

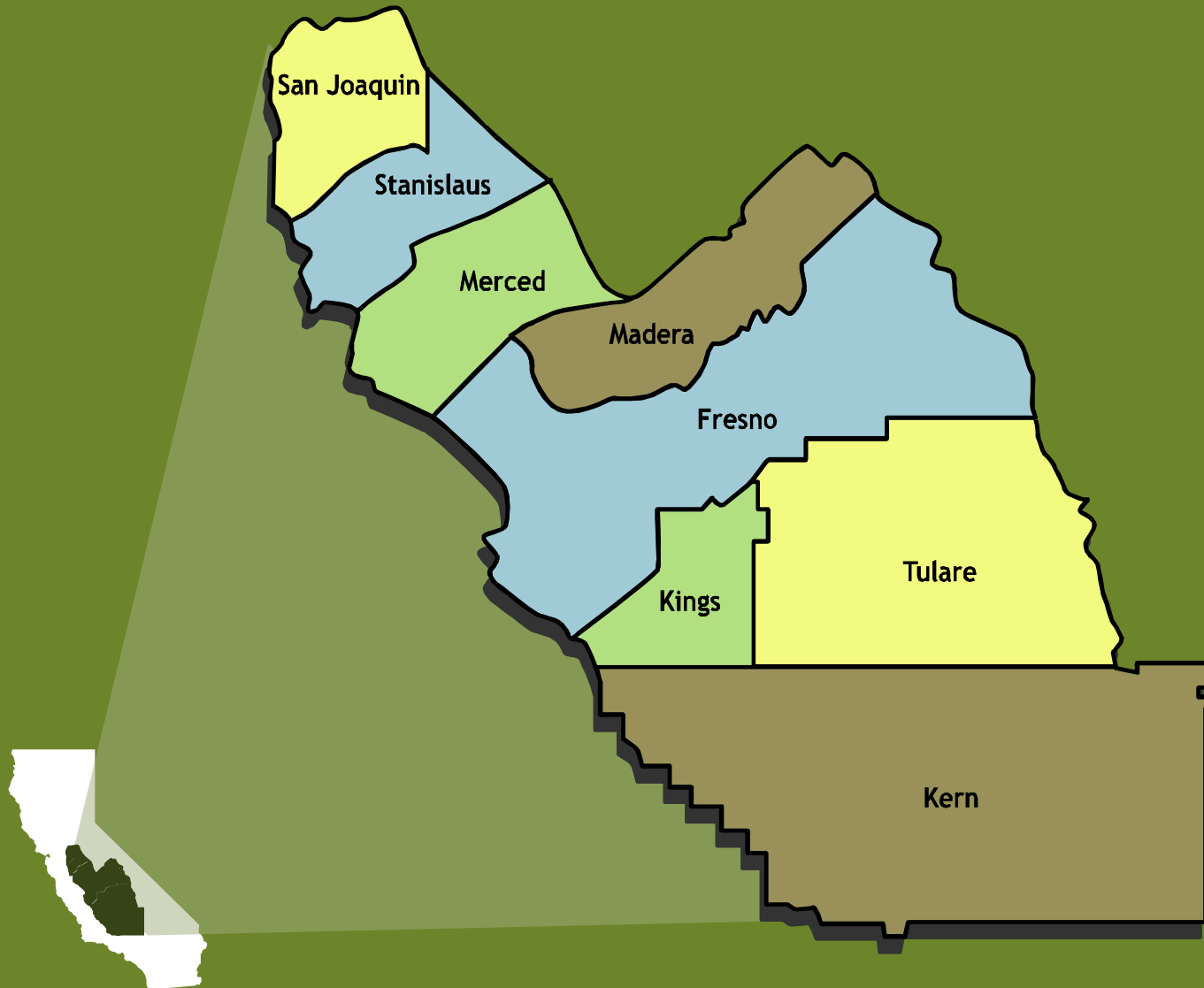
Regional Jobs Initiative

Overview of the
Regional Jobs Initiative

Central Valley Roundtable Series

June 15, 2005
Fresno, California

San Joaquin Valley



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If the San Joaquin Valley was a State, it would have....

