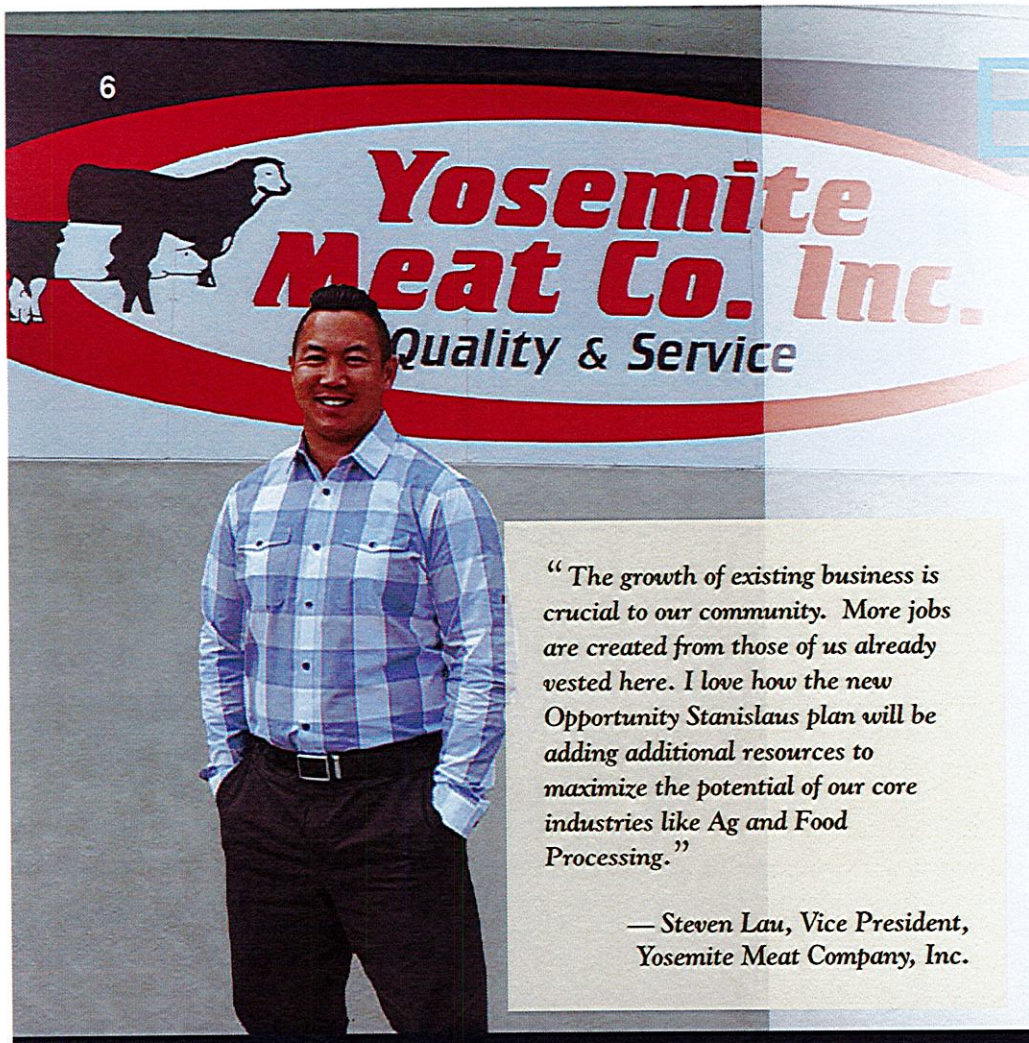
By 2020


ATTRACT 4,200 NEW JOBS 50% HIGHER THAN COUNTY AVERAGE WAGE
PATHWAYS TO OPPORTUNITY 750 TRANSITIONAL EMPLOYEES PLACED
IMPROVE CORPORATE HIRING SUCCESS RATE BY 20%
500 NEW JOBS
REDUCE GAP BETWEEN CALIFORNIA VS. COUNTY UNEMPLOYMENT RATE BY 2%
125 NEW BUSINESSES LAUNCHED
PUBLIC CONTACT WORKSHOPS 500 PEOPLE TRAINED
DEMAND-DRIVEN WORKFORCE 850 WORKERS TRAINED & PLACED
CREATE 3,000 NEW JOBS THROUGH EXISTING BUSINESS EXPANSION
500 POSITIVE STANISLAUS COUNTY MEDIA MESSAGES NATIONALLY
DOWNTOWN INNOVATION CENTERS IN FOUR STANISLAUS COUNTY COMMUNITIES
Business Development
Workforce Readiness
Messaging
Innovation





Business Development

Mission

Facilitate job growth by driving new and existing business expansion through support of local companies, development of a stronger supply chain, attracting good-fit companies to the county and development of our economic clusters--a group of companies with similar characteristics that can collaborate on common interests.

"The growth of existing business is crucial to our community. More jobs are created from those of us already vested here. I love how the new Opportunity Stanislaus plan will be adding additional resources to maximize the potential of our core industries like Ag and Food Processing."

— Steven Lau, Vice President, Yosemite Meat Company, Inc.

Objective #1 – Grow Local Businesses

- Expand and improve our local business contact program
- Lead the effort in visiting base employers who bring in new dollars to the county
- Partner with Chambers of Commerce in visiting companies that generate revenues locally in order to help businesses expand and grow
- Provide exceptional customer support to all businesses by helping them resolve issues that pertain to the workforce, infrastructure, and community and business services to help remove barriers to success

Objective #2 – Develop the Supply Chain

- Create an asset map that lists all local suppliers and their capabilities. This will help end users know about local suppliers with whom they can enter into business contracts.
- Learn through our local business surveys what out-of-area suppliers are under contract. Contact these suppliers and encourage them to open facilities and offices in Stanislaus County.
- Attract good-fit companies that can benefit from the supply base that is already here

Objective #3 – Attract California Program

