

Diversifying San Joaquin's Economy

Grow It, Make It, & Ship It
and
Greater Silicon Valley



Growing the World's 2 Greatest Valley Economies



Thanks to SJV Partnership

Growth Strategy – GreaterSiliconValley.com



Sept. 19, 2014



Three Greater Silicon Valley Goals

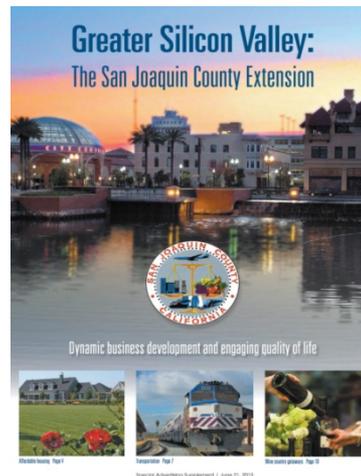
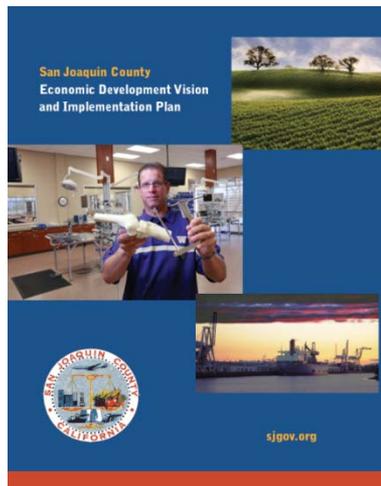
1. Attract expanding technology firms, suppliers and manufacturing companies to San Joaquin
2. Connect San Joaquin County (Greater Silicon Valley) entrepreneurs with Silicon Valley
3. Make San Joaquin wineries the first choice for Silicon Valley

*To accomplish these goals San Joaquin County needed a high tech brand in addition to
Grow It, Make It, Ship It!*

Establishing the GSV Brand

Showcasing the advantages of locating in the Greater Silicon Valley

- ✓ San Joaquin County Economic Development Plan
- ✓ 16–Page Supplement in the Silicon Valley Business Journal
- ✓ Creation & Launching of Greater SV Web Site & Social Media



Silicon Valley Partnerships

Increasing SJC's and the SJ Partnership's Presence in the Silicon Valley

- ✓ TiE Office in Silicon Valley & Weekly Visits
- ✓ Attending Joint Venture Silicon Valley Annual Meeting & Events
- ✓ Engaging in Keiretsu Forums



Santa Clara Convention Center, CA • May 16-17



Web Site & Social Media



www.GreaterSiliconValley.com

Advertising & Sponsoring Events

- ▶ Silicon Valley Business Journal & Supporting Events – Fast Private Sponsorship





Partnerships – University of the Pacific

- ✓ Draft Northern San Joaquin Valley study –
Evaluates and measures demographics of the
work force commuting to/from SJC to/from SV
- ✓ Supported the UOP Cost of Living Index

COL Tracy vs. SF=31%



COL SKT vs. Oakland=28%



Innovation Hub (iHub) San Joaquin

- 2013 – Initiated to Establish a Countywide Supportive Environment for Entrepreneurs and Innovators for the Strong Economic Growth
- 2014 – SJC Board of Supervisors, BIIIC and the State entered into a MOU constituting iHub San Joaquin
 - Focus Areas: Ag–Tech, Sustainable Construction Technology and Health
 - Boundaries: All seven cities within the County



New Co-Branding Opportunities



RIVER ISLANDS



**Master-Planned
Community**

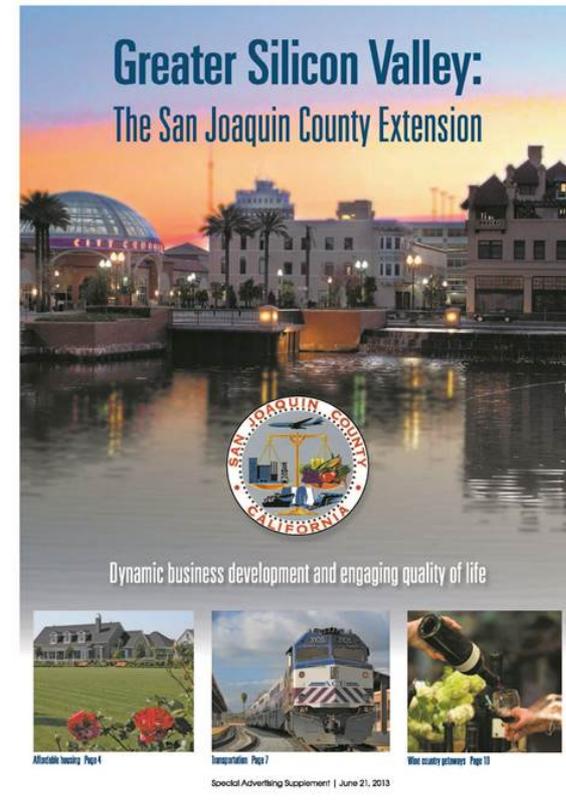
Technology + innovation
in a natural environment



**Explore your next growth
opportunity in Lathrop**

2015

- ▶ Office in Silicon Valley
- ▶ Lodi Wine
- ▶ Angel Capital Expos
- ▶ Silicon Valley Business Journal Greater SV Supplement – March 6, 2015 Insert in SVBJ
- ▶ Host & Tour Silicon Valley Prospects & Influencers
- ▶ Sponsor SVBJ & TiECon
- ▶ Grow Partnerships



Thank You!

Contacts

- ▶ San Joaquin Partnership
 - Michael Ammann, President/CEO
 - (209) 956-3380
 - mammann@sanjoaquinusa.org
- ▶ San Joaquin County Administrator's Office
 - Elena Reyes
 - Senior Deputy County Administrator
 - (209) 468-3399
 - ereyes@sjgov.org