- A population greater than 23 States
- A land area greater than 10 States
- More revenues from Agriculture than every other State
- More world-class national parks than every other State
- A higher population growth rate than all but six States

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....but it would also have:

- The highest rate of unemployment;
- The highest percentage of people living below the poverty line;
- The lowest per capita income;
- The worst air quality; and
- The lowest access to health care.

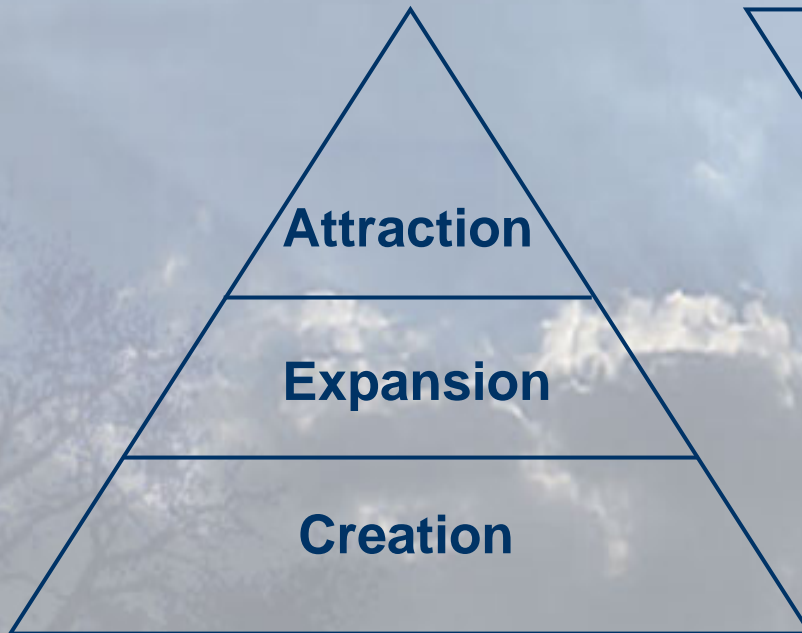
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A public-private initiative to fundamentally change approach to business competitiveness, job creation and economic diversification

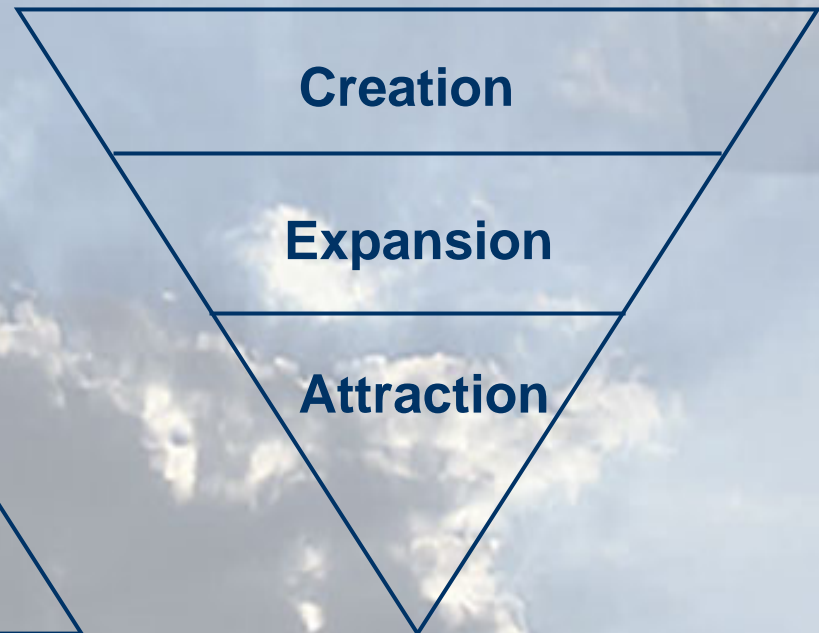
- Planned in 2003
- Launched in January 2004
- Initial Goal: 30,000 net new jobs in Fresno MSA in five years
- 9 Industry Clusters
- 8 Supporting Task Forces, each addressing one dimension of competitive advantage
- 40 specific initiatives: quantified, measurable goals
- Outreach to other Valley communities

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Traditional Economic Development

