



# **Economic Development Strategy for the Central Coast**

**BUD COLLIGAN**

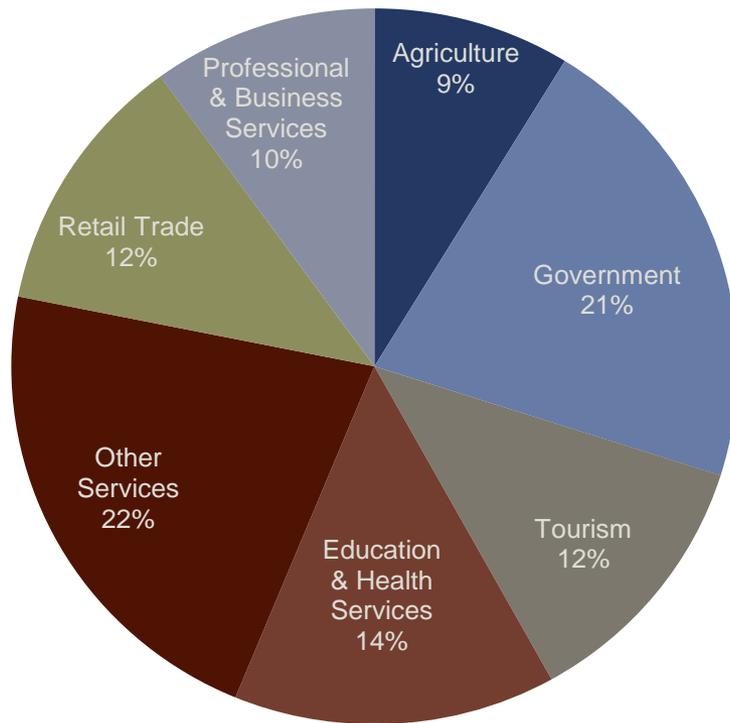
**SOUTH SWELL VENTURES**

**DECEMBER 12, 2013**

**CSUMB/FORA**

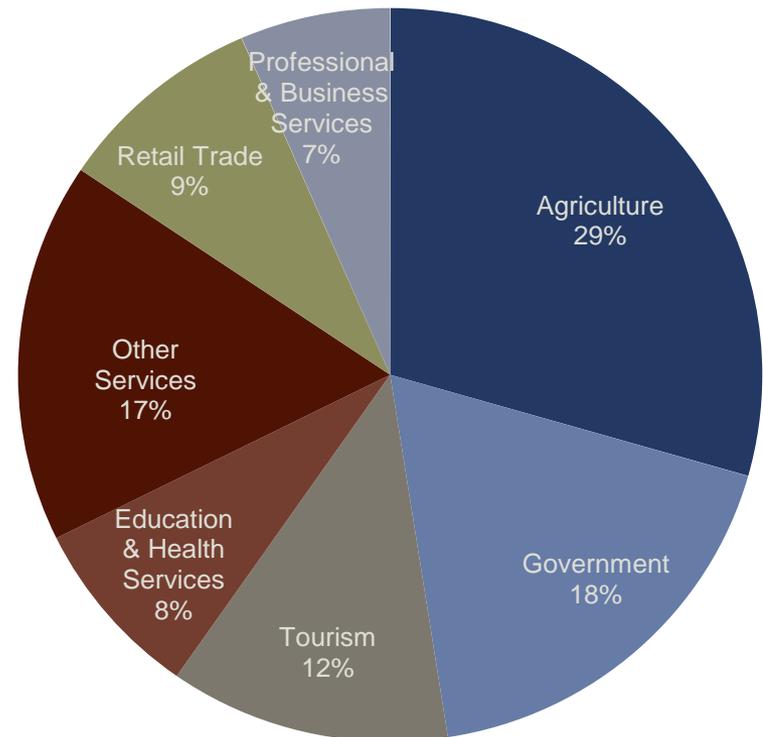
