

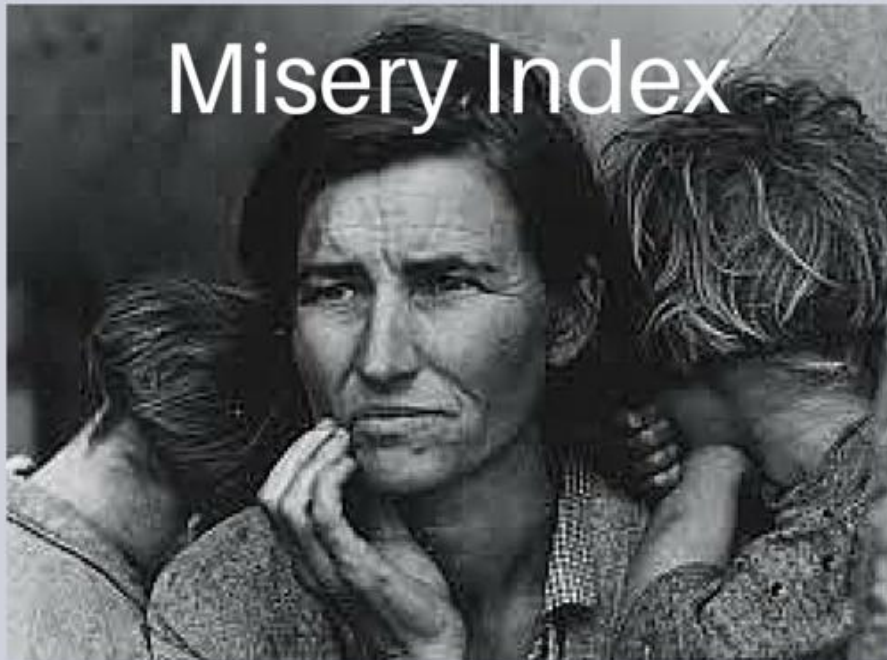
Economic Opportunities
Pillars & Indexes
“10,000 Jobs in ten Years”

Economic Development Department

Requested Action:

1. Adopt SRI Strategic Plan,
2. Approve ED funding

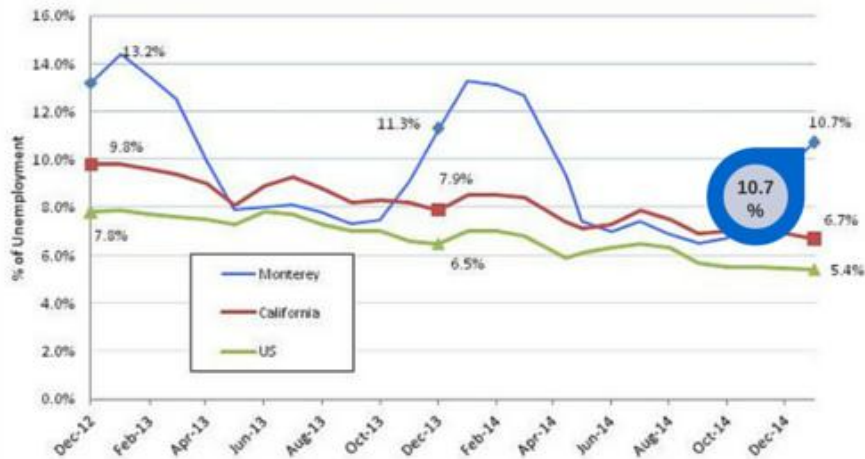
Misery Index



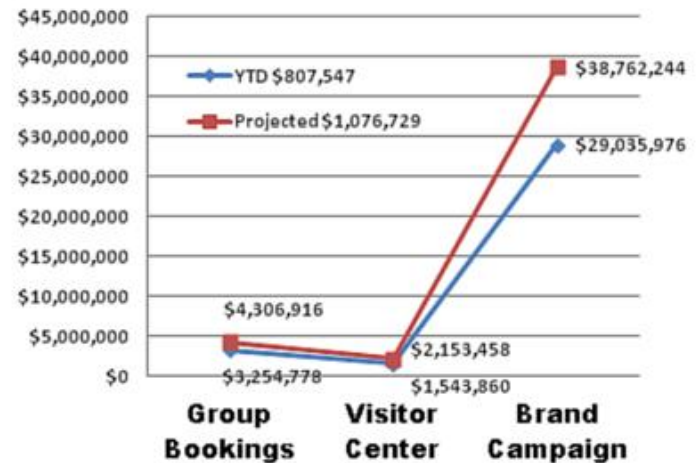
Prosperity Index



Monthly Unemployment Rate Trends - Dec 2012 to Dec 2014



Destination Mktng Econ Benefits (\$M)



Our Goal is Prosperity:

Our goal is to assist in generating 10,000 jobs in ten 10 years.

Our focus is derived from the Stanford Research Institute (SRI) strategic plan developed through the Economic Opportunity Committee.

Our Primary Targets:

Four primary “opportunity areas”

Tourism

Research

Education

Agriculture

A fifth and key area is existing military operations i.e., military research, education & training of innovation.



**GROWING TOURISM IN
MONTEREY COUNTY**

Current Tourism Level

\$2+B

Source: Dean Runyan Assoc.

Growth Opportunities

As an example of the expansion potential of visits from outdoor enthusiasts, the National Heritage Area (NHA) program has conducted surveys that suggest an NHA can increase the number of visitors to an area by as much as three percent. If that were true for Monterey County, it would add another \$60 million in visitor spending per year.

