



MONTEREY BAY ECONOMIC PARTNERSHIP

Fort Ord Reuse Authority Board Meeting

April 8, 2016

Kate Roberts, President

About Us

The Monterey Bay Economic Partnership is a regional nonprofit, membership organization consisting of public, private and civic entities located throughout the counties of Monterey, San Benito and Santa Cruz

Why Regional?

Similar industries, challenges and opportunities for learning, sharing & doing

Monterey + Santa Cruz + San Benito

Geography

Transportation

Workforce Development

Agriculture

Tourism

Education

Health

Media Market

Government

Housing

Broadband



Monterey Bay

Traffic issues, Hwy 1, Rail

NCRC, Internship Portal

Crosses county lines

Regional opportunities

UCSC, CSUMB

Central CA Alliance for Health


KAZU, KSBW, KION

AMBAG

Alternative funding, zoning

CCBC, dig once





Our mission is to create a thriving region with quality jobs, excellent education and health care, and a high quality of life for all residents while preserving the natural beauty and healthy lifestyle we all share

Board of Directors

Supported by regional leaders who are ready to make a difference

Dr. George Blumenthal

Chancellor
UCSC

Dr. Gary Griggs

Director, UCSC Institute
of Marine Sciences

René Mendez

City Manager
Gonzales

Nina Simon

Executive Director
Museum of Art and History

Bud Colligan

Founder & CEO
South Swell Ventures

Claude Hoover

CEO
Veritas RE

Nan Mickiewicz, MD

CEO
Dominican Hospital

Bruce Taylor

CEO
Taylor Farms

Ray Corpuz

City Manager
Salinas

Lorri Koster

CEO
Mann Packing

Dr. Eduardo Ochoa

President
CSUMB

Barbara Thompson

Senior Vice President
Wells Fargo & Company

Larry deGhetaldi, MD

President
PAMF, Santa Cruz

Mary Ann Leffel

President
MCBC

George Ow, Jr.

Chairman
Ow Family Properties

Brad van Dam

CEO
Marich Chocolates

Our Members: 56+ Strong and Growing



Our Objectives

- **Catalyze new regional resources**
- **Share best practices** across the region
- **Convene people** to find solutions
 - Two regional events each year
 - Working committees



We Catalyze New Regional Resources



- **Opportunity Fund:** Bringing micro-lending to Main Street regional businesses. Over 100 loans valued at over \$2M in micro loans given out to date.
- **WFD:** Exploring additional funding opportunities to support efforts (Federal, State, and Private Foundations)
- **Digital NEST:** Crossing the digital divide in under-served communities. Helped create and now expand locations.

We Bring People Together

... around important issues in our region

2nd Regional Economic Summit

APRIL 26, 2016



“Congratulations on an **outstanding conference** and **further momentum** towards the **transformation of our region**.”

Shyam Kamath, Dean College of Business, CSUMB



State of the Region Conference

NOVEMBER 4, 2015



2ND ANNUAL REGIONAL 2016 ECONOMIC SUMMIT

MONTEREY BAY ECONOMIC PARTNERSHIP

Don't miss this inspiring event!

An all-day summit highlighting the exciting and innovative collaborative efforts that are transforming the Monterey Bay Region. Come listen and engage with these experts and more on a variety of topics that are steering us towards regional excellence. Lunch is included.



Chris Thornberg



John Harnett



Jen Grant

Economic Outlook: The Real Story How IT is transforming Agriculture The Next Generation of Big Data



Julie Packard



Gary Griggs

The Blue Economy: Transforming the Monterey Bay through Education & Conservation

APRIL 26TH, 2016 | HYATT REGENCY MONTEREY | 9AM-4:30PM

Lead. Impact. Thrive.