# Employment on Central Coast 2012

## SANTA CRUZ COUNTY



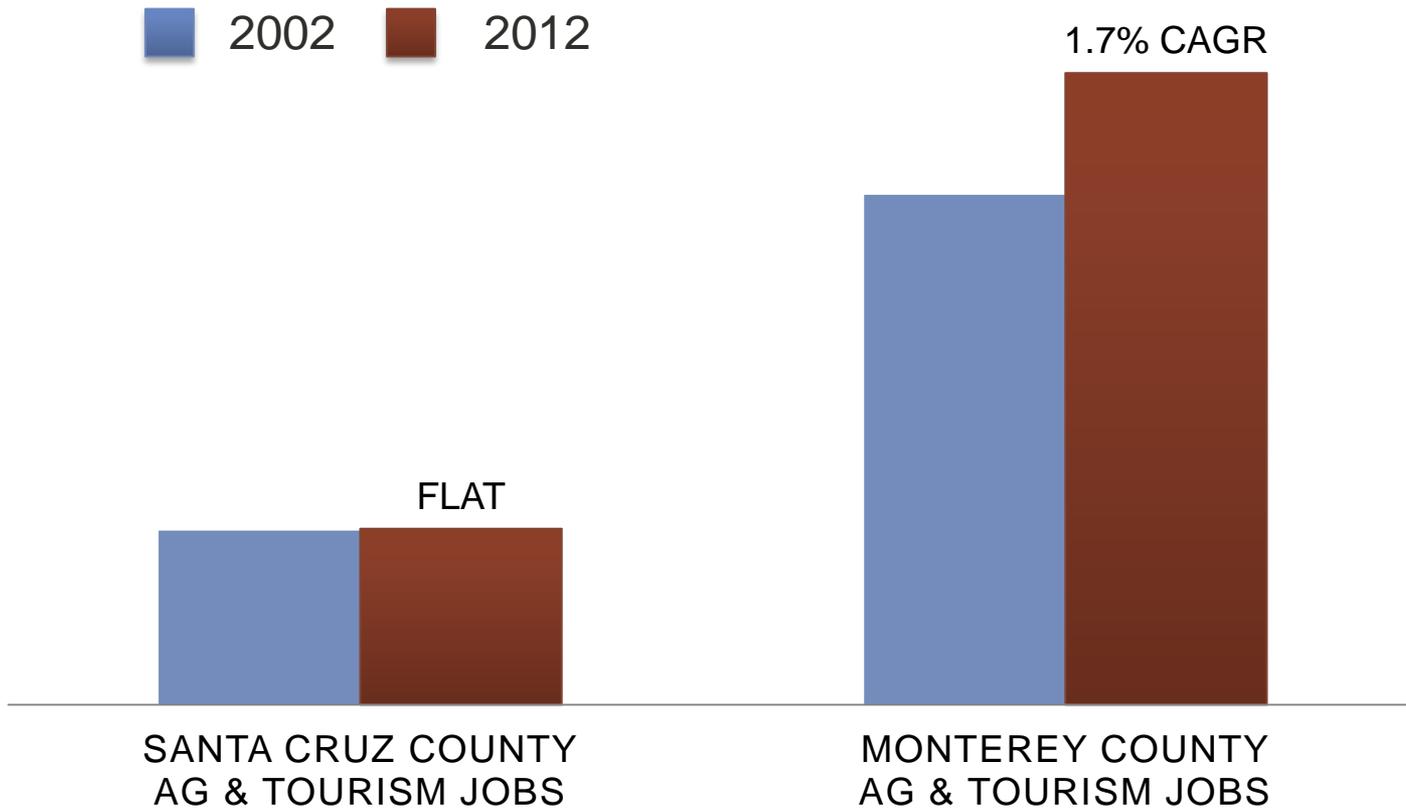
TOTAL EMPLOYEES: 96,900

## MONTEREY COUNTY

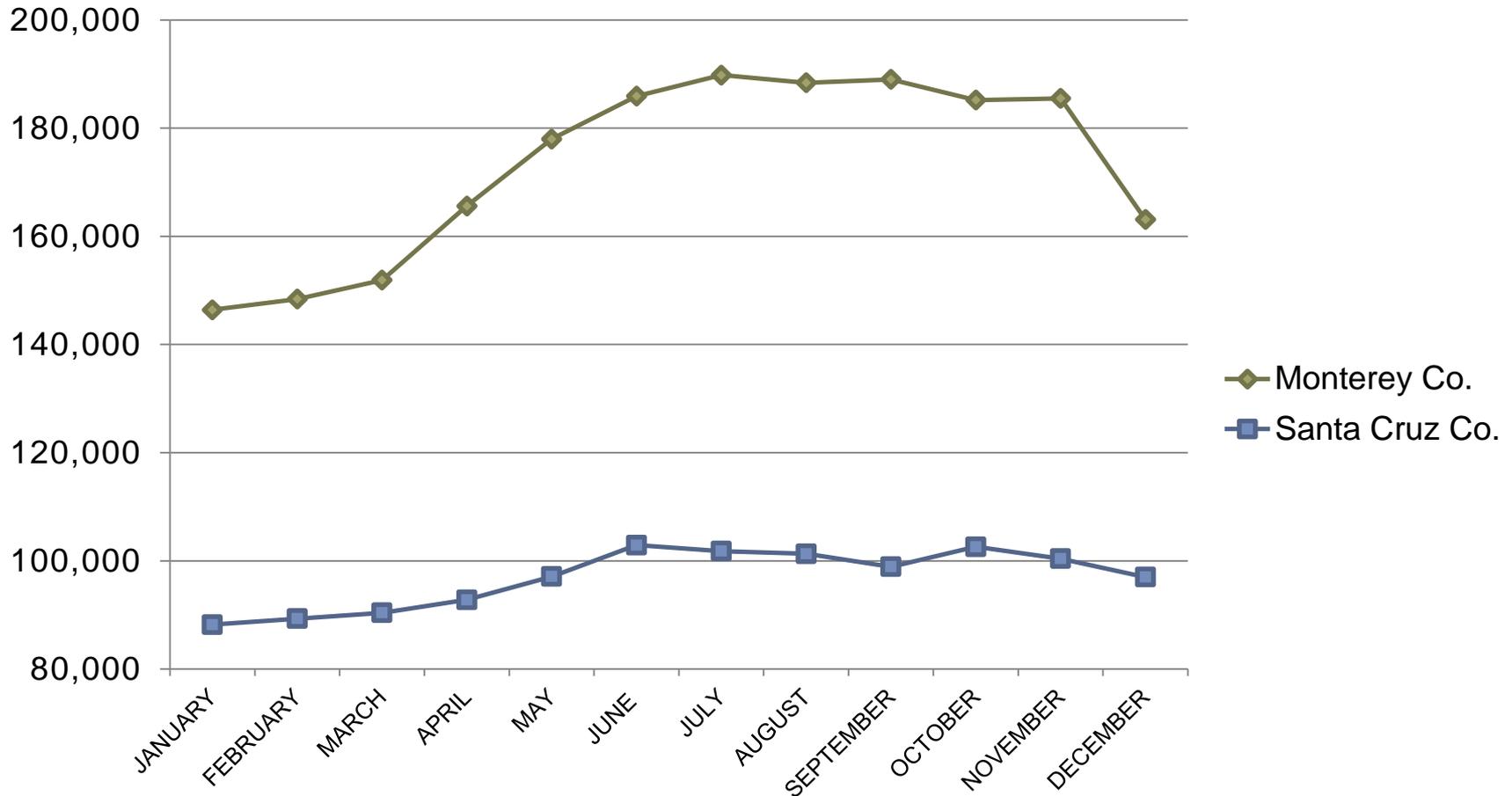


TOTAL EMPLOYEES: 173,100

# Slow Growth in Ag & Tourism



# Seasonal Employment 2012





**Residents & Taxes Leave Daily**



# Loss of Workers & Revenue

- 24% of Santa Cruz residents leave county for work daily
- 85% retail “leakage” due to out-of-county purchases