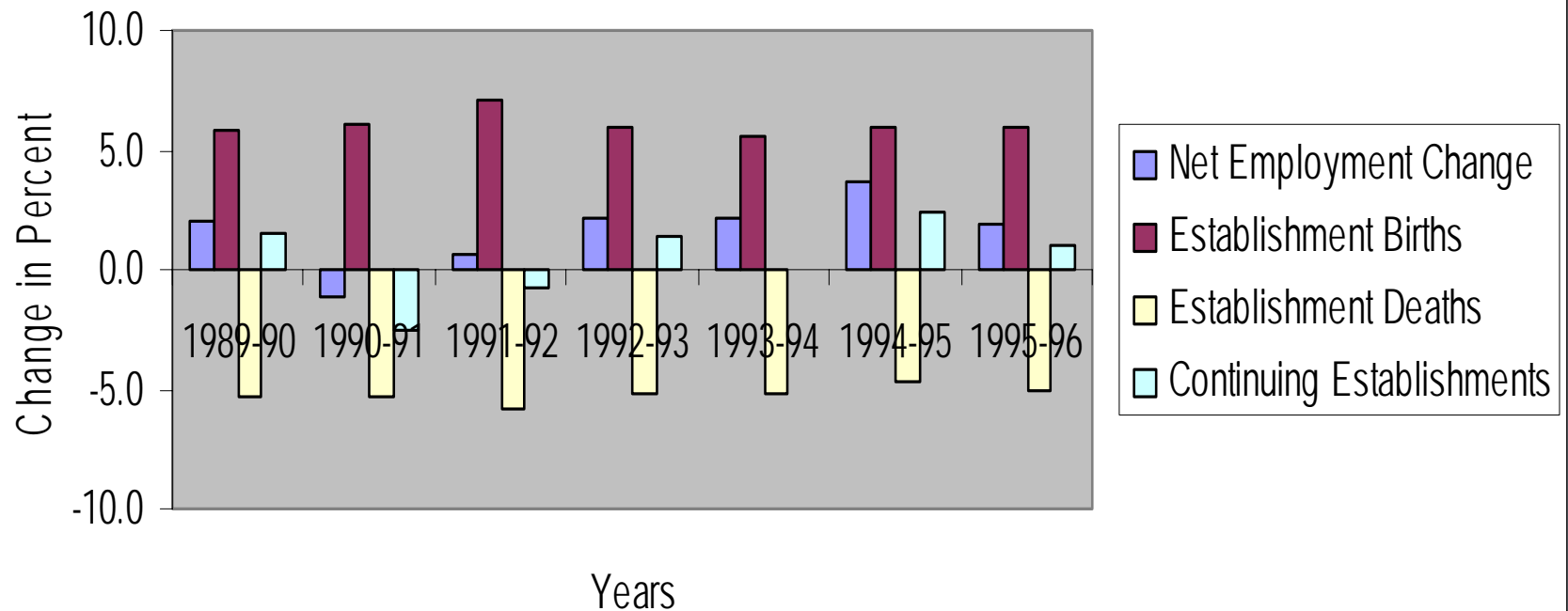


RJI Approach

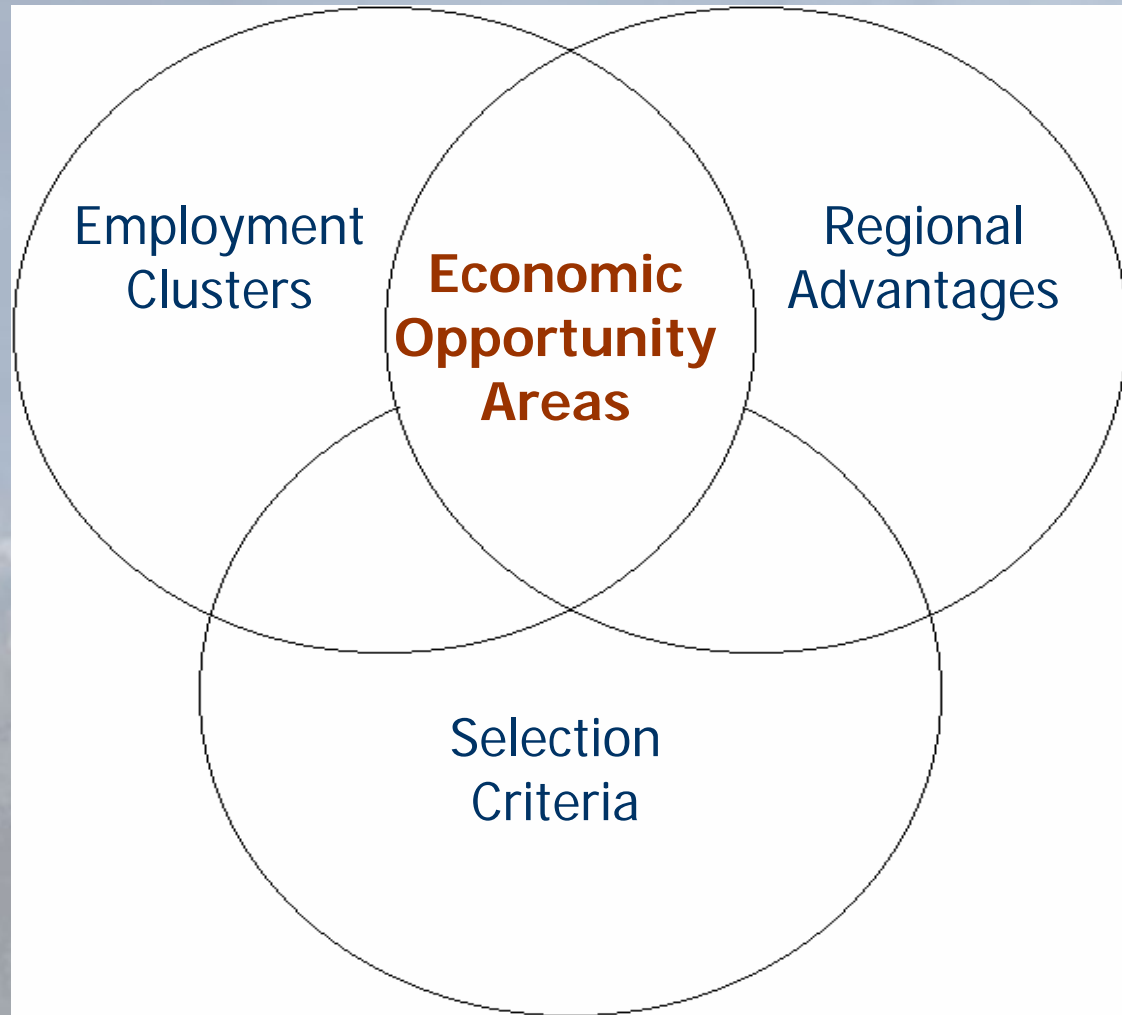


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Changes in U.S. Employment by Establishment Births and Deaths, 1989-1996
(In Percent)



Framework: Choosing Economic Opportunity Areas




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INDUSTRY CLUSTERS

- **Food Processing** 
- **Agricultural base**
- **Value added processing**
- **High Food Safety Standards**
- **Large internal market**
- **Proximity to ports**


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INDUSTRY CLUSTERS

- Food Processing
 - Agile Manufacturing 
- 180 Manufacturing Companies
 - Empowerment Zone
 - Enterprise Zone
 - Free Trade Zone
 - Workforce
 - Central CA location
 - Proximity to ports


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INDUSTRY CLUSTERS

- Food Processing
- Agile Manufacturing
- Water Technology 
- Crucial need
- Technology leadership
- Manufacturing base
- Fresno State University


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INDUSTRY CLUSTERS

- Food Processing
 - Agile Manufacturing
 - Water Technology
 - Distribution/Logistics
- 
- Central CA Location
 - Connection to agile manufacturing & food processing
 - Congestion in other CA distribution centers

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INDUSTRY CLUSTERS

- Food Processing
- Agile Manufacturing
- Water Technology
- Distribution/Logistics
- Information Processing 
 - Lower cost of labor, land and housing.
 - Workforce

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INDUSTRY CLUSTERS

- Food Processing
- Agile Manufacturing
- Water Technology
- Distribution/Logistics
- Information Processing
- Health Care



- Regional health care center
- Population growth

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INDUSTRY CLUSTERS

- Food Processing
 - Agile Manufacturing
 - Water Technology
 - Distribution/Logistics
 - Information Processing
 - Health Care
 - Construction
- 
- Regional Growth
 - Shortage of trained workers


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INDUSTRY CLUSTERS

- Food Processing
 - Agile manufacturing
 - Water Technology
 - Distribution/Logistics
 - Information Processing
 - Health Care
 - Construction
 - Tourism
- 
- Agritourism
 - Three national parks
 - More lakes than any other California county

