

ATTACHMENT E



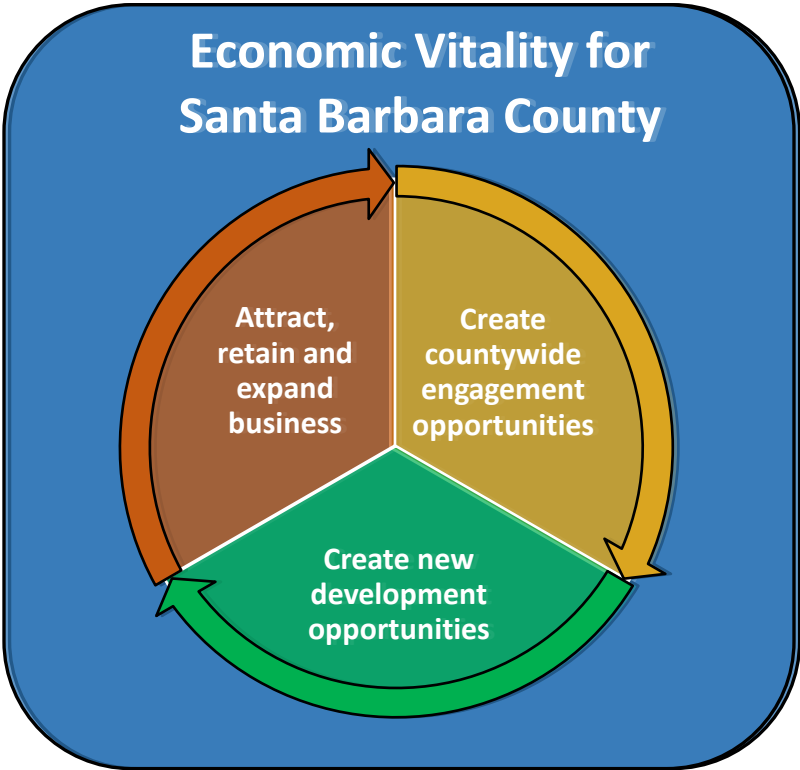
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BUSINESS PLAN

Mission: The mission of the Economic Vitality Team of Santa Barbara County is to enhance the quality of life throughout Santa Barbara County by promoting economic vitality through generation of jobs, increased capital investment, business retention, expansion and attraction, while promoting and supporting entrepreneurs.



Established in 2014, the Economic Vitality Team of Santa Barbara County is a division of The Chamber of the Santa Barbara Region. The chambers of commerce of Santa Maria, Lompoc, Buellton, Solvang, Goleta and Carpinteria, along with the County of Santa Barbara control the work of the EVT. The EVT is funded by a grant from the County of Santa Barbara and by contributions from private enterprise.

Strategies for Success:

➤ **Business Retention:**

- ❖ Local Chambers to identify opportunities/challenges
 - Promote business assistance programs
 - Engage “Resource Team” for marketing strategies
 - Engage “Red Team” if upon request
 - Partner with the Workforce Investment Board and education to ensure a skilled workforce
 - Partner with EVT to conduct executive and/or industry roundtables
- ❖ EVT to provide support where needed with a focus primarily on all infrastructure issues that cross community lines and either are, or could become, obstacles to business staying and growing where they are

➤ **Business Expansion:**

- ❖ Local Chambers to identify opportunities for business expansion to include but not limited by:

- Agriculture and related industries
- Building and Design
- Business Support Services
- Commercial Fishing and related industries
- Energy and Environment
- Healthcare
- Industrial/Manufacturing
- Military support business/services
- Retail
- Technology and Innovation
- Tourism/Visitor Services/Film Production

- ❖ Partner with EVT to conduct executive and/or industry roundtables. EVT to provide support with a focus on infrastructure issues, a resource to link communities and collaborative partners as needed to:

- Identify location/relocation expansions areas
- Skilled workforce availability

➤ **Business Recruitment:**

- ❖ Engage chambers and collaborative partners to:
Identify opportunities to include but not limited by:

- Agriculture and related industries
- Building and Design
- Business Support Services
- Energy and Environment
- Healthcare
- Industrial/Manufacturing
- Military support businesses/service
- Retail
- Technology and Innovation
- Tourism/Visitor Services/Film Production

➤ **Infrastructure:**

- ❖ **Broadband:** - In partnership with the Broadband Consortia, Pacific Coast develop strategies for success to connect the County with the world.
- ❖ **Housing:** - Partner with workforce housing organizations and programs
- ❖ **Transportation:** - Work in concert with collaborative partners to improve accessibility throughout the County
 - Airports: - Maintain proactive partnerships
 - 101 Corridor
 - Rail Service
 - Efficient/timely/affordable bus service
 - Bike Trails
- ❖ **Water:** - Support collaborative agencies in their efforts to ensure sufficient water to support business, agriculture and communities

➤ **Marketing:**

- ❖ Convene task force for:
 - Website development
 - Social Media marketing
 - Trade Show marketing
 - Media kit

➤ **Collaborative Partners:**

- ❖ Economic Development Roundtable
 - Invitee list **
 - Convene first Roundtable
- ❖ Commercial Real Estate Advisory Group
 - Invitee list ***
 - Convene first discussion group

- **Economic Development Partner Organizations ****
 - **Chambers of Commerce**
 - **Chumash Business Committee** (invited)
 - **Cities:**
 - Buellton
 - Carpinteria
 - Goleta
 - Lompoc
 - Santa Barbara
 - Santa Maria
 - Solvang
 - **Coastal Housing Coalition**
 - **Community Environmental Council**
 - **Economic Alliance of North Santa Barbara County**
 - **Santa Barbara County Farm Bureau** (invited)
 - **Santa Barbara City College**
 - **Santa Barbara Contractors Association**
 - **Santa Maria Economic Development Commission**
 - **Santa Maria Valley Contractors Association**
 - **Scheinfeld Center**
 - **SCORE**
 - **Small Business Development Center**
 - **University California Santa Barbara Foundation**
 - **Visit Santa Barbara**
 - **Women's Economic Ventures**
 - **Workforce Development Board**

- **Commercial Real Estate Brokers Advisory Council *****
 - **Ron Anderson Real Estate**
 - **Hayes Commercial Group**
 - **Lee & Associates**
 - **McKnight Commercial Real Estate**
 - **Pacifica Commercial Realty**
 - **Radius Group**
 - **Ross Commercial Real Estate**
 - **Stafford McCarty Real Estate**