Follow us on Twitter!
@MBEPartnership,
#ES16

visit www.mbep.biz for more details



Our Strategies

- Affect change through **focused initiatives**; 2015/16 they are: *Workforce Development* and *Building a Tech Ecosystem*
- Advocate for and support the creation & retention of **new jobs and businesses** which support a sustainable region
- Be the **go-to source for tri-county data**

WFD Initiative Actions



- Launch, support and expand regional internship website: Monterey Bay Interns (mbinterns.org, launched Feb 2016)
- Expand Digital NEST center in Watsonville and open a center Salinas
- Connect industry with educational institutions to determine emerging needs
- Establish NCRC as a regional resource for employers and employees (testing locations, participating companies)
- Promote Bright Futures initiative in Monterey County and Santa Cruz County College Commitment



Monterey Bay Internships

Connecting employers to students.
Connecting students to employers.



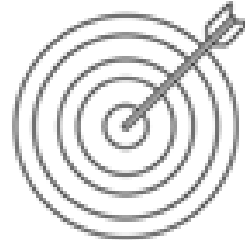
Browse Internship Opportunities

Keywords All Regions Any category SEARCH

Initiative #2: Building a Tech Ecosystem



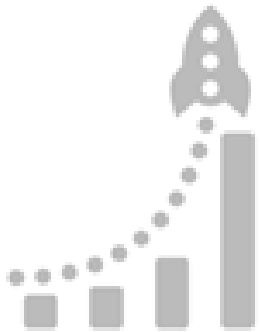
Informal Leaders



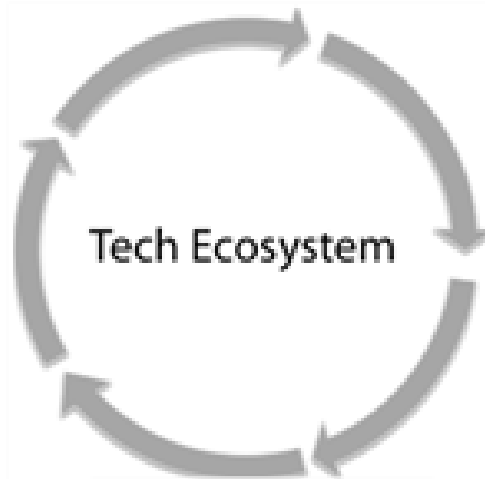
Successful Companies



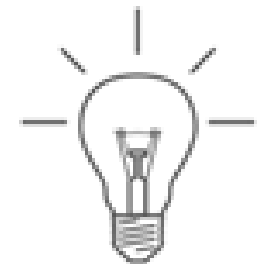
Access to Capital



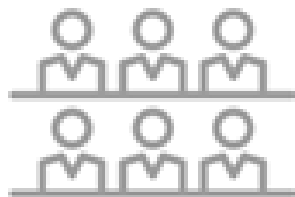
Really Fast Internet



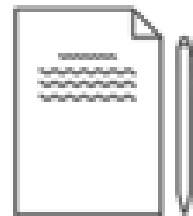
Tech Ecosystem



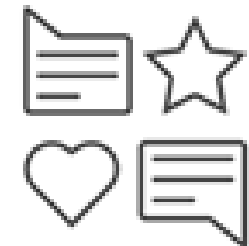
Educational Institutions



Lots of Engineers



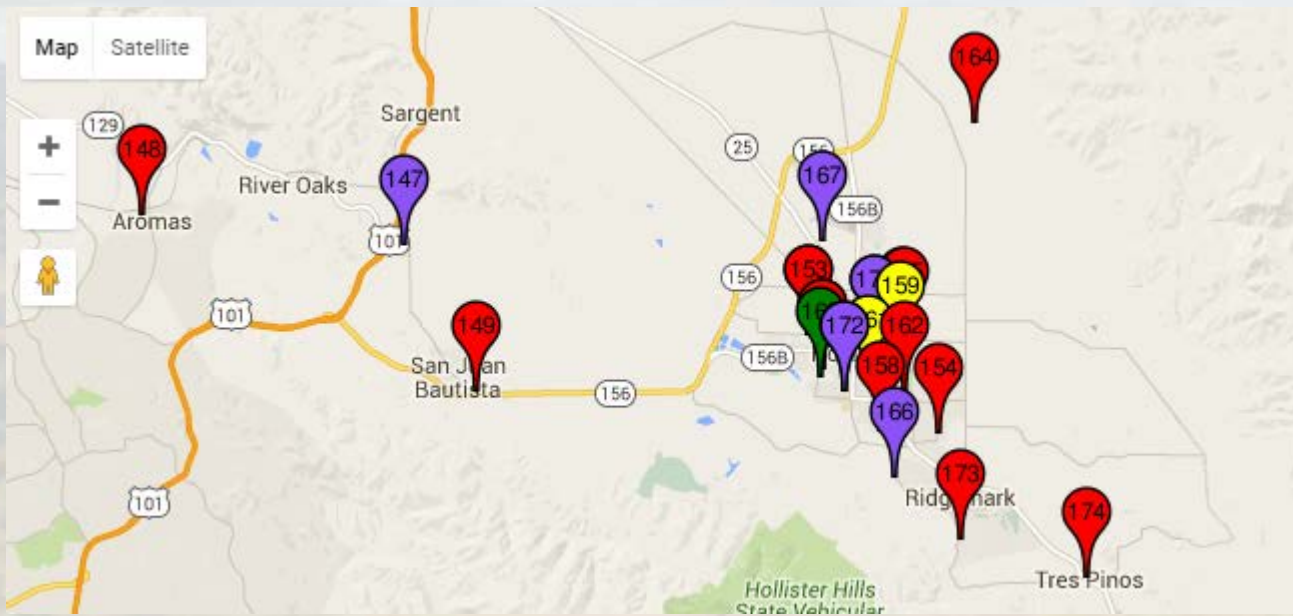
Tech Reporters



Coworking Spaces

Tech Ecosystem Initiative Actions

- Promote funding sources, co-working spaces/ accelerators and other technical and support resources for entrepreneurs, startups
- Provide broadband education & advocacy: Sunesys SC to Soledad fiber, CCBC map and info links, “dig once” sample ordinance
 - Support process for cities to become “interested party” to CPUC decisions on broadband availability (e.g.: Gonzales)
- Convene and support: Tech MeetUps, AgTech MeetUps, Hackathons
- Support AgTech Summit and Thrive Accelerator in Salinas and AgTech Hackathon at Cabrillo College



