



Comprehensive Economic Development Strategy (CEDS) Review

San Benito County Business Council

November 2, 2017

The Economic Development Corporation of San Benito County promotes economic growth and development in San Benito County, California through business attraction, retention, expansion and creation, while maintaining and preserving our agricultural land and rural environment.



Board of Directors:

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Mary Gilbert, COG

Loree Van Bebber, Cal Coastal

Bob Quaid, San Juan Committee

CEDS Project Team

Kristina Chavez Wyatt, Farmhouse Communications

Wes Ervin, Wes Ervin & Associates



CEDS CREATION PROCESS:

CALED Academy LEAP

June 8 & 9, 2016

SWOT Analysis, Countywide Business Survey

Spring – Fall 2016

EDA Tour/Orientation, Strategic Planning Committee

August 2016

CALED Economic Development for Local Elected Officials (LEO)

January 25, 2017

CEDS Draft Review

May – Sept 2017

- CEDS Committee: review, comment

May 31, 2017

- City of Hollister: review, comment

October 16, 2017

- City of San Juan Bautista: review, comment

October 24, 2017

- **San Benito County Board of Supervisors: review, adopt**

TBD




CEDS COMMITTEE MEMBERS:

- Federal- Carina Chavez, Deputy District Director for CA-20 Representative Jimmy Panetta
- State- Reed Sanders, District Representative CA 12th District Senator Anthony Cannella
- San Benito County
 - San Benito County Supervisor Mark Medina
 - Workforce Development HHS Deputy Director Enrique Arreola, Workforce development board Chairman Alex Arias- Manpower
 - Interim Resource Management Agency Director, James Walgren
- City of Hollister- Mayor Pro-Tem Karson Klauer, City Manager Bill Avera, Development Services Director Bryan Swanson, Development Services Coordinator Mary Paxton
- City of San Juan Bautista- Mayor Chris Martorana, Community Development Director Matt Orbach
- EDCSBC Board Members
 - Aaron Johnston, Chairman - Graniterock
 - Gillian Enz, Vice Chairman – Steel Solutions
 - Brenda Weatherly, Secretary – Hollister Downtown Association
 - Andrew Shelton – Shelton Insurance
- Monterey County Business Council- Teri Williams, Monterey Bay Procurement Technical Assistance Center
- Hollister Airport- Mike Chambless, Deputy City Manager/Airport Manager
- Hospitality, Winery, Events - Scott Fuller (San Juan Oaks), Bruce Lewis (Ridgemark), Chuck Frowein (Grillin' & Chillin' Roadhouse, Grillin' & Chillin' Alehouse), Cory Waller, Eden Rift Winery, Mike Fisher (Fisher's)
- Housing- Alfred Diaz Infante, Gabriel Torres (CHISPA), Shawn Milligan (Residential developer), Matt Huerta (Monterey Bay Economic Partnership)
- Monterey Bay Economic Partnership- Kate Roberts
- San Benito County Chamber of Commerce- President/CEO Juli Vieira
- Hollister Downtown Association- Executive Director Brenda Weatherly
- Silicon Valley Organization- Victor Gomez (Pinnacle Strategy)
- Agriculture- Richard Bianchi (San Benito County Farm Bureau/Sabor Farms), Scott Grabau- Tanimura & Antle, Kay Filice- Filice Farms, Vince Brigantino (True Leaf Farms), San Benito County Agricultural Commissioner Karen Overstreet
- Latino business owner- Fernando Gonzalez (Past Chairman of the Community Foundation, Owner of True Value Hardware)
- Association of Monterey Bay Area Governments – Heather Adamson, Director of Planning
- Small Business Development Center- Cindy Merzon, Associate Director
- Education- San Benito County Superintendent of Schools Krystal Lomanto, Gavilan College- President Kathleen Rose, Vice President Administrative Services Fred Harris, Dean of Career Technical Education Sherrean Carr, Associate Dean Community Development Randy Brown
- California State University, Monterey Bay- College of Business Dean Dr. Shyam Kamath, Executive Director, The Institute For Innovation and Economic Development (iiED), Associate Professor, Economics and Entrepreneurship, College of Business, Brad Barbeau, Program Manager, Institute for Innovation & Economic Development, MaryJo Zenk
- Environment & Land Use- David Huboi (Huboi Architects), Kristin Cushman (Monterey Bay Climate Action Compact, Ecology Action), Ron Ross (San Benito County Ag Land Trust), Rob Oneto (Ruggeri, Jensen & Azar), Brennan Jensen (Emerging Ecologies)
- Biotech, Manufacturing- Richard Goozh (Teknova)
- Business Council- Bob Tiffany (Tiffany Ford), Graham Mackie (Retired, Dassel's Petroleum), Jim Gillio (Central Ag Supply)
- Health Care- Dr. Ariel Hurtado (Hazel Hawkins Hospital)
- Finance- Will Sutton (Heritage Bank), Phil Fortino (Rabobank)
- Silicon Valley Leadership Group - VP Technology & Innovation, Peter Leroe-Muñoz
- Utility- Sapna Dixit, Community Energy Manager and Rob Morse, Senior Manager Central Coast Division Pacific Gas & Electric Company
- Transportation- Mary Gilbert, Executive Director San Benito County Council of Governments

Why This CEDS?

