

Marketing San Joaquin USA
Marketing and Outreach Plan for 2018
San Joaquin Partnership



The primary **mission** of the [San Joaquin Partnership](#) is to **lead a cooperative countywide competitive economic development team** that improves the overall economy of [San Joaquin County](#), California by attracting private investments into our cities and county that will create new jobs and wages.

The San Joaquin Partnership also **assists** local communities in **expansion and retention of existing employers upon the community's or businesses request**. In addition, we **support** educational opportunities that **increase the skills** and education credentials of the labor force that will retain and attract higher wage employers. Finally, the San Joaquin Partnership cooperatively **markets the positive image of our county and its communities**.

The 2018 Marketing & Outreach Program **targets** the following industries with examples of successful past target industry locations:

- Food Processing ([Pearl Crop](#))
- Fulfillment /Logistics Centers ([Federal Express Ground](#))
- Manufacturing ([Pratt Industries](#))
- Advanced/Specialized Manufacturing ([Cepheid](#))
- Electrical Vehicle Manufacturers & Suppliers ([Tesla](#))
- Construction Materials ([Pace Supply](#))
- Medical Equipment & Supplies ([Medline](#))
- Office/Professional Services/IT ([Franklin Templeton](#))
- Agricultural Technologies ([Agro-Culture Liquid Fertilizers](#))
- Energy Resources & Technologies ([Community Fuels](#))
- Healthcare ([Vibra Healthcare](#))
- Air Cargo & Aviation Services ([ATI - Amazon Prime Air](#))

“Grow It! Make It! Ship It! San Joaquin USA Brand



In 2018, the [San Joaquin Partnership](#) plan includes the continuation of growing existing and creating new business investment relationships by marketing and selling cooperatively with [GO-Biz](#), [TeamCA](#) and the [California Central Valley Economic Development Corporation](#). Our marketing is targeted to Real Estate Professional Associations ([SIOR](#), [IAMC](#), [NAIOP](#), and [CoreNet](#)) and attendance of several [Site Consultant Forums](#).

Of course, face to face calls will continue with prospects, site consultants, incentive advisors when traveling to major metropolitan areas for conference, trade shows or forums. While in these major cities retention calls on corporate headquarters with locations in San Joaquin County will also be made to maintain relationships with key management.



Conferences

- [IEDC Leadership Conference](#) – Las Vegas, 1/28-30/18
- [NAIOP 2018 CRE.Insights](#): Industrial Last Mile – Seattle, WA 3/5-6/18
- [SIOR Spring World Conference](#) – Austin, TX 3/11-14/18
- [CA Association of Local Economic Developers](#) – CALED Monterey, 3/13 -15/18
- [Team California Consultants' Forum](#) – Palm Desert, CA 3/18
- [IEDC Federal Forum](#) – Washington DC, 3/25-27/18
- [NAIOP National Forums Symposium](#) – Sheraton New York, Times Square Hotel – 5/1-3/18 Trends & Forecasts
- [Industrial Asset Management Council](#) – Savannah, GA 5/5-9/18
- [NextGen Talks](#) – Nashville, 5/16-18/18
- [Area Development-Consultants Forum](#) – Indianapolis, 6/4-6/18
- [NAIOP - I.CON '18](#) – Jersey City, NJ 6/7-8/18
- [Select USA](#) – Washington DC, 6/20-22/18
- [Logistics Development Forum](#) – Vail, CO 8/18
- [IAMC Fall Forum](#) – Philadelphia, PA 9/15-19/18
- [International Economic Development Council](#) – Atlanta, GA 9/30/18 - 10/3/18
- [SIOR Fall World Conference](#) – Denver, 10/11-13/18



Industry Expositions/Trade Shows

- [Winter Fancy Food Show](#), San Francisco 1/21-23/18
- [West Pack](#) (Anaheim, CA - with Central Valley EDC) 2/6-8/18
- [World Ag Farm Show](#), Tulare, CA 2/13-15
- [Food Processing Expo by CLFP](#), Sacramento, 2/21-22/18



Missions & National Outreach

- CCVEDC San Francisco Bay Area Calls with CCVEDC – 1/18
- CCVEDC Sacramento Legislative, GO-Biz & Broker Calls with [California Central Valley Economic Development Corporation](#) 3/12-13 or 19-20/18
- CCVEDC Sacramento Broker Mission 3/14 or 3/21/18
- CCVEDC Broker Mission – Dallas 3/18 or 4/18
- [One Voice](#) – SJCOG TBD 5/18
- CCVEDC LA & Ontario Mission Calls with CCVEDC - TBD
- CCVEDC SoCal Newport/Orange Broker Calls - TBD
- [Society of Industrial & Office Realtors](#) – Nor Cal/So Cal Chapter Events
(Multiple Events with Central Valley EDC)
 - SIOR SoCal Networking & Dinner 1/18
 - NorCal SIOR Wine Dinner 3 or 4/18
 - NorCal SIOR Annual Golf Tourney Chardonnay Golf Club 5/18
 - SIOR SoCal Golf Tourney - Dove Canyon Country Club 9/18
 - LA & Ontario Mission Calls – TBA
 - SIOR Northern CA Chapter Tahoe Dinner TBD
 - SIOR SoCal Networking & Dinners TBD
 - SIOR NorCal Holiday Dinner 12/18