Source: ADE, Inc.



Applying the NHA Formula

**\$60M / per yr.
based on 3% growth**

Source: ADE, Inc.



Example of opportunities

(Recreation & Wellness)

Emphasizing both the natural beauty and major agricultural capabilities (vegetables and wine) of the County in developing new offerings in tourism and recreation for County visitors.



Example of opportunity

(Tourism)

Become a center for a new class of vacation / recreation activity focused on environmental study and world-class forums in marine science



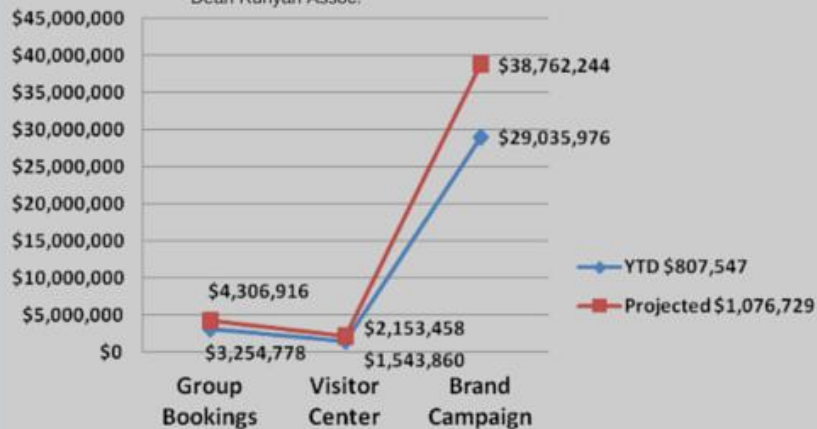
Monterey County Economic Development Dept. 831.755.5390
www.co.monterey.ca.us/EconomicDevelopment/



Tourism Index

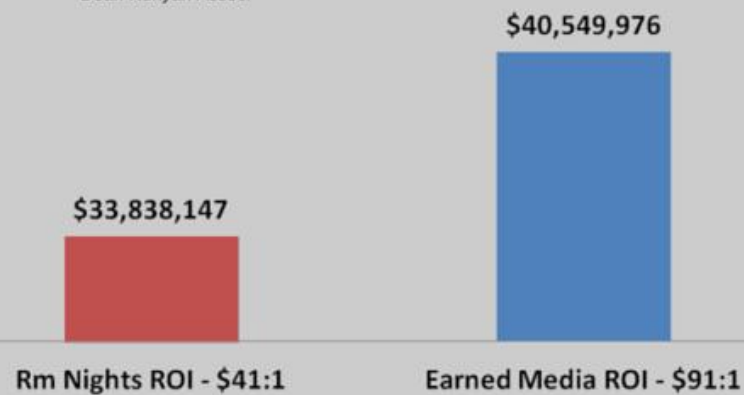
Destination Mktg Econ Benefits (\$M)

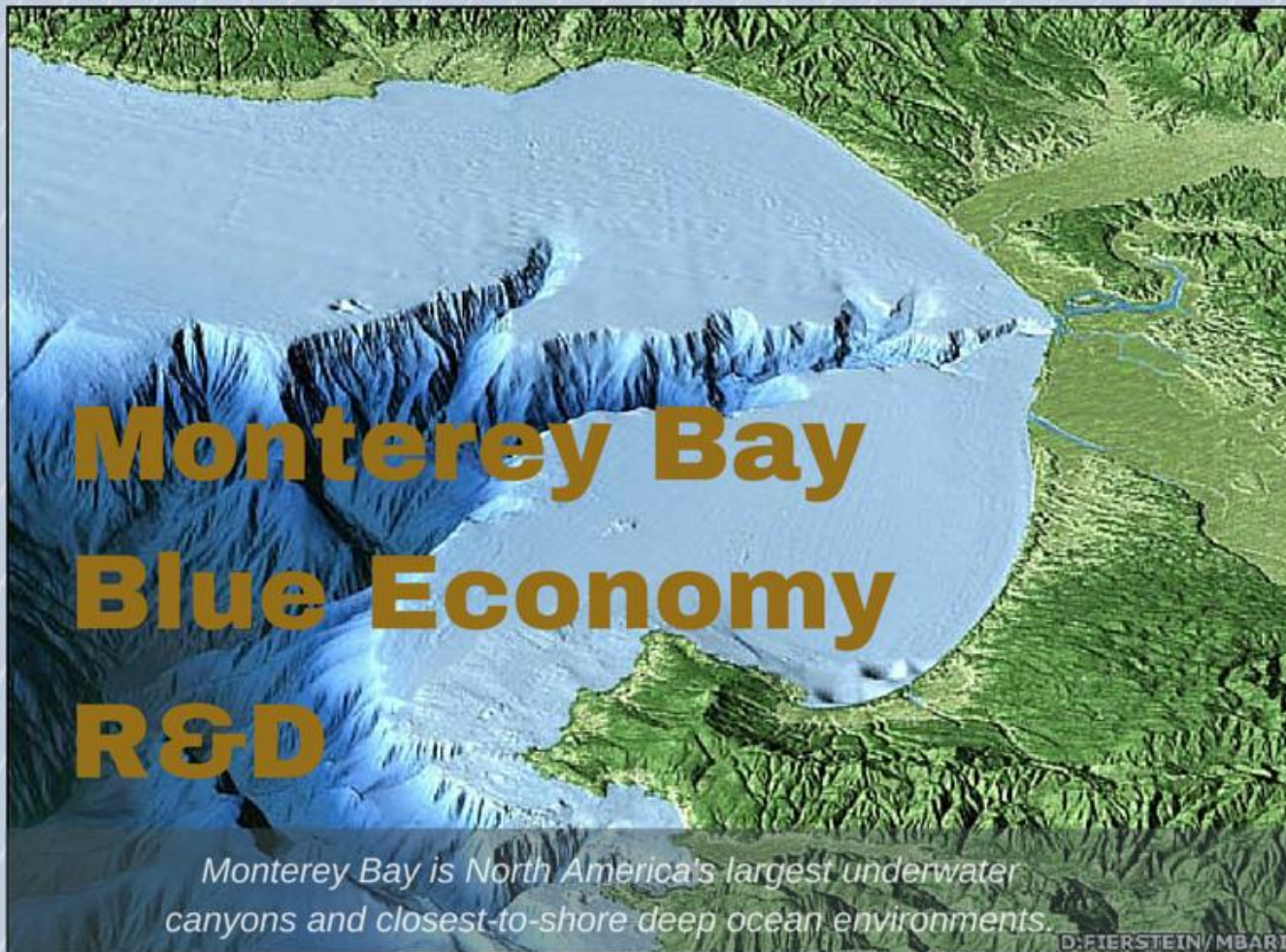
Dean Runyan Assoc.



