

From the Desk of the CEO



Dear CALED Members and Friends,

It was great to see so many of you at our Annual Conference in South San Francisco. As you heard in the report to the membership, CALED and our affiliates (the California Academy for Economic Development and the California Enterprise Development Authority) have

accomplished several key goals this year, and we have great momentum going into the summer. Here are some of those highlights as well as some thoughts on where we go from here in supporting economic developers and educating leaders on the value of economic development.



Outcomes from the California Academy for Economic Development

- ♦ Based on member input, we revamped the California Economic Snapshot in partnership with EPS (see page 6)
- ♦ Grew Our Memorial Scholarship Fund – thanks to the following contributors
 - Judie Scalise
 - Bruce Kern
 - Sarah Murley
- ♦ Increased a variety of technical assistance programs including scholarships, local elected officials’ leadership training on economic development, and specific on site technical assistance for communities needing help with economic development issues
- ♦ Sponsored a professional development track at CALED conference
- ♦ Partnered with Community Systems to offer a Certified Digital Economic Developer 14 Course Curriculum
- ♦ Sold out our Introduction to Economic Development Course, offered in partnership with Fresno State
- ♦ Created an educational piece to show the broader value and benefits of economic development

Economic development is the creation of wealth in which community benefits are realized. It is more than a jobs program, it’s an investment in growing your economy and enhancing the quality of life for all residents.



Outcomes from the California Enterprise Development Authority

- ♦ As we approach our ten-year anniversary, we have financed over 120 projects totaling nearly \$1.6 billion.
- ♦ With one quarter left in this fiscal year, we have already financed twelve projects totaling over \$100,000 million
- ♦ We financed three commercial, Property Assessed Clean Energy Assessment bonds—encompassing several projects sites in partnership with our program administrator, Figtree Financing
- ♦ Provided ten scholarships to the CALED annual conference

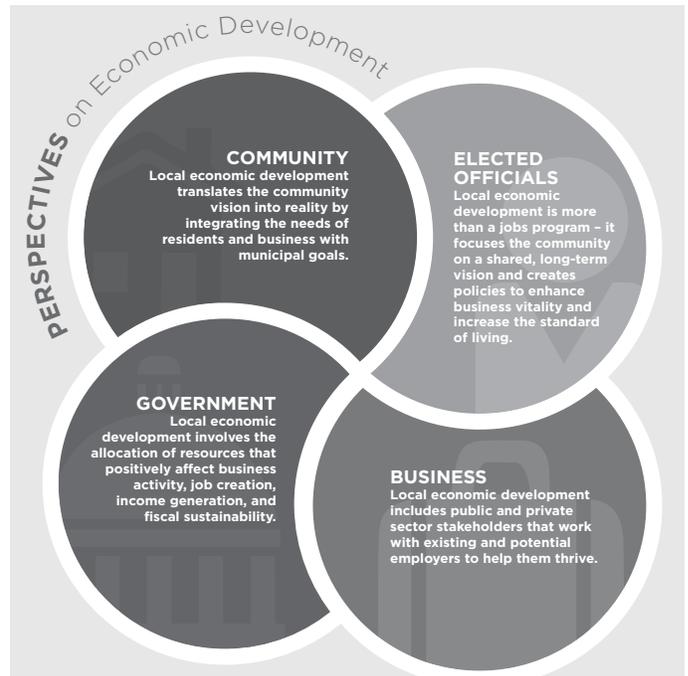
ECONOMIC DEVELOPMENT HELPS COMMUNITIES

<div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">MAINTAIN</div> <p style="font-size: small;">Maintains, diversifies, and increases the tax base.</p>	<div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">IMPROVE</div> <p style="font-size: small;">Improves the quality of life by increasing local and state revenues to pay for services.</p>	<div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">CREATE</div> <p style="font-size: small;">Creates community cohesion and vision around future growth.</p>
<div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">RETAIN</div> <p style="font-size: small;">Retains, attracts, and creates jobs and increases per capita income.</p>	<div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">CONNECT</div> <p style="font-size: small;">Coordinates linkages between employer workforce needs and skilled workers.</p>	<div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">FOCUS</div> <p style="font-size: small;">Focuses on increasing resources – not new ways of dividing up limited ones.</p>

Aside from implementing the substantive work programs of our affiliate organizations, CALED staff and leadership continued our efforts to better understand the needs of California’s economic developers and give you a voice at the state level. CALED contracted with BW Research to conduct an analysis of public-sector economic development in California, including a needs assessment.

Public Sector Economic Development Research key findings:

- The majority of municipalities have less than five employees that spend at least half of their time on economic development-related work.
- Economic development is typically under the City Manager’s Office, Economic Development, and/or Community Development. Most respondents indicated more than one department is involved in economic development efforts or activities.
- Advocacy for economic development-related legislation is top priority for the majority of surveyed public sector staff – almost all respondents (97%) rated this service as either “extremely important” or “important”; and just over six in ten (64%) note it is extremely important.
- Other services that are extremely important for the majority of public-sector staff include economic development financing tools and addressing access to capital (54%), as well as developing strategies for municipalities that have lost redevelopment funding (53%).



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With the dissolution of other statewide economic development associations over the last four years, CALED has stepped up our advocacy efforts to ensure our members are represented as legislation and policies impacting economic development are being discussed. Beyond that, we have sponsored two pieces of legislation this year as well.

Aaron Laurel Economic Development & Housing Director, City of West Sacramento, Chair of CALED’s Legislative Action Committee (LAC), works closely with Matthew Hargrove of the California Business Properties Association and me to implement the recommendations from the LAC and the policy direction of the CALED Board of Directors.

CALED’s current legislative priorities are:

Priority #1: Improve EIFD and TIF Tools, including but not limited to SB 28, AB 313, and AB 2

Priority #2: Give input and advice on Workforce Innovation & Opportunity Act (WIOA) implementation

Priority #3: Create new tools for Economic Development

The CALED Board will meet later this year to review and update these priorities. If you have suggestions or input, please feel free to contact Aaron, me or any of our leadership. You can also learn more about our legislative activities at <http://www.caled.org/legislative-watch>

These are just some of the exciting outcomes we have achieved this year, and I hope it gives you an idea of how CALED works to make a difference for the benefit of our members. Moving forward, we expect to increase our advocacy efforts, formalize an economic development certification training, and continue to improve the programs and services that you value as shown in the research we completed this year.

In order to ensure that this relevant, high-quality programming endures and thrives, the CALED Board of Directors recently voted to restructure our membership categories and dues in a way that is equitable to individual members but collectively has a significant impact. Please watch for more information in the mail on this change and how it may impact you. Also, feel free to contact the CALED leadership or staff if you have any questions about the changes.

Members are the driving force behind CALED, and the organization would not exist without you. Thank you for your ongoing support.

Gurbax Sahota