


ACHIEVING THE VISION

Proposed Innovation and Economic Vitality 2014-2016 Work Program

City of Davis
City Hall Community Chambers
February 11, 2013



An aerial photograph of a city, likely a university campus, with a large stadium and a complex highway interchange. The image is overlaid with a semi-transparent blue filter.

*"Imagination is more important
than knowledge.
Knowledge is limited:
Imagination encircles the world."*

- Albert Einstein

*"Technology is now vitally
intertwined with every aspect of
economic development and how
economic development functions."*

- International Economic Development Council, 2012

ASSESSING THE FRAMEWORK

Previous Work

- 30+ years of studies and assessments
- Groundwork has been laid for actions



Council Goals

- Clear direction for Economic Development
- Fiscal sustainability primary driver

Regional Collaboration

- Next Economy
- Innovation Ecosystem

OUR VISION

Address **3,000** job deficit in Davis (*BAE, 2012*)

Facilitate **Local Company** Growth -
Focus on tech and high growth business

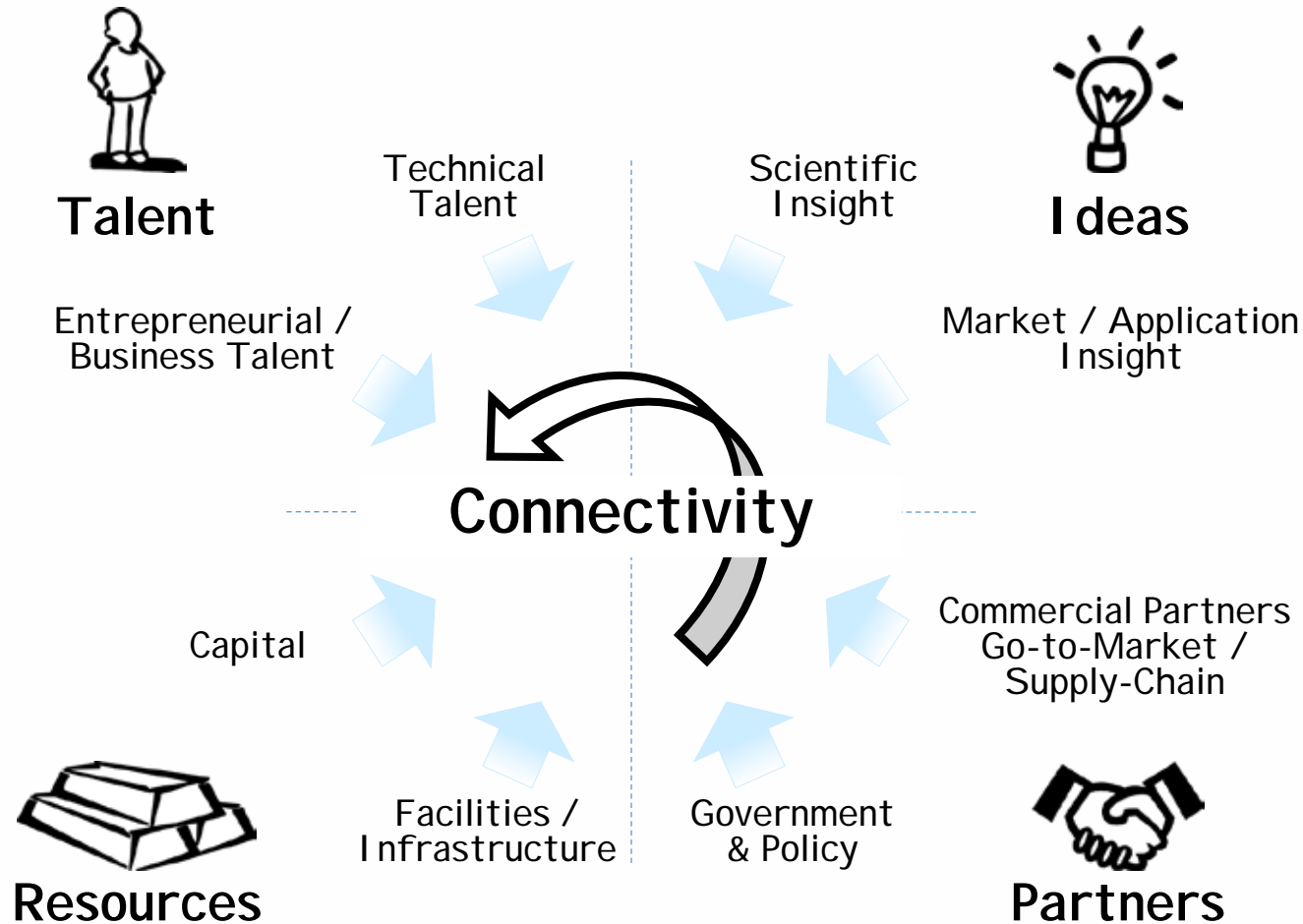
Increasing local retail **Point of Sale** –
but not through big box or large retail outlet