ROI - Room Nights & Earned Media

Dean Runyan Assoc.





Monterey Bay Blue Economy R&D

Monterey Bay is North America's largest underwater canyons and closest-to-shore deep ocean environments.

D. FIERSTEIN/MBARI

Most concentrated sea-research organizations in the nation

The Monterey Bay is the most researched body of water in the world.

It hosts one of the largest and most diverse assemblages of ocean-related research, teaching, and policy organizations in the country.

The Monterey Bay Crescent Ocean Research Consortium (MBCORC) was organized by UCSC, MBARI, and the NPS in Monterey, to demonstrate a commitment to common goals and progress toward minimizing barriers and maximizing the flow of ideas and resources between institutions.



The MBCORC lists 27 organizations involved with marine and environmental research along the Monterey Bay.

Rich Diversity of Sea life



MBARI photo

Known as the "Serengeti of the Sea," Monterey Bay habitats harbor an incredible variety of marine life, including 34 species of marine mammals, more than 180 species of seabirds and shorebirds, at least 525 species of fishes, and an abundance of invertebrates and algae.

*Source: Monterey Bay
National Marine Sanctuary*

Economic Opportunity Goal

The goal is to become a “thought leader” and experimental test-bed for new types of maritime commerce and for policy innovations in water and land management.

Source: SRI International

Plate Boundaries

Divergent

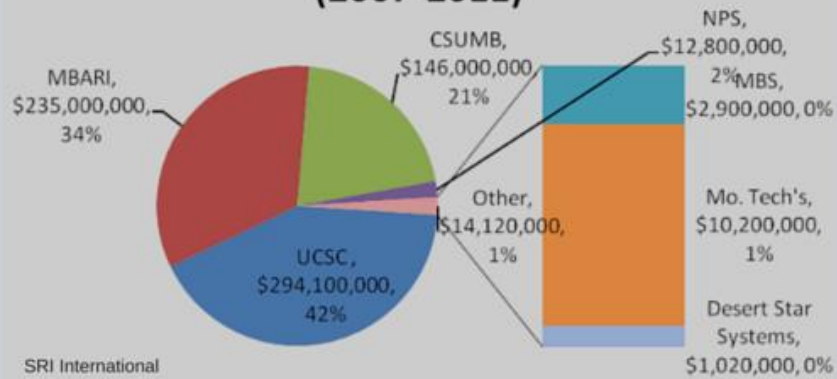
Transform

Convergent

Undefined

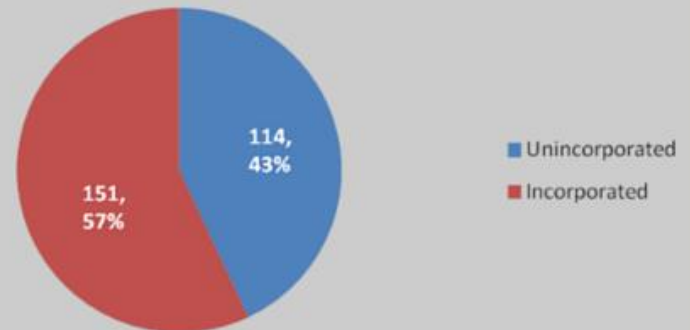
Research Index

**Fed R&D Funds Total \$702M
(2007-2011)**



SRI International

Patents in Monterey County



SRI International

A black and white photograph of a suspension bridge with a wooden deck and chain-link railings. A large, semi-transparent dark red circle is centered over the bridge. Inside the circle, the text "Bridging the ed / training skills gap" is written in white. Below the text are two horizontal white lines. The background shows trees and a clear sky.