- Utilize existing market databases and business connections to identify and target good-fit California companies to expand or relocate in Stanislaus County. A good-fit company is a company that would have a compelling reason to be in Stanislaus County because of the strength of our economic clusters, our lower cost of doing business or the unique characteristics of our workforce.
- Visit these companies, inviting company executives to visit us
- Meet with key site selection consultants who advise companies on site location decisions

Objective #4 – Industry Clusters

- Grow, support and communicate our industry clusters to help further diversify the economy
  - ➢ Target and attract specific companies from other areas to be part of our vibrant economic landscape
  - ➢ Identify and understand the challenges and issues which restrict growth within our clusters and develop a plan to help overcome those issues and challenges
  - ➢ Develop a cluster profile which clearly defines the cluster's impact on the local economy, the companies that are part of the cluster and the specific assets and opportunities of that cluster
- Provide business networking opportunities for local businesses
- Identify job opportunities for county residents

Expected Outcomes

- Develop cluster teams in Ag Tech, Business Services, Food Processing, Healthcare, Logistics and Manufacturing by the end of 2016. Facilitate the creation of 5,000 new jobs by the end of 2020.
- Develop the Supply Chain Asset Map by the end of 2016. By 2020 we will attract 15 new suppliers to the county which will create 400 jobs. We will help local suppliers make business contacts which will create an additional 500 jobs.
- Through the "Attract California Program" we will add 4,200 new jobs by the end of 2020. At least half of those jobs will be higher-paying than the average county wage.
- Complete 300 business visits in 2016. We will enter into a Memorandum of Understanding with each Chamber to assist us in interviewing local revenue producing companies by the end of 2016. By 2020 we will be visiting 400 businesses per year. We expect to facilitate the creation of 3,000 new jobs over 5 years through this program.

Key Indicators

- **The gap between the California average unemployment rate and the Stanislaus County unemployment rate will be reduced by 2 percent by 2020**
- **The gap between the California average wage and the Stanislaus County average wage will narrow by 10% by 2020**