Create an **Innovation Park**, *not* a business park

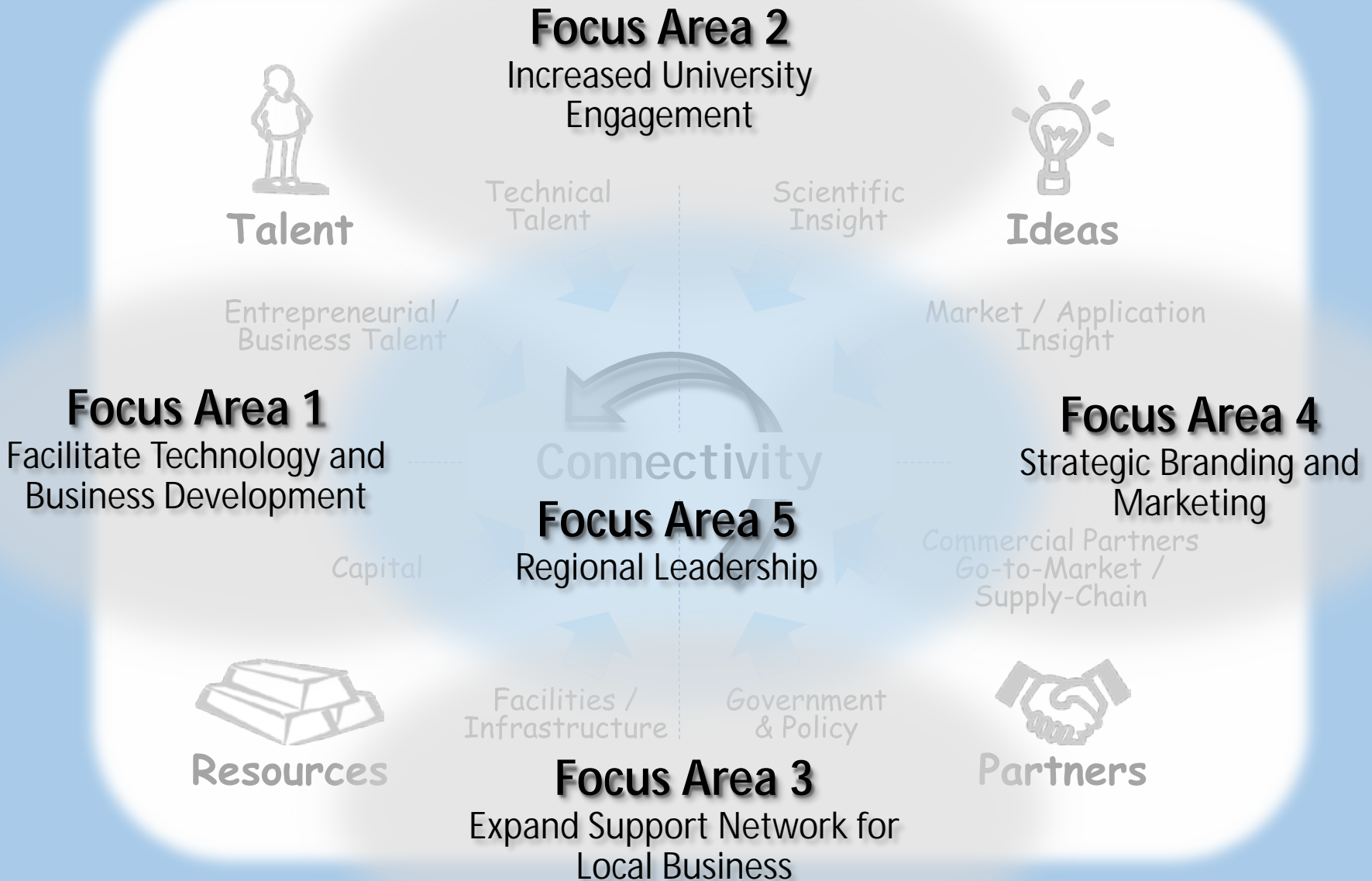
Foster an **Innovation Ecosystem**

University Engagement and tech transfer

INNOVATION ECOSYSTEM FRAMEWORK



ACHIEVING THE VISION



FOCUS AREA 1

Facilitate Technology and Business Development

- Advance the Development of an Innovation Park
- Enhance Downtown Reinvestment
- Encourage Densification
- Facilitate Development of a Hotel Conference Center
- Support Entrepreneurs and Startups
- Establish an Innovation Council
- Foster the Creative Class
- Encourage Buy Local

Wet Lab Incubator

Capitol Corridor Ventures
pledged \$250,000 for wet lab
space in Davis

Entrepreneur Support

Davis Roots, techDAVIS, SARTA,
Innovate North State, Hacker Lab,
Davis Makerspace