Bridging

the ed / training
skills gap

Skill Needs of Agriculture



Skill Needs of Agriculture

Social Media
Reports Analysis
Production Manager
Data Tracking
Human Resources
Insurance Manager
Food Safety
Water Quality Technicians
Hydrogeologist
Water Lawyer
Labor Lawyer
Affordable Care Act Specialist
Sales
CCA
Ranch Manager
Field Data Manager
PCA
Regulatory Specialist
Public Policy Staff
Sustainability
Bio-Terrorism

Degrees Offered at Hartnell



**Degrees
offered
at
Hartnell**

- Agricultural Business
- Agricultural Production
- Food Safety
- Ag Industrial Technology
- Advanced Diesel Technology
- Auto Technology
- Welding Technology

Programs Under Development



**Example of
programs
under
development**

Ag Industrial Technology

- Hydraulics and Pneumatic's Certificate
- Industrial Electricity certificate
- Fabrication Certificate

Welding

- Structural Welding Certificate
- Pipe welding Certificate

Refrigeration

- Post Harvest Industrial Technology Certificate

Diesel /Auto - Stackable Certificates

Articulated Courses (HS / college equivalency benchmarks)

Industry Partners



Sample
of
industry
partners



Monterey County Economic Development Dept. 831.755.5390
www.co.monterey.ca.us/EconomicDevelopment/

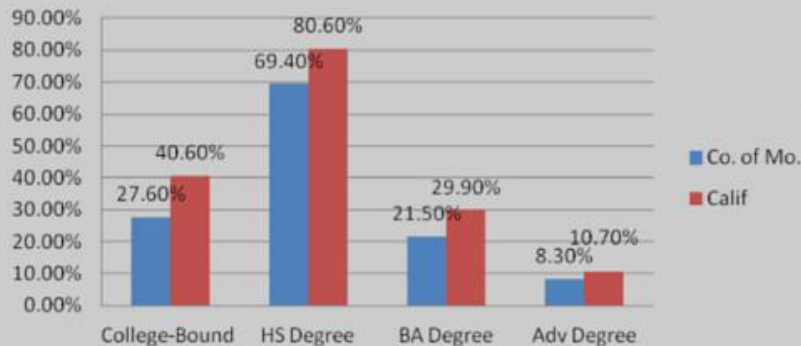


JH

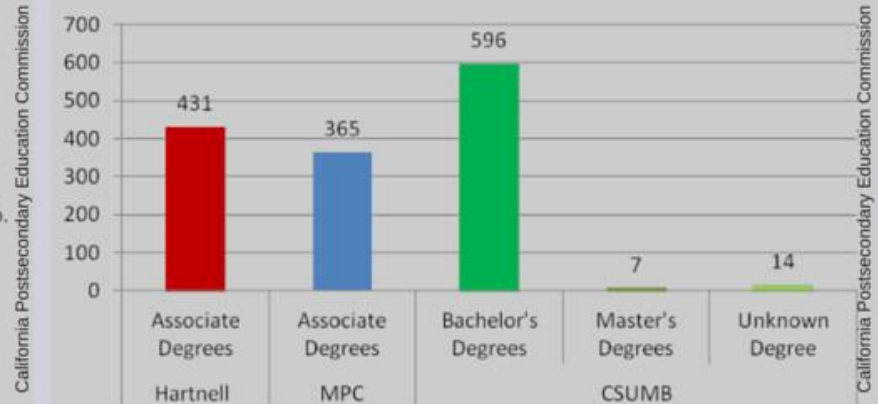


Education Index

Percent of population, 25 yrs and over from Mo. Co. vs. CA who have earned:




