



SAN JOAQUIN PARTNERSHIP

A Private Non-Profit Economic Development Corporation Serving San Joaquin County

San Joaquin Partnership 2016 Objectives

The Mission of the San Joaquin Partnership is to attract and retain business and industry in San Joaquin County to enhance the quality of life for our communities. To further this mission, the objectives for 2016 are outlined herein.

- Attract and site new business and industry
 - *Maintain a national marketing presence while beginning planning for international attraction or foreign direct investment program*
 - *Continued outreach through expanded state and regional partnership participation in targeted industries conferences and events, tradeshow and media presence*
- Assist in the retention and expansion of existing business and industry
 - *Continue development of a countywide cooperative "business team" San Joaquin that leverage resources to make retention calls and overcome retention issues*
 - *Lend support to WorkNet and communities on a scheduled basis, though public/private collaboration, to restructure meeting process with local employers on a regular basis.*
- Participate in Federal, State and Local policy development with "One Voice", CALED, and CCVEDC to maintain a competitive business climate and to maintain a superior Northern California market position.

Participate with member agencies in the development or support of policies and programs to respond to political events related to the California state budget (Delta Plan) strategy that may have a significant impact on economic development in San Joaquin County.

Participate with member agencies (SJCOG, ACE) in the development of infrastructure and financing techniques to create a cost-competitive environment for business attraction, retention and expansion.

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- Continue speaking engagements to broadened knowledge of SJP's economic development strategic plan through outreach program to service and association members.

The following Annual Action Plan and Program Objectives are included in the 2016 Budget and Marketing and Outreach Plan.

1. Performance Measurements

In any successful organization, a relevant measurement of achievement is essential to determine success of the collective effort. In terms of the Partnership, those quantified measurements are described below.

Projected Activity 2016

Contacts	200
Client files open	90
Sited/Expanded Projects	12-15

Projected Employment and Capital Investment

Projects	15
Employment	1200-1500
Capital Investment	\$150 - \$200 million

2. Strategic Targeting

A. Target Industries & Associations

➤ ***Specialized Manufacturers***

➤ Medical Equipment & Supplies

Focus: Hospital/Home Care supplies and Biometrics/Laser Technologies

➤ Food Processing

Focus: Wine, Organics, Snack Foods and Nutritional Products

➤ Agriculture Technologies

Focus: Fuels, Biomaterials, Horticulture and Fertilizers/Feeds

➤ Energy Resources & Technology

Focus: Fuel Cells, Biomass, Waste, Solar, Wind, "Green" Technology, Data Center

➤ Construction Materials Manufacturing

Focus: Building Components/Roof Tiles/Landscape Amenities

➤ ***Back Office & Information Technology***

Focus: IT Support Vendors/Customer Support Centers

➤ ***Logistics/Distribution***

Focus: Transportation Components: Marine, Aviation & Rail

➤ ***Air Transportation***

Focus: Supplies/Maintenance/Services/Air Cargo

B. Geographic Target Markets

- Chicago
- Washington, D.C.
- Sacramento
- San Francisco Bay Area/Los Angeles (ongoing)

C. Business Attraction Resource Organization

- **International Economic Development Council (IEDC)**
Annual Meeting, September 25-29, Cleveland, OH
- **International Asset Management Council (IAMC)**
Spring Conference, March 14-16, New Orleans, LA
- **2016 Team California Consultants Forum**
April 20-21, Sacramento, CA - *Sponsor*
- **Select USA**
Annual Conference- June 19-21, Washington DC
- **CALED**
Annual Conference- April 26-28, San Francisco, CA
- **2016 Logistics Development Forum**
Industrial Conference- August 2-5, Chicago, IL
- **Advanced Technology Manufacturing Conference**
April 24-27, Las Vegas, NV
- **International Asset Management Council (IAMC)**
September 25-28, Cleveland, OH

D. Tradeshows

- **Westpac**
May 17-20, Las Vegas, NV –*Team CA*
September 16-18, San Diego, CA – *Team CA*
- **TiEcon**
Annual Show May 6-7, Santa Clara, CA

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3. Implementation of the Economic Strategic Plan

The Economic Strategic Plan completed six years of implementation through the San Joaquin Partnership and the Community Partner Groups. All of the Partner Groups completed their assigned objectives in year four except for Entrepreneurship which has formed its own non-profit organization.

- Entrepreneurship – San Joaquin Angels, Inc. – **Meeting monthly**
Business Plan Competition
Seek out San Joaquin County entrepreneurs
Entrepreneurship education program

The Partnership staff continues to support the San Joaquin Angels through facilitation, process support and mentoring.

4. Membership and Financial Resources

The 2016 budget projects a continuation of the investors funding with 69% private and 31% public contributions.

To maintain this objective, there is an ongoing need to obtain additional new funding in the amount of \$40,000 in 2016. The Membership Committee is essential for retention and attraction of new investor support of continued success of San Joaquin Partnership programs

5. Community & Membership Events

In 2016 the Partnership will experiment with new kinds of events along with traditional programs such as the Annual Meeting, the Barbeque and the Holiday Reception as well as the Stockton Chamber Industrial Technology Barbecue..