MONTEREY BAY ECONOMIC PARTNERSHIP

Fort Ord Reuse Authority Board Meeting
April 8, 2016
Kate Roberts, President
The Monterey Bay Economic Partnership is a regional nonprofit, membership organization consisting of public, private and civic entities located throughout the counties of Monterey, San Benito and Santa Cruz.
Why Regional?
Similar industries, challenges and opportunities for learning, sharing & doing

Monterey + Santa Cruz + San Benito

<table>
<thead>
<tr>
<th>Geography</th>
<th>Monterey Bay</th>
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<tbody>
<tr>
<td>Transportation</td>
<td>Traffic issues, Hwy 1, Rail</td>
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<tr>
<td>Workforce Development</td>
<td>NCRC, Internship Portal</td>
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<tr>
<td>Agriculture</td>
<td>Crosses county lines</td>
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<tr>
<td>Tourism</td>
<td>Regional opportunities</td>
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<tr>
<td>Education</td>
<td>UCSC, CSUMB</td>
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<tr>
<td>Health</td>
<td>Central CA Alliance for Health</td>
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<td>Media Market</td>
<td>KAZU, KSBW, KION</td>
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<td>Government</td>
<td>AMBAG</td>
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<td>Housing</td>
<td>Alternative funding, zoning</td>
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<tr>
<td>Broadband</td>
<td>CCBC, dig once</td>
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Our mission is to create a thriving region with quality jobs, excellent education and health care, and a high quality of life for all residents while preserving the natural beauty and healthy lifestyle we all share.
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Organization/Company</th>
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<tbody>
<tr>
<td>Dr. George Blumenthal</td>
<td>Chancellor</td>
<td>UCSC</td>
</tr>
<tr>
<td>Bud Colligan</td>
<td>Founder &amp; CEO</td>
<td>South Swell Ventures</td>
</tr>
<tr>
<td>Ray Corpuz</td>
<td>City Manager</td>
<td>Salinas</td>
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<tr>
<td>Larry deGhetaldi, MD</td>
<td>President</td>
<td>PAMF, Santa Cruz</td>
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<tr>
<td>Dr. Gary Griggs</td>
<td>Director, UCSC Institute of Marine Sciences</td>
<td>UCSC</td>
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<tr>
<td>Claude Hoover</td>
<td>CEO</td>
<td>Veritas RE</td>
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<tr>
<td>Lorri Koster</td>
<td>CEO</td>
<td>Mann Packing</td>
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<tr>
<td>Mary Ann Leffel</td>
<td>President</td>
<td>MCBC</td>
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<tr>
<td>René Mendez</td>
<td>City Manager</td>
<td>Gonzales</td>
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<tr>
<td>Nan Mickiewicz, MD</td>
<td>CEO</td>
<td>Dominican Hospital</td>
</tr>
<tr>
<td>Dr. Eduardo Ochoa</td>
<td>President</td>
<td>CSUMB</td>
</tr>
<tr>
<td>Nina Simon</td>
<td>Executive Director</td>
<td>Museum of Art and History</td>
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<tr>
<td>Bruce Taylor</td>
<td>CEO</td>
<td>Taylor Farms</td>
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<tr>
<td>Barbara Thompson</td>
<td>Senior Vice President</td>
<td>Wells Fargo &amp; Company</td>
</tr>
<tr>
<td>George Ow, Jr.</td>
<td>Chairman</td>
<td>Ow Family Properties</td>
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<tr>
<td>Brad van Dam</td>
<td>CEO</td>
<td>Marich Chocolates</td>
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</table>
Our Members: 56+ Strong and Growing
Our Objectives

• Catalyze new regional resources

• Share best practices across the region

• Convene people to find solutions
  • Two regional events each year
  • Working committees
We Catalyze New Regional Resources

- **Opportunity Fund**: Bringing micro-lending to Main Street regional businesses. Over 100 loans valued at over $2M in micro loans given out to date.

- **WFD**: Exploring additional funding opportunities to support efforts (Federal, State, and Private Foundations)

- **Digital NEST**: Crossing the digital divide in under-served communities. Helped create and now expand locations.
We Bring People Together
… around important issues in our region

2nd Regional Economic Summit
APRIL 26, 2016

“Congratulations on an outstanding conference and further momentum towards the transformation of our region.”

Shyam Kamath, Dean College of Business, CSUMB

State of the Region Conference
NOVEMBER 4, 2015
2ND ANNUAL REGIONAL 2016 ECONOMIC SUMMIT
MONTEREY BAY ECONOMIC PARTNERSHIP

Don’t miss this inspiring event!

An all-day summit highlighting the exciting and innovative collaborative efforts that are transforming the Monterey Bay Region. Come listen and engage with these experts and more on a variety of topics that are steering us towards regional excellence. Lunch is included.

