

# **ATTACHMENT F**



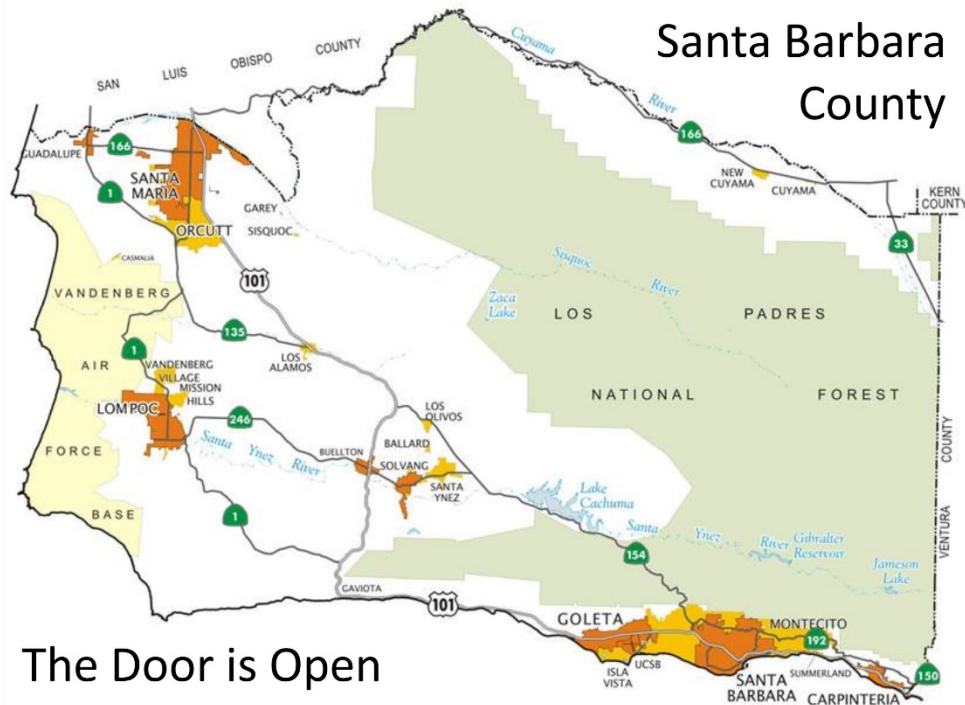
Economic Vitality Team of Santa Barbara County  
**A Division of:** The Chamber of the Santa Barbara Region  
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**2016 STRATEGIC PLAN**

Find Your Place in  
 Santa Barbara  
 County



The Door is Open

Established in 2014, the Economic Vitality Team of Santa Barbara County is a division of The Chamber of the Santa Barbara Region. In collaboration, the chambers of commerce of Santa Barbara, 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.

## Attract, Retain and Expand Business

### Attraction:

Local Chambers to initiate process to identify opportunities for new business to include but not limited by current industry clusters:

- 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

Engage EVT and collaborative partners to provide support where needed.

### Marketing:

EVT develop a marketing plan to promote the County as a Place for New Business

#### Strategy:

- **Marketing Task Force**
  - Brand EVT
  - Create “tag” line
  - Website
    - Revisit visuals/format/content
    - Determine primary function/focus/viewership
    - Determine/create content, data, visuals, resources, etc.,
      - Real Estate rental info sheet
      - Quarterly update on rental/sales
      - Testimonials
    - Increase Social Media presence
  - Advertising
    - Type/focus/audience
    - Where/site selection/investment guides/etc.
    - Trade Shows

- Establish marketing budget

### **Retention:**

Local Chambers to identify opportunities/challenges. Engage EVT and collaborative partners to provide support where needed

#### ***Strategy:***

- Industry Sector Roundtables
- Business Visitations/Walks
- Surveys
- Business Advocacy
- Workforce Programming
  - Employee Training
  - Career Pathways Training
- Business Concierge
  - Business Assistance Programs
  - One-stop – single point of contact

### **Expansion:**

Local Chambers to identify opportunities for business expansion. Engage EVT and collaborative partners to provide support where needed.

#### ***Strategy:***

- Business Outreach
  - Industry Roundtables
  - Executive Roundtables
  - Business Visitations/Walks
  - Surveys
- Business Concierge
  - Business Assistance Programs
  - One-stop-single point of contact

Expansion opportunities to include but not limited by the following industry clusters:

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

## **Collaborative Partners:**

### **Broadband Consortium-Pacific Coast**

In partnership with the Broadband Consortia, Pacific Coast (Santa Barbara, Ventura and San Luis Obispo Counties) develop strategies to connect the County via a fiber network to increase bandwidth and internet speeds

### **Economic Development Roundtable**

Members of the Roundtable include county and cities' economic development departments, housing organizations, Small Business Development Center, Women's Economic Ventures, SCORE, Workforce Development Board, chambers of commerce, city economic development commissions, North County Economic Alliance, education, tourism organizations, plus others as issues arise. This group will discuss housing, transportation and other infrastructure concerns including water. This group will also provide support when requested for business retention, expansion and recruiting.

### **Commercial Brokers Advisory Council**

A select group of brokers from across the county have agreed to serve as an advisory council in support of business recruitment and expansion