High Education Degree Completed 2010



California Postsecondary Education Commission

California Postsecondary Education Commission

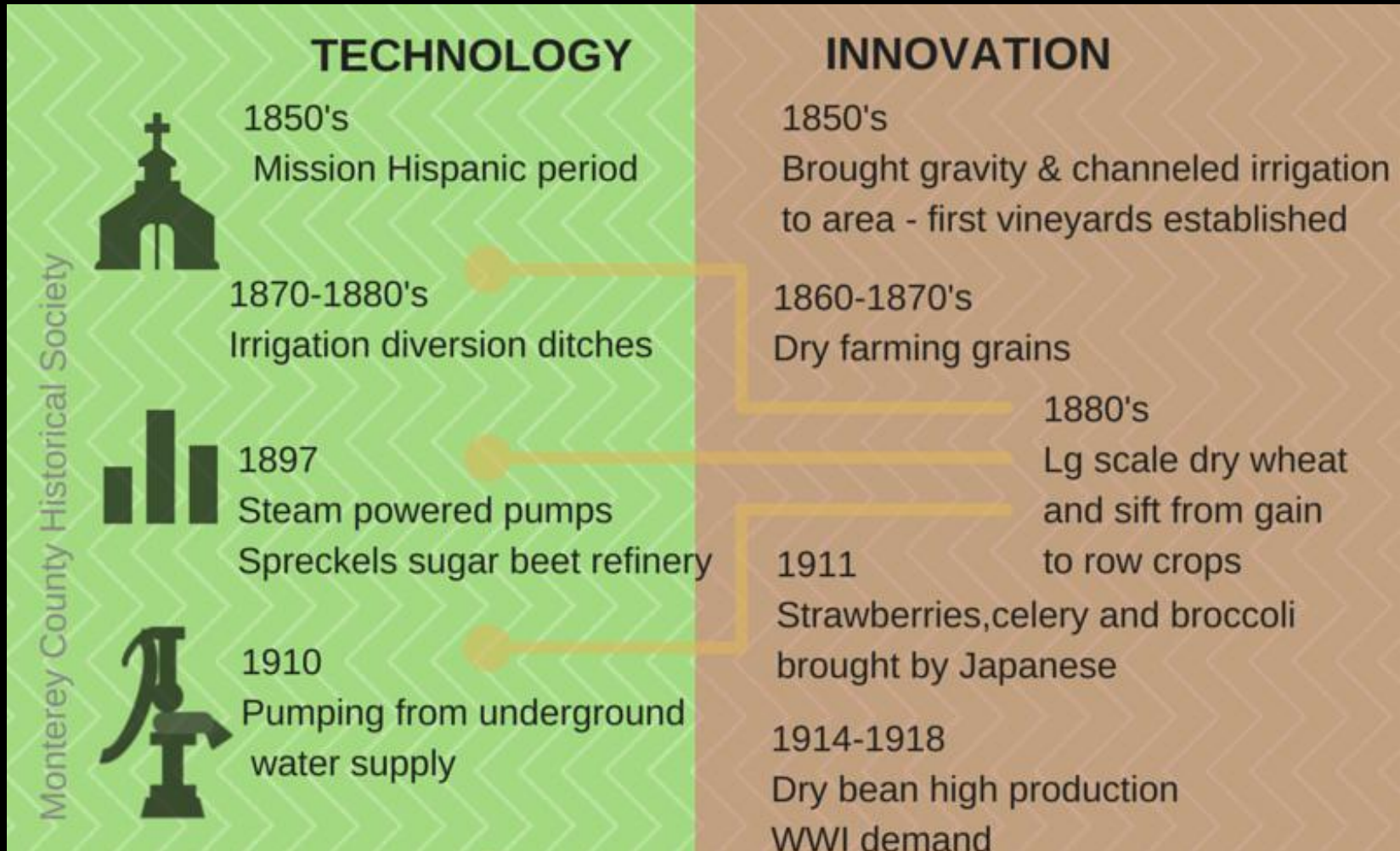


To feed a global population by 2050 will require a
70 percent increase in global food processing

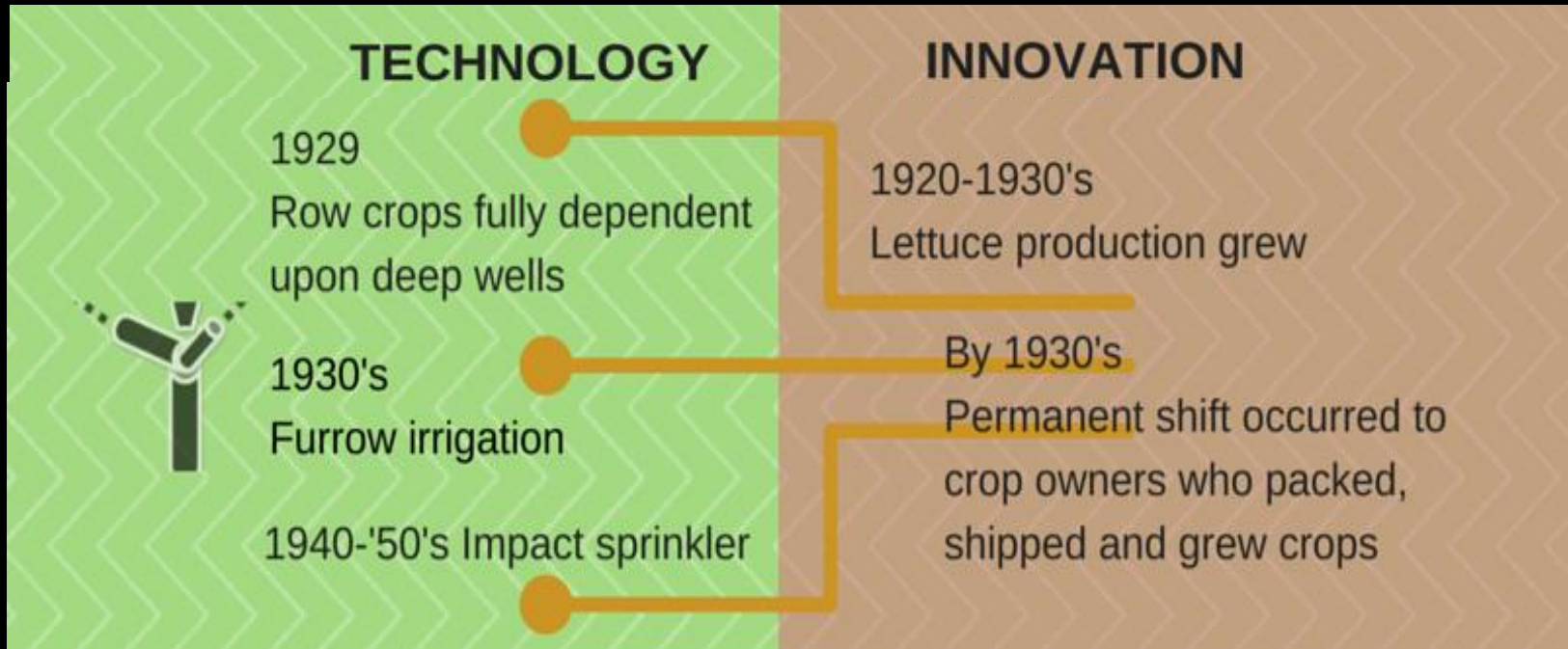
Source: UN Dept of Economic & Social Affairs