- Implements County General Plan Economic Development Element
- Combines many efforts
 - GP ED Element, CALED LEAP & LEO, Business Council, EDC, Chamber, Hollister Downtown Association, San Juan Committee, MBEP)...
- Common E D priorities -- Now in 1 Place
- Makes us Eligible for EDA grant funding
- Useful to obtain other grants



San Benito County

ECONOMIC DEVELOPMENT CORPORATION OF SAN BENITO COUNTY

2017 - 2022
Comprehensive Economic Development Strategy (CEDS)

September 1, 2017

Conforms to the US Economic Development Administration CEDS Content Guidelines of March 9, 2016

2035 GP ED Element Implementation

- ED-A Economic Development Strategy = this CEDS
- ED-B Staff Resources
- ED-C Marketing Program
- ED-D Industrial & Commercial Sites Database
- ED-E Wine/Hospitality Combining District
- ED-F Tourism Promotion Program
- ED-G Wayfinding and Signage
- ED-H New and Existing Business Support
- ED-I Economic Development & Revenue Agreement

San Benito County 2035 GENERAL PLAN		Section 4 Economic Development Element				
Economic Development Implementation Programs		2015-2017	2017-2020	2020-2035	Annual	Ongoing
ED-A: Economic Development Strategy The County shall prepare, adopt, and periodically update an Economic Development Strategy, which shall be used as an operational guide to implement the economic development goals and policies of this element of the General Plan. The strategy will also fulfill Federal Economic Development Administration (EDA) requirements for a Comprehensive Economic Development Strategy (CEDS) to receive grant funding. The strategy should identify industry-specific goals and actions that build on the existing agricultural economy and industries, and clearly identify how the County will help achieve those goals (e.g., staff support, incentives, and permit streamlining, etc.). (MPSP)			x			
Implements Policy(ies)	ED-1.1, all Economic Development Element policies					
Responsible Department(s)	Housing and Economic Development					
Supporting Department(s)	Planning and Building Inspection Services, County Administrative Officer					
ED-B: Economic Development Staff Resources The County shall allocate staff resources for economic development, including appointing an Economic Development Coordinator to oversee implementation of the County's economic development strategy. (FB/ SO)			x			
Implements Policy(ies)	ED-1.10, all Economic Development Element policies					
Responsible Department(s)	Housing and Economic Development					
Supporting Department(s)	Planning and Building Inspection Services, County Administrative Officer					
ED-C: Economic Development Marketing Program The County shall collaborate with the Economic Development Corporation of San Benito County and the San Benito County Chamber of Commerce and Visitors Bureau, the San Benito County Business Council, the Hollister Downtown Association, and interested public and private stakeholders to prepare and adopt a comprehensive marketing program that will enhance the county's image, support expansion of existing businesses, and encourage relocation of new businesses to the county. The marketing program should target specific economic sectors that need to be expanded, including wineries, tourism, hospitality, organic agriculture, specialty food processing, medical and health services, research and development, renewable energy industries, green industries, and corporate and regional headquarters. (MPSP/IGC/JP)			x			
Implements Policy(ies)	ED-1.11					
Responsible Department(s)	Housing and Economic Development					

