



1,000 Day Roadmap to Economic Recovery
Winter, 2012

Possibility Thinkers Launching a High-Performance Community

- Spring 2011 – Organizing Committee formed
 - EconNSBC is a grassroots effort of a diverse group of private sector and community leaders. Committed to leveraging regional assets and talent to support existing Chamber and other local economic development efforts, the Alliance is dedicated to the creation of a high-performance community ready to compete in the 21st Century global economy
- Purpose
 - Foster availability of well-paying jobs
 - Build long-term economic vitality through innovation
 - Encourage entrepreneurship in the region
 - Enhance image/visibility of region
 - Improve stability and quality of life for residents through environmentally and economically sustainable economy

Delore Zimmerman, PhD, CEO

Praxis Strategy Group

- Nature of High-Performance Economy
 - Connected to high-speed, broadband telecom, ready access to network of transport/transit systems
 - Nourishes entrepreneurs
 - Creates job growth from within, focusing on a higher-skilled workforce and higher-wage technology, information and trade-based industries
 - Thinks and acts globally
 - Focuses on target industries that leverage assets/talent
 - Networks vigorously locally & outside region
 - Cultivates robust civic institutions and collaborates with other communities

Sept 2011: Economic Forecast & Strategy Workshop

- Presentations
 - Introduction to EconNSBC – Lawnae Hunter
 - Joel Kotkin – author/speaker on US and CA today
 - Dr. Bill Watkins, Cal Lutheran University Center for Economic Research & Forecasting
 - Dr. Delore Zimmerman, Praxis Strategy Group on the nature of a High-Performance Community (Co-author w/Kotkin: *Enterprising States* for U.S. Chamber)
- Strategy Workshop
 - Industry breakouts

Top Priorities of Strategy Workshop

- Reduce/streamline the regulatory and permitting process
 - Facilitate economic growth and job creation
 - Protect land use rights
 - Restore fairness and balance of interests
- Regional Coordination
 - Adv'd manufacturing, ag, energy, healthcare, tourism/wine and hospitality, workforce development
- Recognize and foster oil and gas industry opportunities to:
 - Create jobs
 - Increase revenue for public services

November 8, 2011: “1000 Day Roadmap to Economic Recovery”

- Dr. Zimmerman presented overview of conclusions from research, EconNSBC input and Strategy Workshop. Key shifts needed for robust NSBC economic future:
 - Restore a pro-growth, job-centric economy
 - Create a business-friendly environment (streamline permitting and balance regs with development need)
 - Invest in infrastructure and initiatives that will create 21st Century economic opportunities
 - Regional Coordination
 - Galvanize efforts of business, government, education, nonprofits re: opportunities, challenges
 - Leverage work of existing local economic development and business support entities (e.g. Chambers) fostering cooperation, collaboration

7 Strategy Recommendations: Regional Coalition

- (1) Form a regional leadership coalition to think ahead and catalyze partnerships – inside/outside NSBC (business, gov't, education, nonprofits)
- Meet regularly on initiatives, issues
 - Speak on behalf of region and support those engaged in advocacy
 - Hold annual regional futures forum to stay ahead

7 Strategy Recommendations: DURT Task Force

(2) Establish task force on DURT relief to improve permitting process and cut unnecessary regulations (DURT = Delays, Uncertainty, Regulation and Taxes)

- Establish task force to make recommendations for reducing regs
- Create ongoing mechanism for assessing and quantifying impact of regulations on business development and job creation for longterm

7 Strategy Recommendations: Industry Sector Teams

- (3) Mobilize Industry Sector Teams to coordinate and accelerate opportunistic initiatives within and among industry sectors/clusters
 - Wine and Tourism
 - Oil & Gas
 - Precision and controlled environment agriculture
 - Remote sensing and geospatial technologies – aerial & space systems
 - High tech/Advanced manufacturing
 - Renewable energy and cleantech systems
 - Infrastructure, transportation and logistics
 - Healthcare and healthy lifestyles
 - Professional, scientific and technical services, i.e. adv'd producer svcs

Longer-Range Strategies: Clean Tech Systems Strategy

- (4) Develop a regional energy resources and cleantech systems strategy for NSBC to deploy next-gen technologies, business models and companies that will reap big benefits from an energy system that is more efficient and reliable. Priorities:
- Integration w/existing resources and systems for power, air, water and waste infrastructure; utilization of locally available resources
 - Techs and systems to expand cleantech

Longer-Range Strategies: Attraction of University

- (5) Explore feasibility and potentially best means of attracting a private or public university to NSBC
 - Special consideration to targets with tech transfer opportunities, STEM degrees, degree programs of importance to target industries

Longer-Range Strategies: Entrepreneurship/Access to Capital

(6) Foster an Entrepreneurship/Access to Capital focus

- Growth company focus for maximum job creation
- Multiple pathways to capital, including venture company funding

Longer-Range Strategies: Education/Workforce

(7) Develop comprehensive education and training solutions that create a prepared talent pool for 21st Century opportunities

- Task Force of workforce agencies, training entities, colleges/universities, economic development organizations and the new industry sector teams
 - Futures thinking
 - Flexible, affordable worker industry-relevant training programs
 - Career exploration, career guidance & counseling, mentoring career pathways relevant to region
 - **Synthesis of inputs from industry sector teams – see next**

Next Steps

- Distribute Roadmap and update stakeholders strategically
- Create industry and/or strategy team organizers to spearhead team leadership and participant development
- Establish EconNSBC as the regional coalition, formalizing organizational structure
- Begin implementing plan
- Host community outreach events to further educate stakeholders
- Host March 29th Roadmap/Team Orientation & High-Growth Company/Venture Capital Overview

Information/Contacts

www.EconNSBC.org

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