Chris Thornberg  John Harnett  Jen Grant
Economic Outlook: The Real Story  How IT is transforming Agriculture  The Next Generation of Big Data

Julie Pockard  Gary Griggs
The Blue Economy: Transforming the Monterey Bay through Education & Conservation

APRIL 26TH, 2016  HYATT REGENCY MONTEREY  9AM-4:30PM

visit www.mbp.ebiz for more details
Our Strategies

• Affect change through **focused initiatives**; 2015/16 they are: *Workforce Development* and *Building a Tech Ecosystem*

• Advocate for and support the creation & retention of **new jobs and businesses** which support a sustainable region

• Be the **go-to source for tri-county data**
WFD Initiative Actions

- Launch, support and expand regional internship website: Monterey Bay Interns (mbinterns.org, launched Feb 2016)
- Expand Digital NEST center in Watsonville and open a center Salinas
- Connect industry with educational institutions to determine emerging needs
- Establish NCRC as a regional resource for employers and employees (testing locations, participating companies)
- Promote Bright Futures initiative in Monterey County and Santa Cruz County College Commitment
www.mbinterns.org
Initiative #2: Building a Tech Ecosystem

- Informal Leaders
- Successful Companies
- Access to Capital
- Educational Institutions
- Really Fast Internet
- Lots of Engineers
- Tech Reporters
- Coworking Spaces
Tech Ecosystem Initiative Actions

• Promote funding sources, co-working spaces/accelerators and other technical and support resources for entrepreneurs, startups

• Provide broadband education & advocacy: Sunesys SC to Soledad fiber, CCBC map and info links, “dig once” sample ordinance
  • Support process for cities to become “interested party” to CPUC decisions on broadband availability (e.g.: Gonzales)

• Convene and support: Tech MeetUps, AgTech MeetUps, Hackathons

• Support AgTech Summit and Thrive Accelerator in Salinas and AgTech Hackathon at Cabrillo College
We Provide Regional Data

- Good data is critical for decision making
- MBEP is dedicated to providing aggregated and visualized data that supports your research and planning needs
- We collaborate with regional and national organizations

MC 2014 Top Crops by Production Value

Monterey County Top 20 Crops by Production Value – 2014

- Leaf Lettuce: $775.4m
- Strawberry: $709.3m
- Head Lettuce: $651.1m
- Broccoli: $412.1m
- Nursery: $286.6m
- Wine Grapes: $247.4m
- Cauliflower: $188.2m
- Celery: $180.7m
- Misc. Vegetables: $159.7m
- Spinach: $157.8m
- Mushrooms: $106.3m
- Spring Mix: $88.3m
- Salad Products: $64.8m
- Beef Cattle: $54.1m
- Cabbage: $47.8m
- Raspberries: $45.0m
- Artichokes: $40.7m
- Kale: $31.1m
Geomapping Tool: Housing

Choose another data series...

Limit by county or city...

RENT % OF HOUSEHOLD INCOME (2014)

15%  20%  25%  30%  35%  40%  50%
We Represent the Region at State Level

... connecting members with statewide discussions of critical issues

• Statewide alliance of 13 diverse regional organizations committed to economic, environment and social well being of our regions and state

• Advances governance reforms to improve public outcomes, including education and self-sufficiency, public health and well-being, environmental protection and sustainable communities.
“Workforce development is important as a means of elevating skills and building renewed capacity. With the right support people can be connected to jobs that provide the opportunity for advancement towards a rewarding career with income to raise a family, buy a home and build a life. Marich wants to be part of this effort and MBEP is getting the right people around the table to make this happen in our region.”

Brad van Dam, President and CEO, Marich Confectionery

“Mann Packing is part of MBEP because they are making things happen. We want to be part of positive change in the region and joining MBEP is a way for us to have impact.”

Lorri Koster, Chairman and CEO, Mann Packing Company

“As Members of MBEP, you are going to have access to elected officials, access to staff at the County and City levels, and you're going to meet business leaders who are doing things.”

Brian Turlington, Executive Director, Monterey County Business Council
## Membership Pricing

No matter the size of your organization, you have a seat at the table

<table>
<thead>
<tr>
<th>Category</th>
<th>population &lt;50k</th>
<th>population &gt;50k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cities</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Counties</td>
<td>all counties</td>
<td>$10,000</td>
</tr>
<tr>
<td>Businesses &amp; Organizations</td>
<td>&lt;500 full time employees</td>
<td>&gt;500 full time employees</td>
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<tr>
<td></td>
<td>$5,000</td>
<td>$10,000</td>
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Thank You
Lead. Impact. Thrive. explore more at MBEP.biz