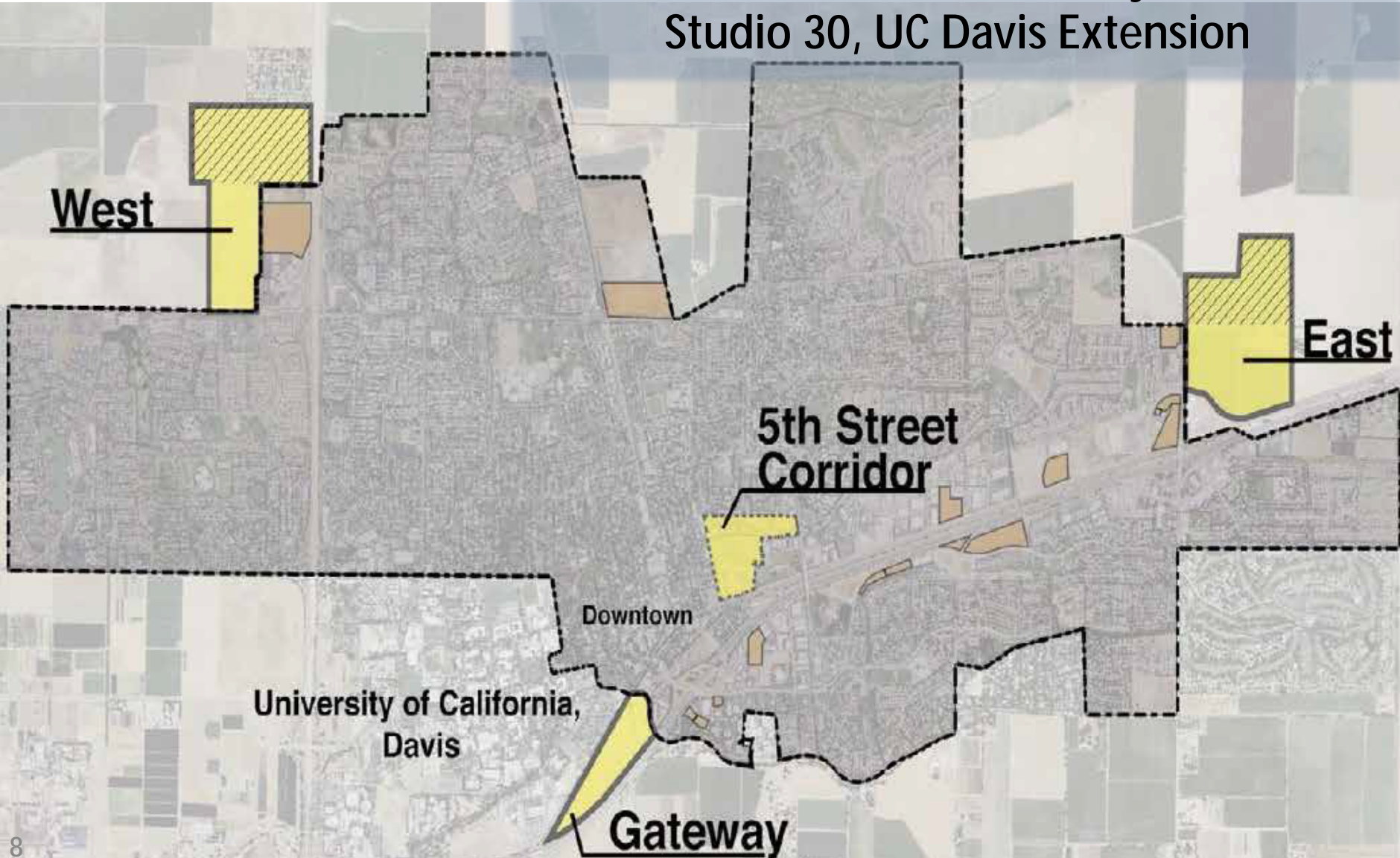
Public/Private Partnership

Funding by local and regional companies
for innovation-focused economic
development programs in Davis



POTENTIAL INNOVATION PARK SITES

Davis Innovation Center Study, Nov 2012
Studio 30, UC Davis Extension



US RESEARCH PARKS

200 – approx. # of US research parks

3,339 – avg. employment

532 – avg. acreage

\$186 M+ – avg. investment

41 – avg. # of companies

Source: Association of University Research Parks



Photo Source: www.building.co.uk

Illustration purposes only



CA RESEARCH PARKS

Stanford Research Park

700+ acres, anchored by Stanford University and Stanford Research Institute.

San Francisco Mission Bay

303 acres, anchored by the expansion of the UC San Francisco Medical Center.

Torrey Pines Mesa Technology Center

400+ acres, anchored by UC San Diego, Scripps Institutes and CSU San Diego.

NASA Ames Research Park

500+ acres, anchored by NASA, UC Santa Cruz, Carnegie Mellon, Purdue and Singular University. Includes expansion of Google campus.

City of Sacramento/Sacramento State Innovation Center

250+ acres, south of Sacramento State.



FOCUS AREA 2

Increased University Engagement

- Strengthen University/Community Partnerships
- Support Research and Development
- Increase Access to STEAM and Educational Opportunities
- Support UC Davis Technology Transfer Objectives

Seed/Food Central

Initiative of Seed Biotechnology Center that acts as forum for seed and food companies and resources

Big and Little Bang

Startup business competitions hosted by the UC Davis Graduate School of Management