# Violent Crime on the Central Coast

SANTA CRUZ

40<sup>th</sup> of 58 Counties

MONTEREY

41<sup>st</sup> of 58 Counties



# Uninsured on the Central Coast

SANTA CRUZ: 18%

24<sup>th</sup> of 58 Counties

MONTEREY: 24%

57<sup>th</sup> of 58 Counties



# Teen Pregnancy

SANTA CRUZ COUNTY:

3%

22<sup>nd</sup> of 58 Counties

MONTEREY COUNTY: 6%

51<sup>st</sup> of 58 Counties



# High School Drop Out Rate

SANTA CRUZ COUNTY:

14%

21<sup>st</sup> of 58 Counties

MONTEREY COUNTY: 25%

56<sup>th</sup> of 58 Counties



# Preparing for 21st Century Jobs?

## SANTA CRUZ COUNTY

45% of HS Grads Meet  
CSU/UC Entrance  
Requirements

## MONTEREY COUNTY

33% of HS Grads Meet  
CSU/UC Entrance  
Requirements





**But....We Have Lots of Assets**



# Superb Colleges and Universities



UNIVERSITY OF CALIFORNIA  
**SANTA CRUZ**



# Unparalleled Natural Beauty



# Great Farm Land



# World Leader in Marine Science



# First Rate Creative People



# Large Bilingual Population



# Educated Workforce

## SANTA CRUZ COUNTY

BA/BS: 30%

Graduate Degree: 22%

## MONTEREY COUNTY

BA/BS: 29%

Graduate Degree: 22%



# What Does an Innovation Economy Look Like?



# Pre-Conditions of Innovation

Colleges & 

Universities: 

Research Centers: 

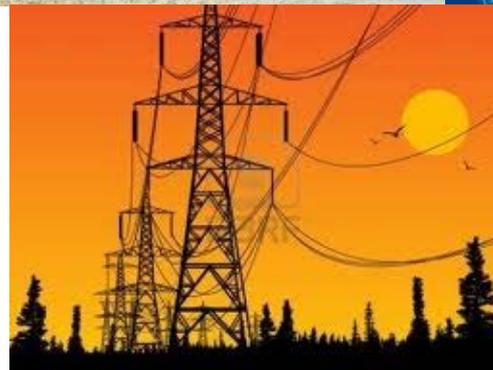
Living Environment: 

Business Leadership: 

Innovation Mentality:

# Innovation Infrastructure

- Water
- Affordable Housing
- Transportation
- Broadband
- Electric Power



# Shared Vision - Collaboration

- Shared Goals
- Cooperative Decision Making
- Shared Advocacy
- Shared Responsibility



# Vision



Diversified Small Company Economy...

Leveraging Distinct Regional Assets...

While Preserving & Enhancing Our  
Environment

# Diversified Small Company Economy



- Agriculture
- Organics
- Marine Science
- Food Products
- Technology
- Genomics
- Recreation
- Tourism & Eco-Tourism
- Education
- Wine
- Health Care
- Retail
- Manufacturing
- Distribution
- Services
- Non-Profit