AG-TECH INNOVATIONS IN MONTEREY COUNTY

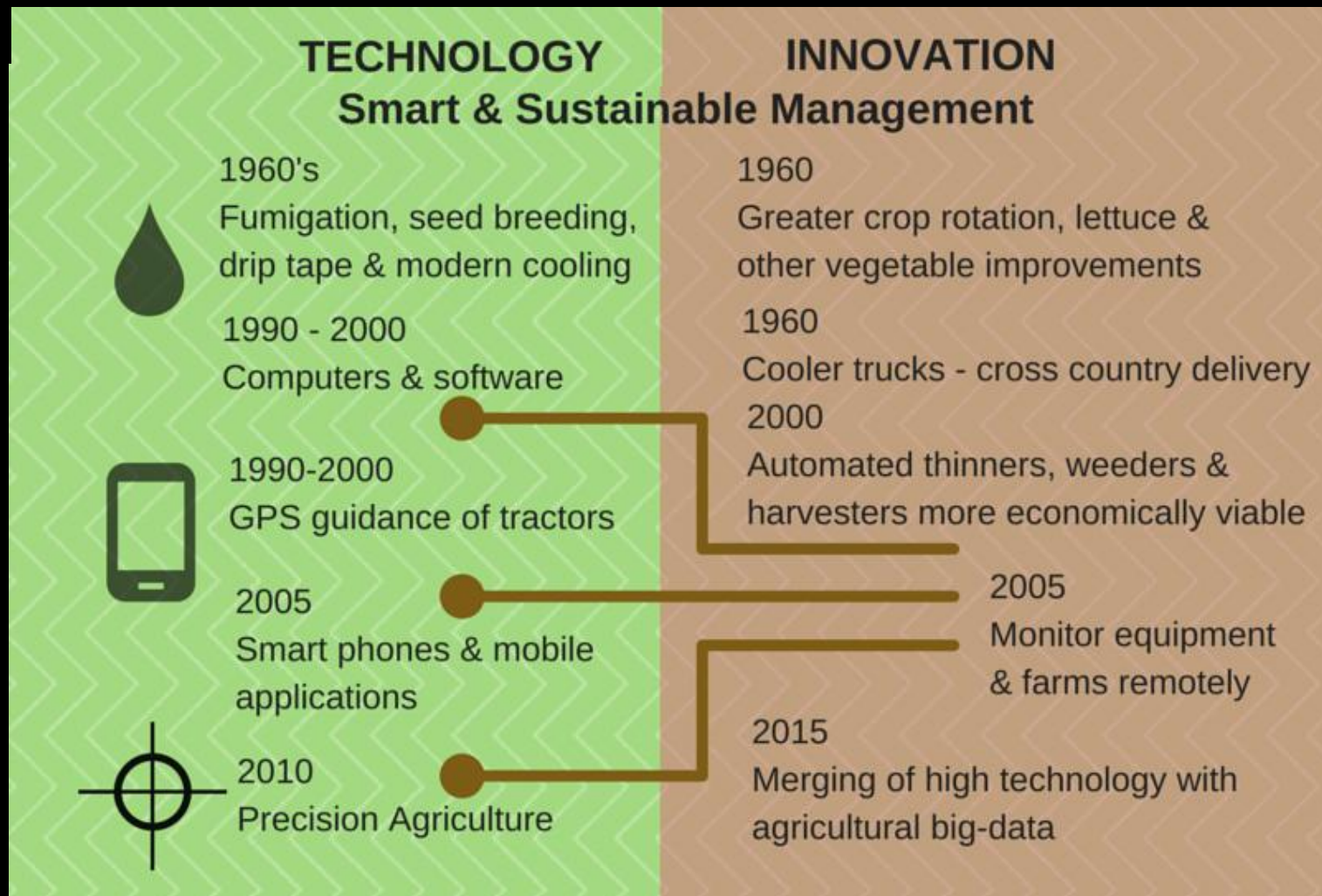
Ag-Technology and Innovations



Ag-Technology and Innovations



Ag-Technology and Innovations



Economic Opportunity Goal

- Economic Opportunity Goal -
Enhance the efficiency and sustainability of
agriculture processes for local firms, and create
a Center of Excellence for exporting
technologies and expertise to other regions

Source: SRI International



Monterey County Economic Development Dept. 831.755.5390

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Ag-Technology Opportunity Index

Category	Indicator #1	Indicator #2	Indicator #3
Economic Impact	HH Income	Employment	Wages
Research	Industry R&D expenditures	Academic R&D expenditures	Patents
Technology Development	Technology licensing	Federal Innovation Grants ("SBIR")	Federal Tech-Transfer Grants ("STTR")
Business Development	New business formation	Mergers & Acquisitions	Initial Public Offerings
Capital	Venture capital	Industry funding of university R&D	Gov't funding of university R&D
Talent	Education levels	Talent flow & attraction	Housing affordability

Source: Fig. 9 Potential Perf. Indicators for the Ag-Tech Innovation Cluster Economic Contributions of Monterey County Agriculture 2014 Mo. Co. Ag Commissioner

Recommendations- SRI:

- Establish administration fund to support the Economic Opportunity Committee,
- Establish a sub-committee for each of the four Opportunity areas,
- Establish an administration fund to support the Development Set-Aside projects,
- Link our strategic partners to each of the four Opportunity areas to create a “leverage,”

Recommendations- Cont.

