

# From the Desk of the CEO



Dear CALED Members,

We have several exciting items we've been working on to support your economic development efforts from pushing back on hurtful legislation, championing effective economic development policy, or giving a voice to the value of economic development – not to mention announcing our Annual Conference for June 21-23, 2023, which includes a special project financing pre-conference on June 20th.

First, we completed development of several communication tools to explain economic development implementation, highlight your role in creating economic opportunity for all residents, and promote the value of economic development in general. Those tools are listed below along with where you can download them for your use:

- ✦ “Defining Economic Development & Showing Its Impact” animated short video – CALED’s YouTube Channel @ CALED\_EconDev
- ✦ Data and Fact-based Inclusive Economic Development Strategies, Not Rhetoric, Will Lead to a Stronger California Economy article - [caled.org/econ-dev-news/](http://caled.org/econ-dev-news/)
- ✦ Economic Development Podcast Series:
  - ✦ Building Resiliency Into Your Economic Development Strategy
  - ✦ Helping Businesses Plan For and Recover From Economic Disruptions
  - ✦ Rural Recovery and Resiliency
  - ✦ Understanding Community Culture and Building Trust in Relation to Economic Resiliency and Disruption
- ✦ And, “Economic Development in California: Perceptions and Opportunities” on pg 2 of this Journal

Aside from creating these tools to promote your work as well as effective economic development practices, we are also leading the way on pushing for necessary changes to improve the implementation of the Surplus Land Act (SLA). In March, we held a briefing for 260+ members on key legislation you should be aware of and engage with in order to use publicly-owned land to further economic development and other goals such as developing affordable housing. Here are two bills to watch and get your letters in:

**AB 480 (Ting) Priority Oppose:** AB 480 is an SLA bill that was amended on March 14, 2023, and threatens local economic development. Given the current economic challenges facing many local and municipal agencies, you should be aware that AB 480 has the potential to undermine projects on publicly-owned properties. Local governments may also face an increase in penalties in terms of cost (including leases of surplus land), which directly threatens the ability to offer land at reduced rates and support community improvements.

**SB 747 Caballero Support:** SB 747 takes measurable steps to improve the SLA as it provides clarification on lease provisions, necessary exemptions for transit and agency uses, and eliminates inefficiencies for affordable housing developments.

Please get your letters in for these bills. Your voice counts and helps us represent you more effectively. To learn more about any of the items above, please contact CALED. Additionally, join us at the conference! It’s the perfect place to network, learn, and focus on the essential role economic developers play in growing the economy and creating economic opportunity for all. Hope to see you there!

Sincerely,