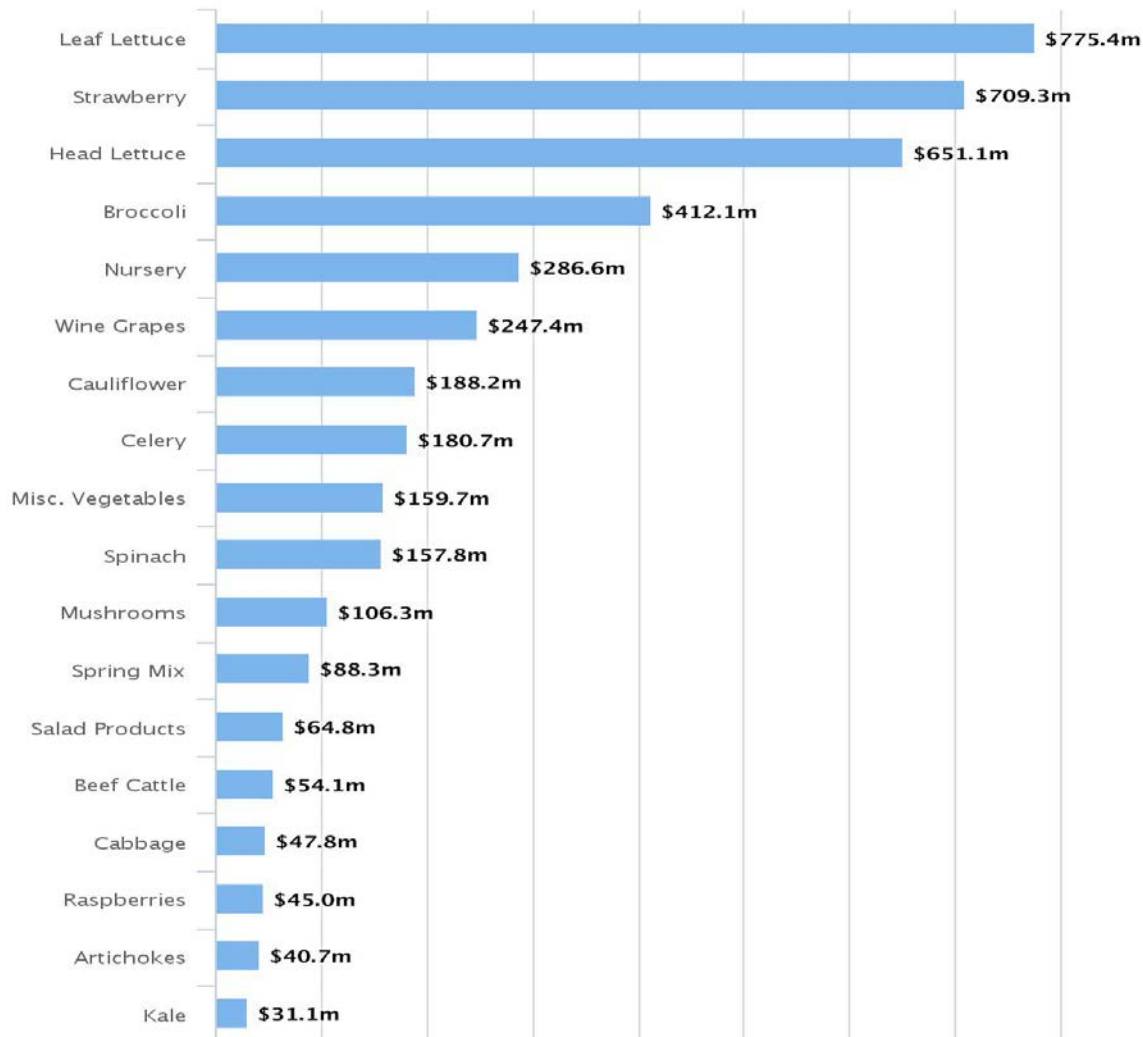
We Provide Regional Data

- Good data is critical for decision making
- MBEP is dedicated to providing aggregated and visualized data that supports your research and planning needs
- We collaborate with regional and national organizations