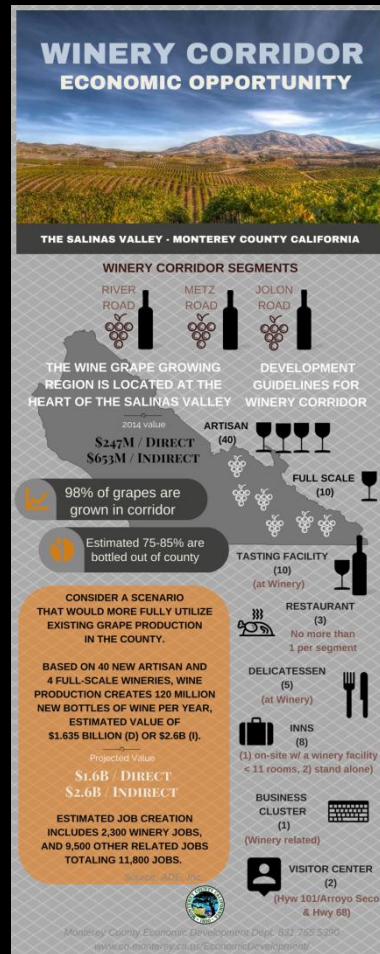
- Provide membership funds to collaborate with strategic partners on implementation,
- Provide funding for research, marketing, printing and travel for the four sectors,
- Provide funding for grant preparation, management and implementation,
- Provide staffing and oversight of the SRI Strategy and EDA-Comprehensive Economic Development Strategy-projects.

Today's Requested Action:

1. Approve and adopt the SRI- Economic Development Strategic Plan, and
2. Authorize an increase of \$200,000 in the Economic Development Budget to fund implementation of economic development.