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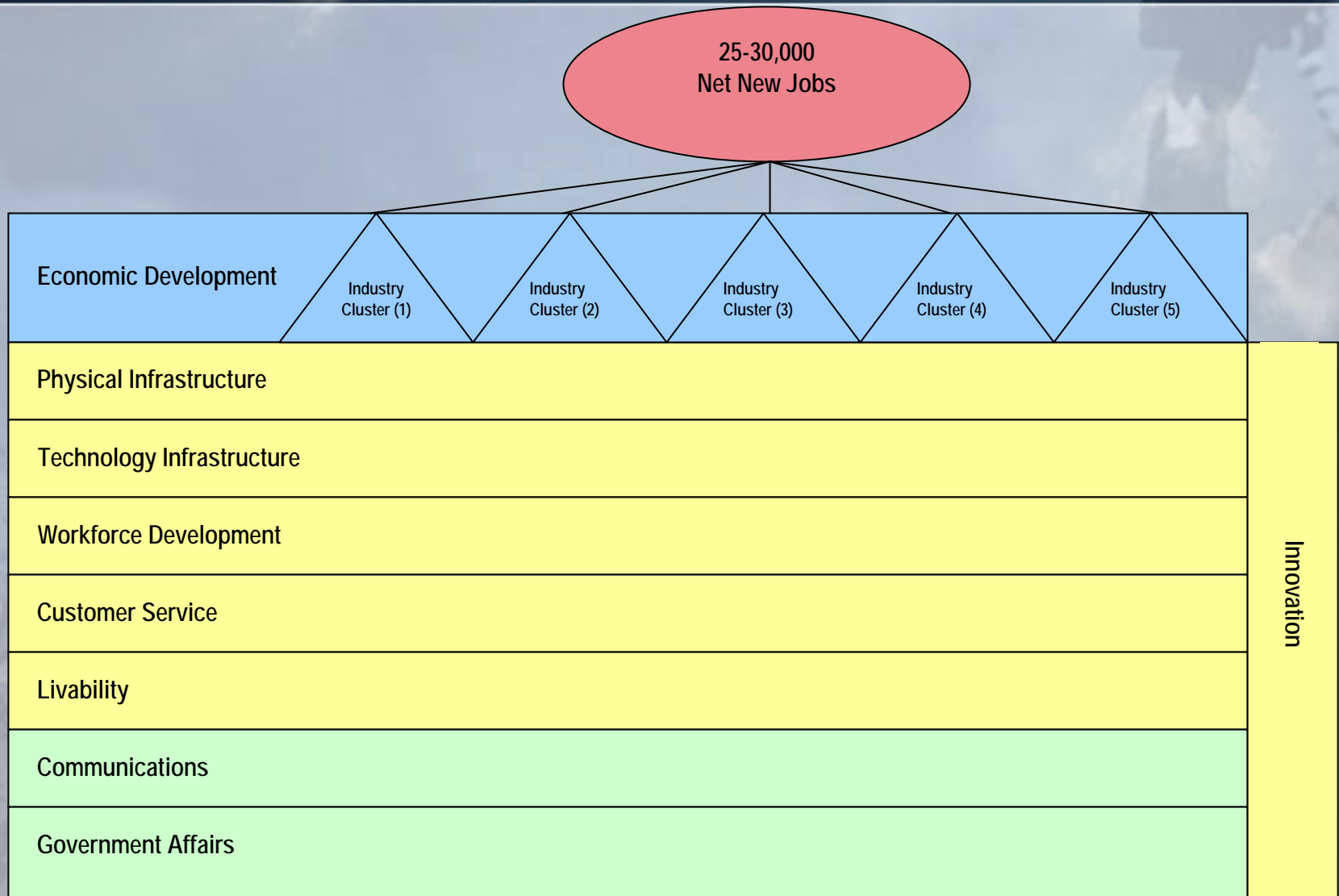
INDUSTRY CLUSTERS

- Food Processing
 - Agile Manufacturing
 - Water Technology
 - Distribution/Logistics
 - Information Processing
 - Health Care
 - Construction
 - Tourism
 - Innovative Energy
- 
- Technology initiative
 - Need to reduce energy costs
 - Need for clean energy sources