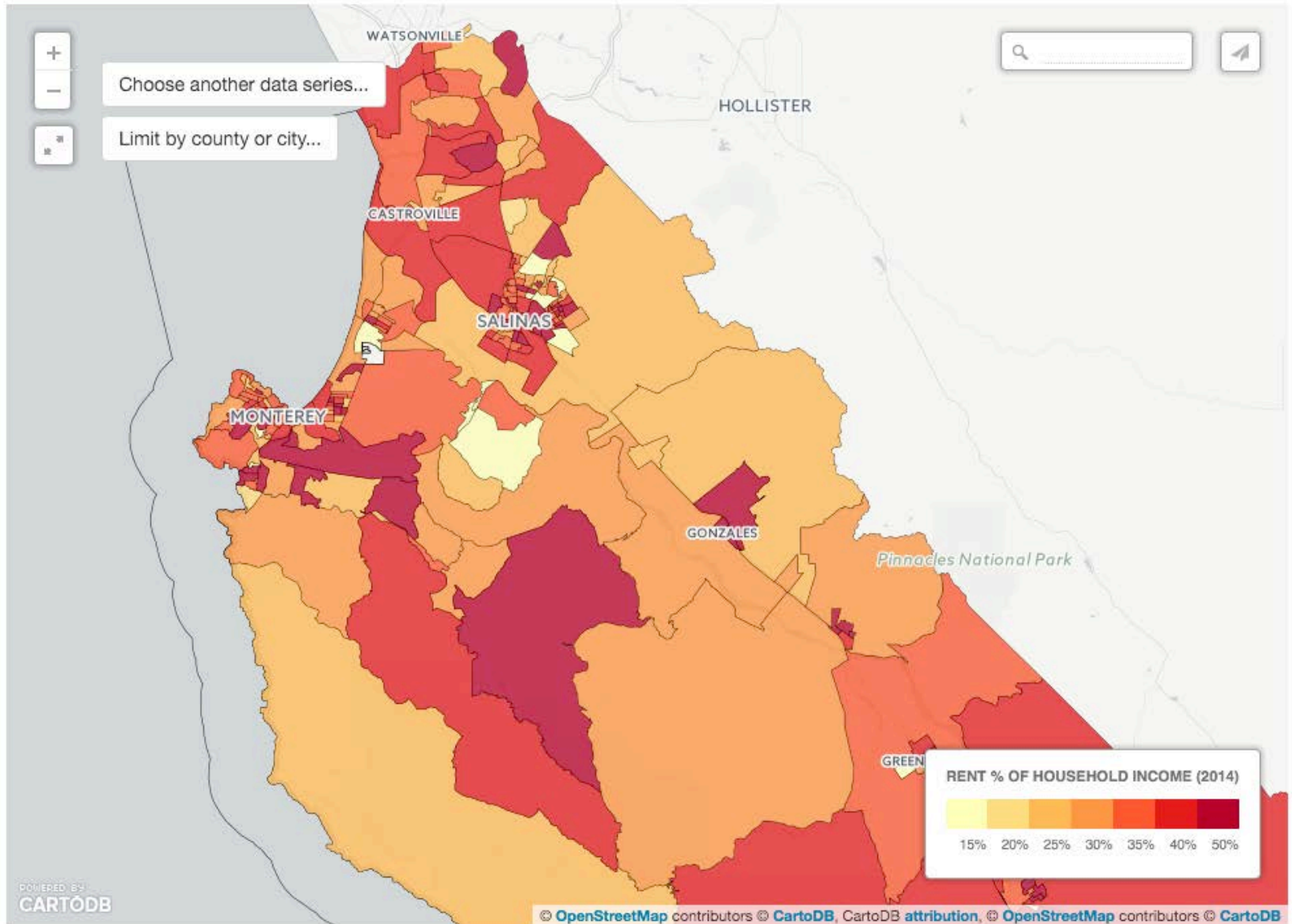
MC 2014 Top Crops by Production Value

Monterey County Top 20 Crops by Production Value – 2014

Source: Monterey County Office of the Agricultural Commissioner – Crop Report 2003–2014



Geomapping Tool: Housing



We Represent the Region at State Level

... connecting members with statewide discussions of critical issues



**CALIFORNIA
STEWARDSHIP
NETWORK**

Thriving Regions. Thriving State.

- Statewide alliance of 13 diverse regional organizations committed to economic, environment and social well being of our regions and state



- Advances governance reforms to improve public outcomes, including education and self-sufficiency, public health and well-being, environmental protection and sustainable communities.

Membership Fuels Our Efforts

“Mann Packing is part of MBEP because they are making things happen. We want to be part of positive change in the region and joining MBEP is a way for us to have impact.”

Lorri Koster, Chairman and CEO, Mann Packing Company

“Workforce development is important as a means of elevating skills and building renewed capacity. With the right support people can be connected to jobs that provide the opportunity for advancement towards a rewarding career with income to raise a family, buy a home and build a life. Marich wants to be part of this effort and MBEP is getting the right people around the table to make this happen in our region.”

Brad van Dam, President and CEO, Marich Confectionery

“As Members of MBEP, you are going to have access to elected officials, access to staff at the County and City levels, and you're going to meet business leaders who are doing things.”

Brian Turlington, Executive Director, Monterey County Business Council

Membership Pricing

No matter the size of your organization, you have a seat at the table

Cities	population <50k \$5,000	population >50k \$10,000
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Counties	all counties	\$10,000
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Businesses & Organizations	<500 full time employees \$5,000	>500 full time employees \$10,000
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Thank You



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explore more at MBEP.biz