Questions

Winery Corridor

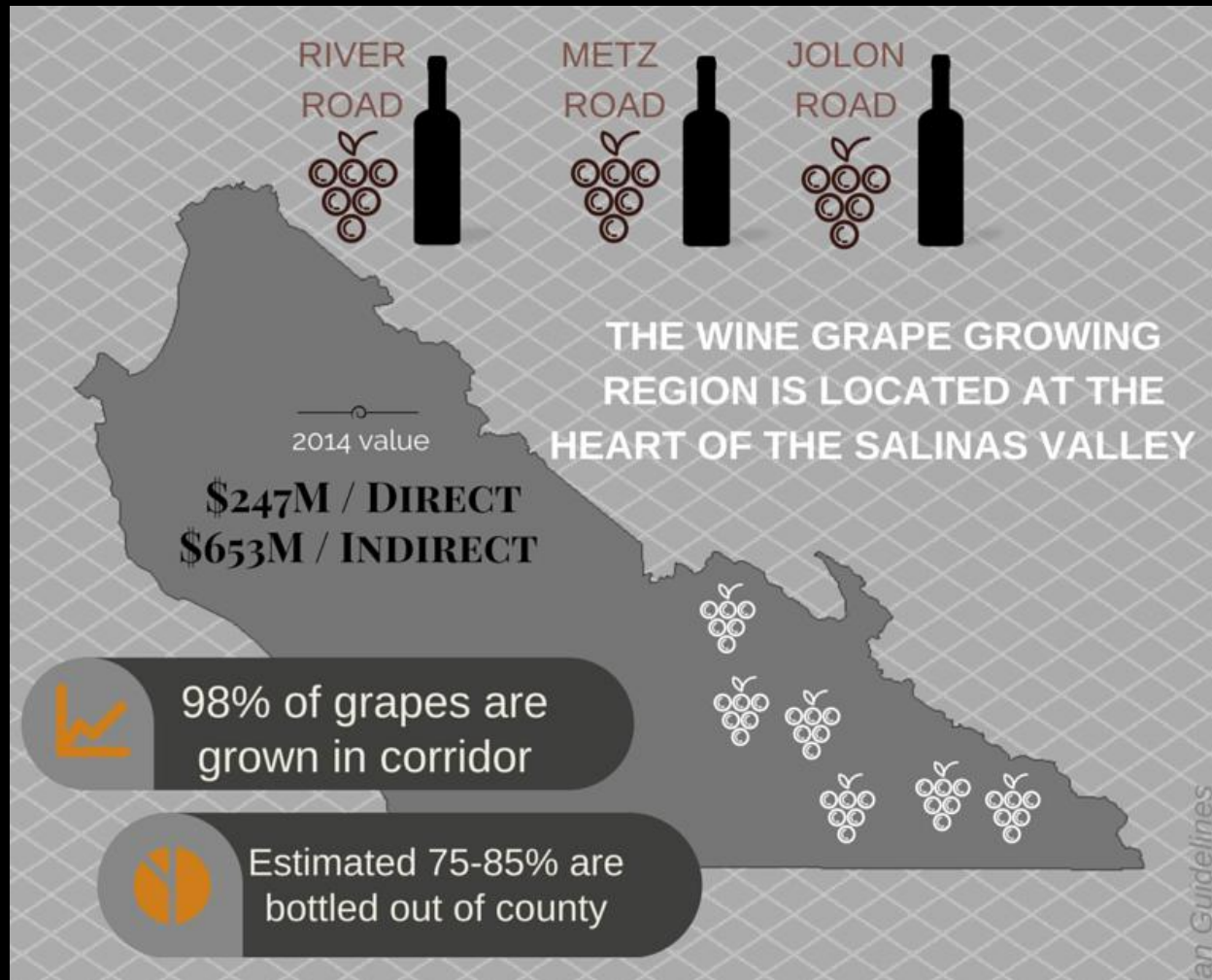


WINERY CORRIDOR ECONOMIC OPPORTUNITY

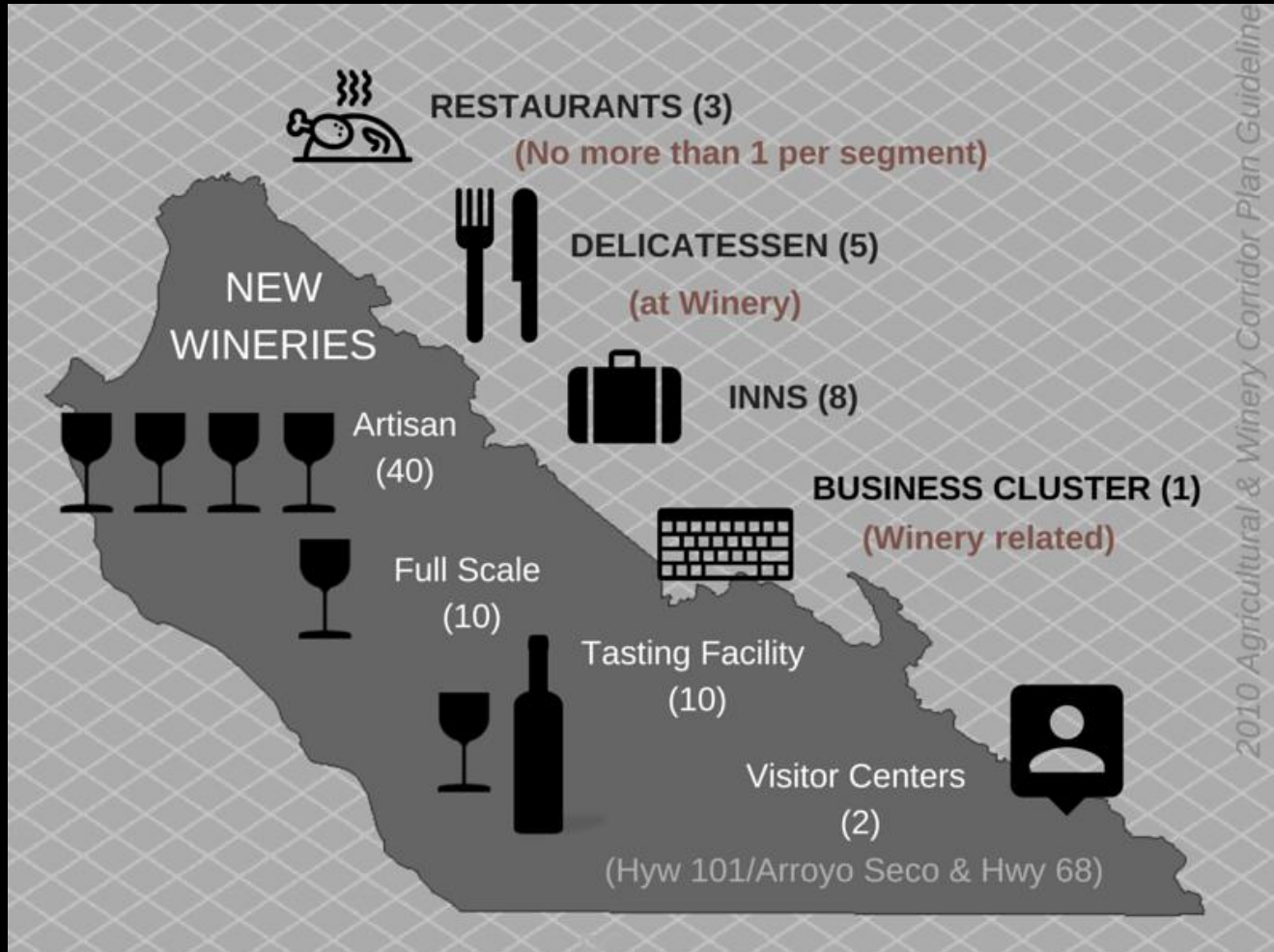


THE SALINAS VALLEY - MONTEREY COUNTY CALIFORNIA


Winery Corridor Segment & bottling



Development Guidelines in Corridor



Projected Value Added



CONSIDER A SCENARIO
THAT WOULD MORE FULLY UTILIZE
EXISTING GRAPE PRODUCTION
IN THE COUNTY.

BASED ON 40 NEW ARTISAN AND
4 FULL-SCALE WINERIES, WINE
PRODUCTION CREATES 120 MILLION
NEW BOTTLES OF WINE PER YEAR,
ESTIMATED VALUE OF
\$1.635 BILLION (D) OR \$2.6B (I).

Projected Value

\$1.6B / DIRECT
\$2.6B / INDIRECT

ESTIMATED JOB CREATION
INCLUDES 2,300 WINERY JOBS,
AND 9,500 OTHER RELATED JOBS
TOTALING 11,800 JOBS.

Source: ADE, Inc.