Greater Silicon Valley Brand



The Partnership under the management of part-time consultant [Randy Starbuck](#) has continued its collaboration with [San Joaquin County](#) and the communities to market into Silicon Valley using the “[Greater Silicon Valley](#)” brand which was created in 2013.

This marketing and sales call program partners with [TiE Silicon Valley](#), [Joint Venture Silicon Valley](#), [California Technology Council](#) and other organizations with the following primary goals:

- Attract new investment and expanding Silicon Valley startups, technology firms, manufacturers, suppliers and logistics companies into San Joaquin communities. Examples include Amazon and Tesla and its suppliers.
- Continues to connect San Joaquin County entrepreneurs and startups with Silicon Valley mentor services ([TiE Silicon Valley](#)), funding sources, and talent to hire while providing the opportunity to sell services and products into Silicon Valley.



Events, Exhibition & Outreach

- [Gateway to Growth Marketing](#) Insert - paper and digital (Supported by local communities, developers, airport, port and other advertisers). Paper insert in [Silicon Valley Business Journal](#) and [San Francisco Business Times](#) issues plus digital online placement on business journal's web sites. Paper overrun for community marketing distribution at events, conferences and prospect packages. Placed on [San Joaquin Partnership](#)'s and [Greater Silicon Valley](#) web sites as PDF download.
- [Joint Venture Silicon Valley - State of the Valley Conference](#) (Santa Clara, CA - 10 local community representatives and marketing table)
- [Annual & Mini TiECon Sponsorship/Marketing Booth](#)(Santa Clara, CA)
- Multiple evening events, conferences and presentations within Silicon Valley, San Francisco and East Bay. Examples include the [Churchill Club](#), [California Technology Council](#) - [Economic Advisory Board member](#), [Joint Venture Silicon Valley](#), and the [Bay Area Council](#), [THRIVE AgTech](#), [Hardware Massive](#), [Food Bytes](#), [SME ~ Silicon Valley](#), [Plug & Play](#) and [Keiretsu Forums](#).

- Weekly prospect visits to Silicon Valley, San Francisco and East Bay (Oakland/Berkeley/Emeryville) accelerators, co-working centers and Innovation Hubs to introduce startup/young tech companies to San Joaquin business opportunities. Consultant escorts city representatives to individual meetings with startup companies, events, and conferences.



Business Retention & Expansion

Support [Business Team San Joaquin](#), a collaboration of the [San Joaquin County Economic Development Association](#), community economic development leaders, [EDD](#), and the [San Joaquin Partnership](#). Business Team San Joaquin provides cooperative services to retain and grow local companies and holds informative bi-monthly team meetings. San Joaquin Partnership is on call to [San Joaquin County Economic Development Association](#) and community economic development leaders to assist in retention and expansion of companies such as these past successful projects - Medline, Pearl Crop and TAP Plastics.

Retention calls are led by [San Joaquin County Economic Development Association](#) and targets major employers, major retail sales generators and all expanding companies. [San Joaquin County Economic Development Association](#) also is the response team that meets with companies closing or downsizing business operations and laying off employees.

During 2018 the Partnership will work with each of the communities to develop an Action Plan that compliments each community's economic and community development goals. These Community Action Plans will connect a high priority external marketing, retention and expansion plan to the Partnership's Action Plan.



Other Community Service Activities

In addition, Mike Ammann is involved in local community economic development planning and program discussions as commission member of the [City of Stockton Development Oversight Commission](#), and the [Stockton Metropolitan Airport Advisory Commission](#) as well as a participant on the City of Manteca's Economic Development Committee and appointee to project to connect ACE to BART with the [Alameda-San Joaquin Regional Rail Working Group](#), along with being a founding member of [I Hub San Joaquin](#) Board of Directors.



Other Statewide Service Activities

Mike Ammann serves on economic development team marketing boards including the [Central Valley Economic Development Corporation](#) and [Team CA](#) (founding officer and current board member).

Marketing Brand Refresh

Refine the two brands by updating online media and presentation materials to take advantage of changing social media, web, data, display and profile presentation materials.