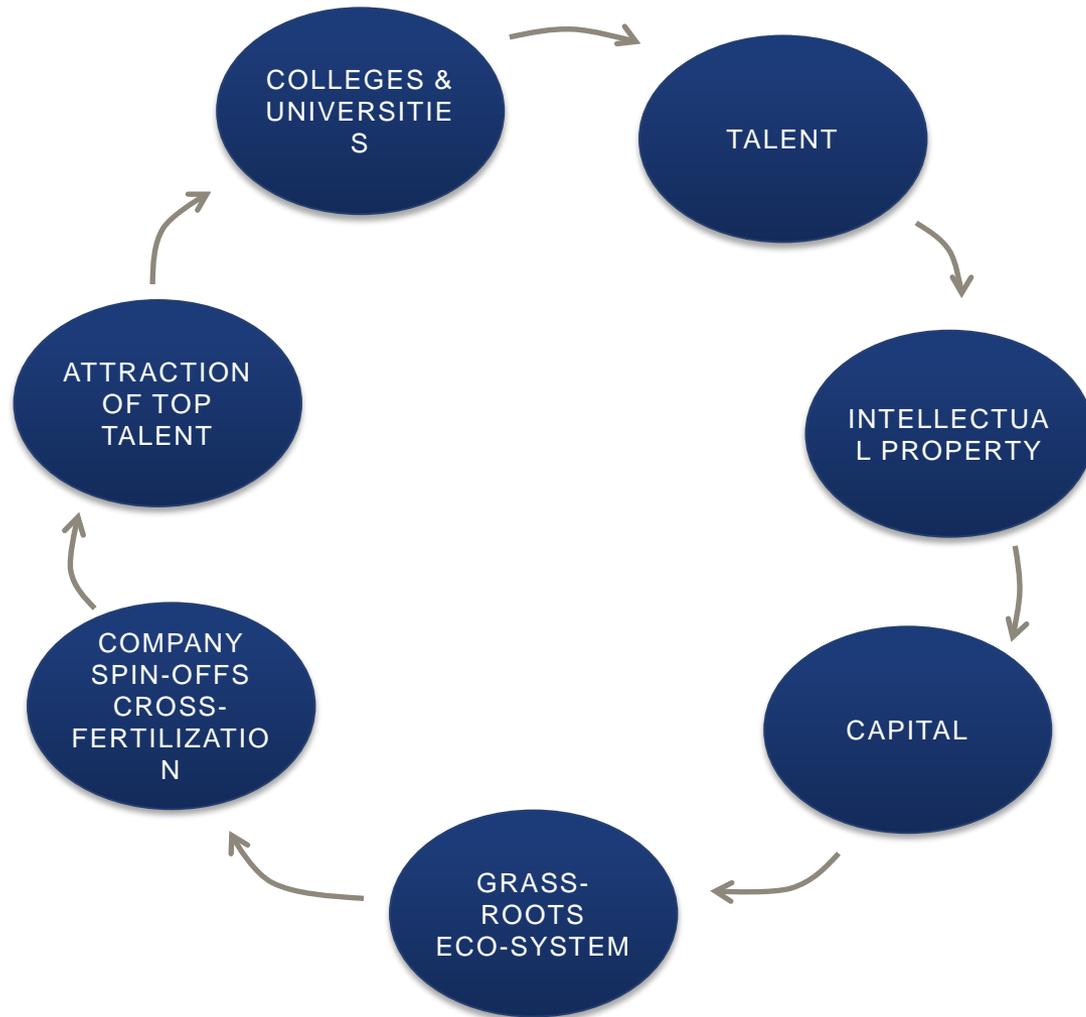
# Leveraging Distinct Regional Assets

- **Agriculture:** Region's Largest Industry
- **Organics:** CCOF, UCSC Organics Program: *CASFS*
- **Marine Science:** 24 Institutions in Monterey Bay
- **Food Products:** Leverage Agricultural Advantage
- **Technology:** Proximity to Silicon Valley; Local Talent
- **Genomics:** UCSC Center & Genomics Browser
- **Gaming:** Innovative Companies
- **Recreation:** Legacy of Innovation
- **Tourism & Eco-Tourism:** Ocean, Redwoods, Mountains, Boardwalk, Pebble Beach, Aquarium

# While Preserving and Enhancing our Environment

- **Small Companies:** Focused on Local Assets, Tailored to Size of the Community
- **Local Jobs:** Less Traffic/Pollution
- **Environment:** Smart Growth, Knowledge Industries, Organics, Protect Natural Beauty and Farmland
- **Families:** Kids Can Find Jobs Locally, Stay Together
- **Increased Tax Base:** Pay for Public Services