Needs Identified in GP and CEDS

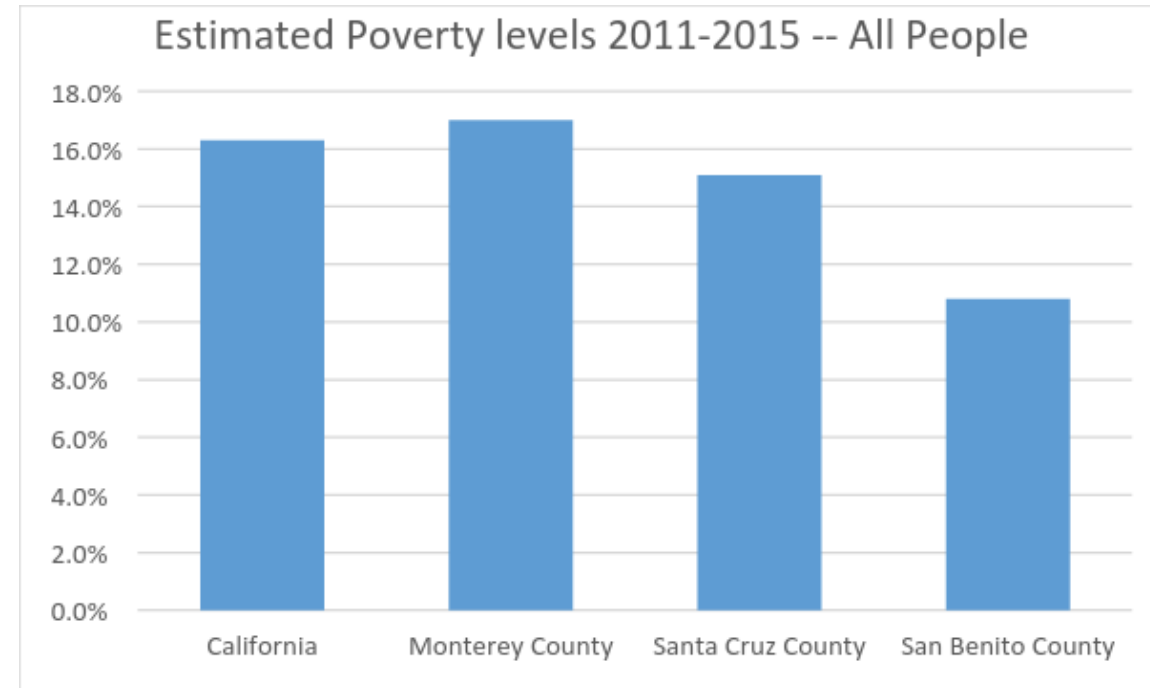
1. Improving Cooperation for Joint Economic Development
2. Creating Local Jobs to reduce out-commuting and to fill industrial parks
3. Campaigning to Attract Businesses
4. Strengthening Tourism Promotion
5. Retain Existing Businesses
6. Align with Training + Employment Providers

This CEDS seeks to Proactively:

- Address Identified Needs
- Create Local Jobs
- Stabilize & Diversify our Local Economies
- Raise Income Levels
- Improve the Quality of Life
- Reduce Out-Commuting
- Protect the Environment

CEDS Data -- Unique Demographics

- 60,000 residents
 - 36,529 in Hollister = 61%
 - 2,250 in San Juan Bautista = 4%
- 1.5% per year population growth,
 - ~73,500 in 2030
- ~52% are working age (25-64)
- Poverty is lower, fewer College degree earners, households are larger, housing prices are lower, track with the region



CEDS Data -- Jobs and Commuting

- 16,000 = Current Employment
 - Almost 20,000 by 2035 (+25%)
- 11% = Farm Employment (2% = CA average)
- Clusters = Agriculture, Food Processing, Distribution, Chemicals, Agricultural Services
- Out-commuting = 48%+ of Employed Residents, More Vehicle Miles Traveled & Longer Commutes Than the Region
- Travel Spending is Quite Low

CEDS 5 Year Goals 2017- 2022

1. Act Collaboratively.
2. Invest in Local Business Development & Attraction
3. Invest in Talent Development, Retention & Education
4. Improve our Business Climate & Competitiveness
5. Invest in Infrastructure Maintenance & Growth
6. Support an Entrepreneurial Culture
7. Ensure Community Safety & Health
8. Create Economic Resiliency

CEDS 12-month Action Plan



1. Expanded funding for economic development staff
2. Joint business retention, expansion and attraction
3. Collaboration, resource and data sharing
4. Teaming on improved permitting processes and infrastructure issues
5. Partner to develop and implement a more robust tourism marketing and promotional plan

Good Projects for Prosperity



- A county-wide economic development implementation plan
- Study development potential of the county's future commercial nodes, interchanges at 101/129, 101/156, 152/156
- Water and sewer expansion engineering studies
- Industrial Parks expansions
- Funding to support agricultural and industrial areas
- Hotel feasibility study- winery hospitality corridor, nodes
- Small business incubator
- Remote workspace/telecommuting project
- Strengthening partnerships between all jurisdictions for jobs & workforce development
- Tourism/Wine/Eco/Agritourism impact study and development plan

Other CEDS Chapters

- Summary Background
- SWOT Analysis
- Strategic Direction & Action and Economic Resilience Plans- less emphasis on projects, more on systems and planning



Next Steps for CEDS

- Review and adoption by San Benito County Board of Supervisors
- Present to Hollister and San Juan Bautista for review and adoption
- Present to Economic Development Administration for approval
- Review & Update CEDS with CEDS Committee Annually
- Submit CEDS Annual Performance Reports

Closing Remarks

- Act Collaboratively- Be clear about where we are.
- We are Getting the Community on Board
- San Benito County is open for business.
- *“SMART planning helps us keep the community we fell in love with.”*

THANK YOU!

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