Anatomy of an Industry Cluster



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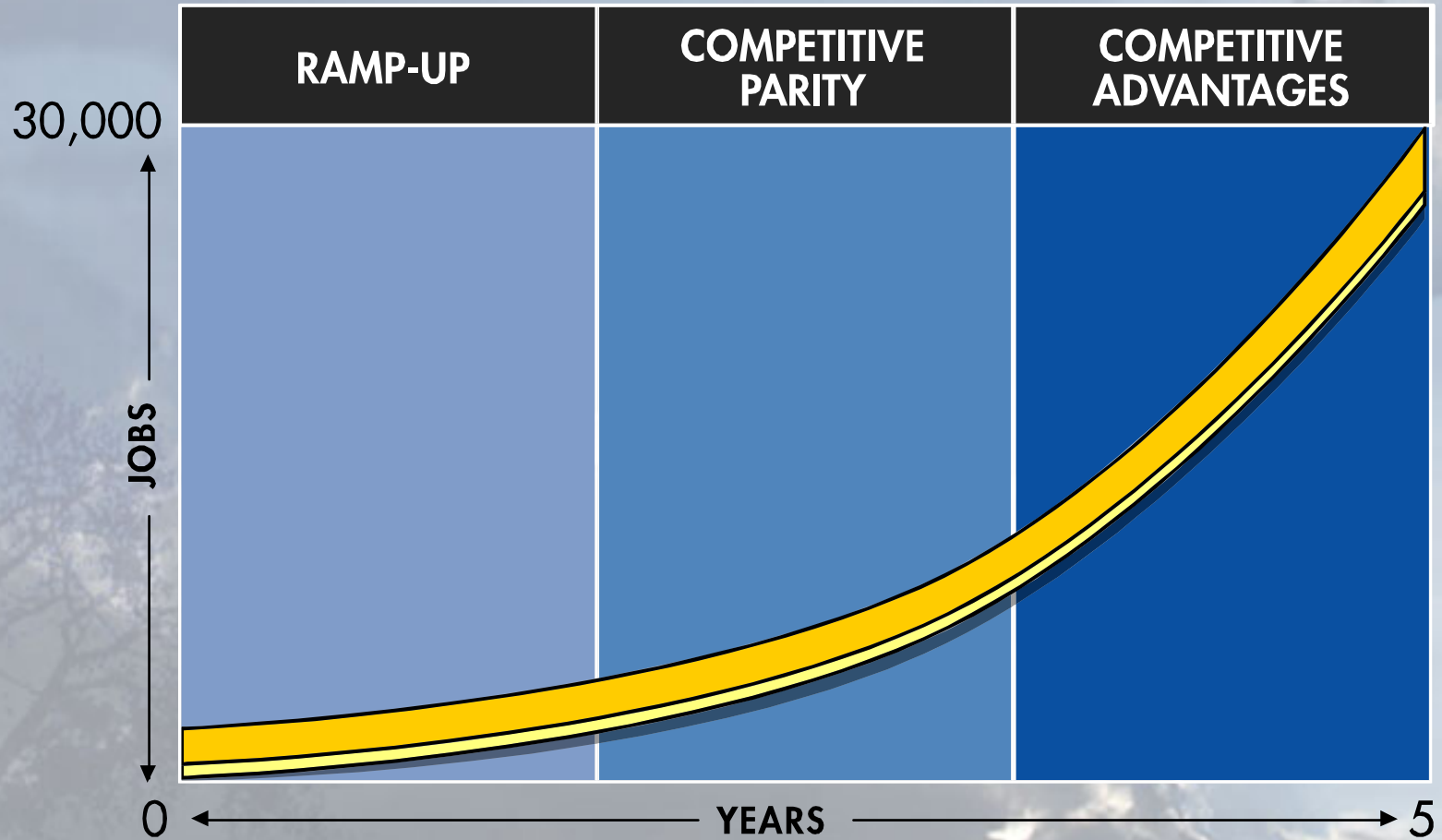
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Advocacy at State and Federal Levels

- **SJV State Interagency Task Force**
- **Interstate Designation for Highway 99**
- **SJV Air Quality Empowerment Zone**
- **SJV U.C. Medical School**
- **Doctoral Programs at CSU's**

Fresno Regional Jobs Initiative

Stages of Economic Competitiveness



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Questions & Answers