

Item #42
File # 17-472



Moving Solano Forward & EDC Transition Plan

Solano Economic Development Corporation

Solano County Board of Supervisors
June 27, 2017
County Administrator's Office

Moving Solano Forward II

Three Key Areas

- 1) Preparing product (sites) to increase competitiveness
- 2) Strengthening a shared purpose economic and research analysis, partnership and tools
- 3) Create a consensus based economic development strategic plan



Economic Development Tools

- New Economic Development Website
- Economic Development Data Base based on IEDC standards
- City specific site evaluation reports and detailed information on over 200 sites and 20 featured sites
- Business attraction and retention software to the EDC, all cities and County
- Economic analysis of economy, gross regional product, traded-sector drivers and labor force analysis
- Infrastructure financing guide and specific case studies
- A model for the creation of Significant Industry Groups
- A marketing campaign style guide for EDC, cities and County
- Development of a countywide economic development strategy



Solano EDC Transition

- Solano EDC serve as the key implementation entity
- Solano EDC needs to restructure and transition to align with the strategy
- Solano EDC has prepared a one-year tactical and 5 year strategic plan based upon refocus and strategy
- New mission focused transformation will need collective buy in, participation, support and investment from private and public sectors



Solano EDC Transition

- Budget request is \$.40 per capita from each city and \$100,000 from Solano County
- Presentations have or are scheduled for each city and the County
- Solano EDC has formed an Investment Committee to increase private sector funding
- Initial results have been positive
- Each jurisdiction has own specific needs, Solano EDC is proposing a MOU with each jurisdiction



Solano EDC Transition

- New effort that includes weekly emails, increased press releases and greater use of social media has started
- Solano Business First, which is focused on business retention will be launched, with cities taking the lead
- A Manufacturing Group has been established
- A soft launch of Solano Means Business, the business attraction and marketing effort is planned
- Solano EDC has adopted and is using new marketing image
- New data and images have already been used in responding to a significant prospect lead



Solano EDC Transition

- Solano EDC is preparing a Comprehensive Economic Development Strategy (CEDS) to access federal funds
- To succeed, a shared buy-in is essential
- Use of tools and marketing concepts developed must be used and maintained
- Support of the new direction is needed from the cities, County and private sector



Next Steps

- Moving Solano Forward II project is complete with final reimbursement and project closeout with Office of Economic Adjustment imminent, implementation is critical
- Provide comments/direction on strategies outlined by MSF II and Solano EDC Transition Plan
- Commit to funding of the plan and maintenance of tools
- Evaluate submittal of another OEA Grant



Questions

- <https://solanomeansbusiness.com/>
- <https://www.movingsolanoforwardii.com/> - MSF II Report