# Entrepreneurial Eco-System



# Capital



# Central Coast Angels

# Central Coast Brand Today



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Monterey Bay Aquarium



PEBBLE BEACH  
RESORTS®

**Regional Brand**



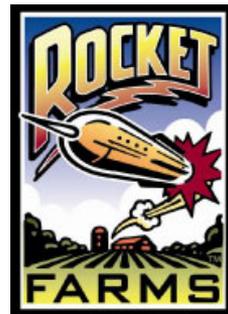
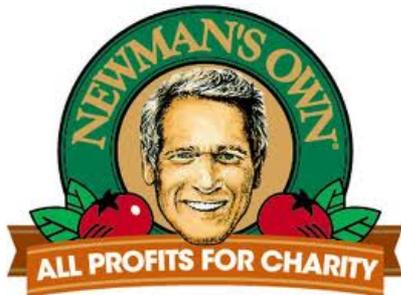
**World Class Innovation**



**innovation**

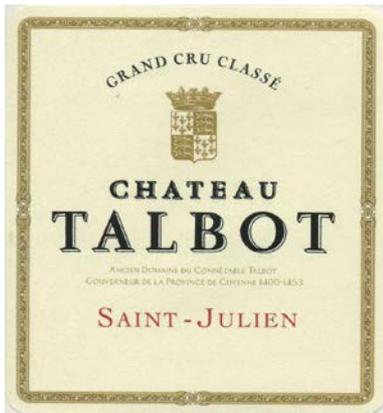


# Food/Supplements





# Wine



B E R N A R D U S



CHALONE  
VINEYARD®



# Agriculture

**Driscoll's**<sup>®</sup>  
ONLY THE FINEST BERRIES<sup>™</sup>





# Organics



The CENTER for AGROECOLOGY  
& SUSTAINABLE FOOD SYSTEMS



# Marine Science



**SEYMOUR MARINE DISCOVERY CENTER  
AT LONG MARINE LABORATORY**  
INSTITUTE OF MARINE SCIENCES  
UNIVERSITY OF CALIFORNIA, SANTA CRUZ



M B A R I

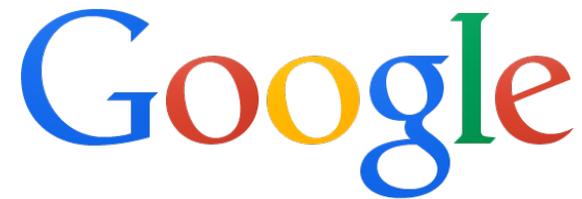




# Technology



# Technology





# Genomics



UCSC Genome Bioinformatics



# Gaming





# Recreation





# Tourism



Monterey Bay Aquarium



PEBBLE BEACH  
RESORTS®

BUD COLLIGAN SOUTH SWELL VENTURES

# Regional Political Leaders

- Develop shared vision and time horizon
  - Agree on measurements
  - Create regional advocacy/monitoring group
  - Pass public policy on infrastructure
  - Create policy framework for targeted business
- 
- A photograph of a white lighthouse with a green band around its top, situated on a rocky shore at dusk. The lighthouse is illuminated from within, and the sky is a deep blue. The foreground is filled with dark, jagged rocks.

# Private Sector Leaders

## Invest in your piece of the vision

- **Education:** research, tech transfer, talent
- **Business:** build on regional strengths
- **Labor:** train for regional mix of jobs
- **Environmental:** balance all aspects of “quality of life”
- **Non-Profit:** focus on a livable community

# Outcomes

- Retain What We Love: Quality of Life, Natural Beauty, Clean Environment
- Decreased Unemployment
- Increased Tax Base Supports Public Services
- More People Working Where They Live
- Better Community Health Indicators
- Kids Can Stay Home With Good Jobs
- Virtuous Cycle of Talent, Innovation, Creativity & New Opportunities