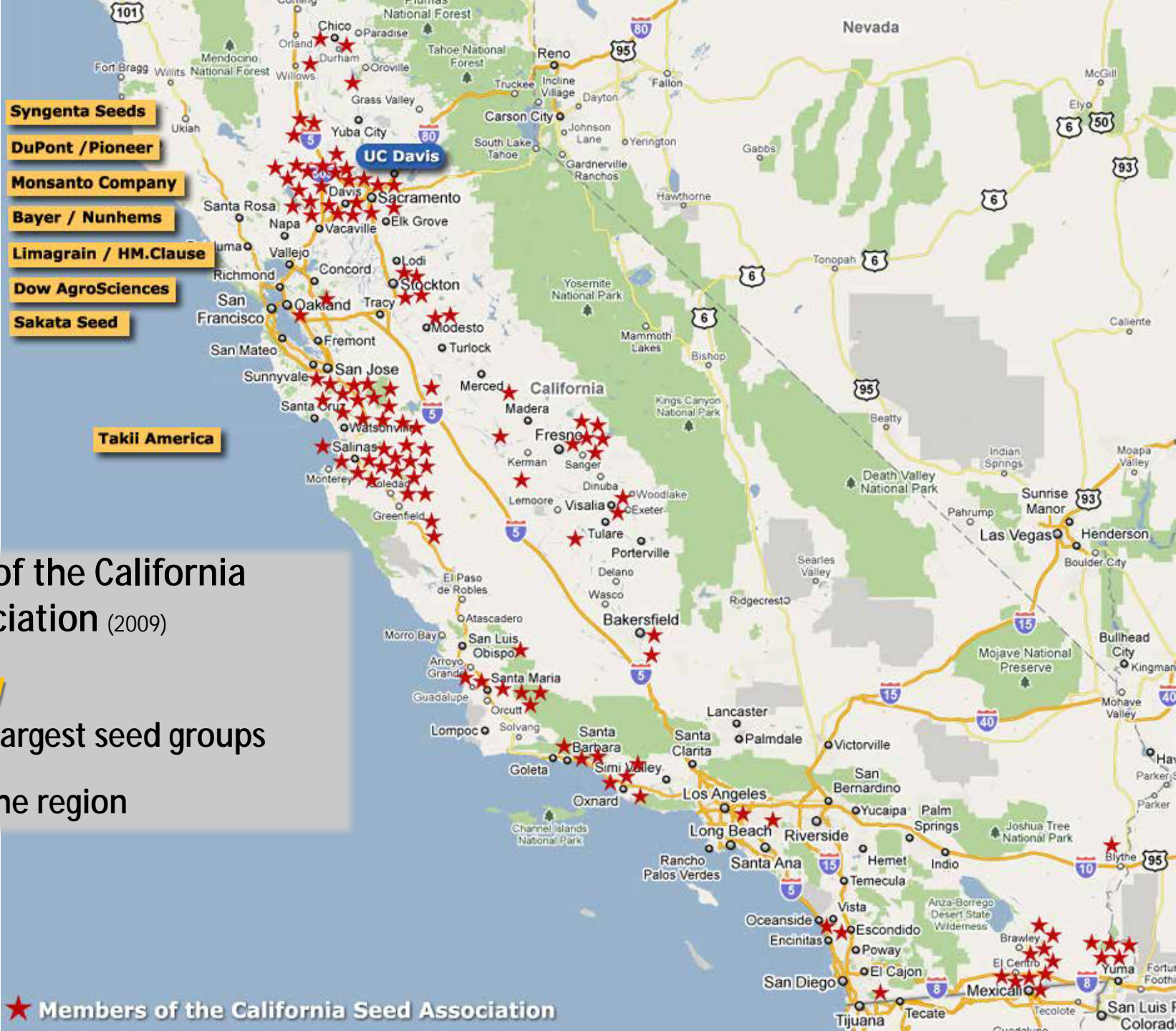
ETTC/ESSC

UC Davis College of Engineering's technology incubator and student-run entrepreneur space

Venture Catalyst

Office of Research program that facilitates tech transfer





Syngenta Seeds

DuPont / Pioneer

Monsanto Company

Bayer / Nunhems

Limagrain / HM.Clause

Dow AgroSciences

Sakata Seed

Taki America

Members of the California Seed Association (2009)

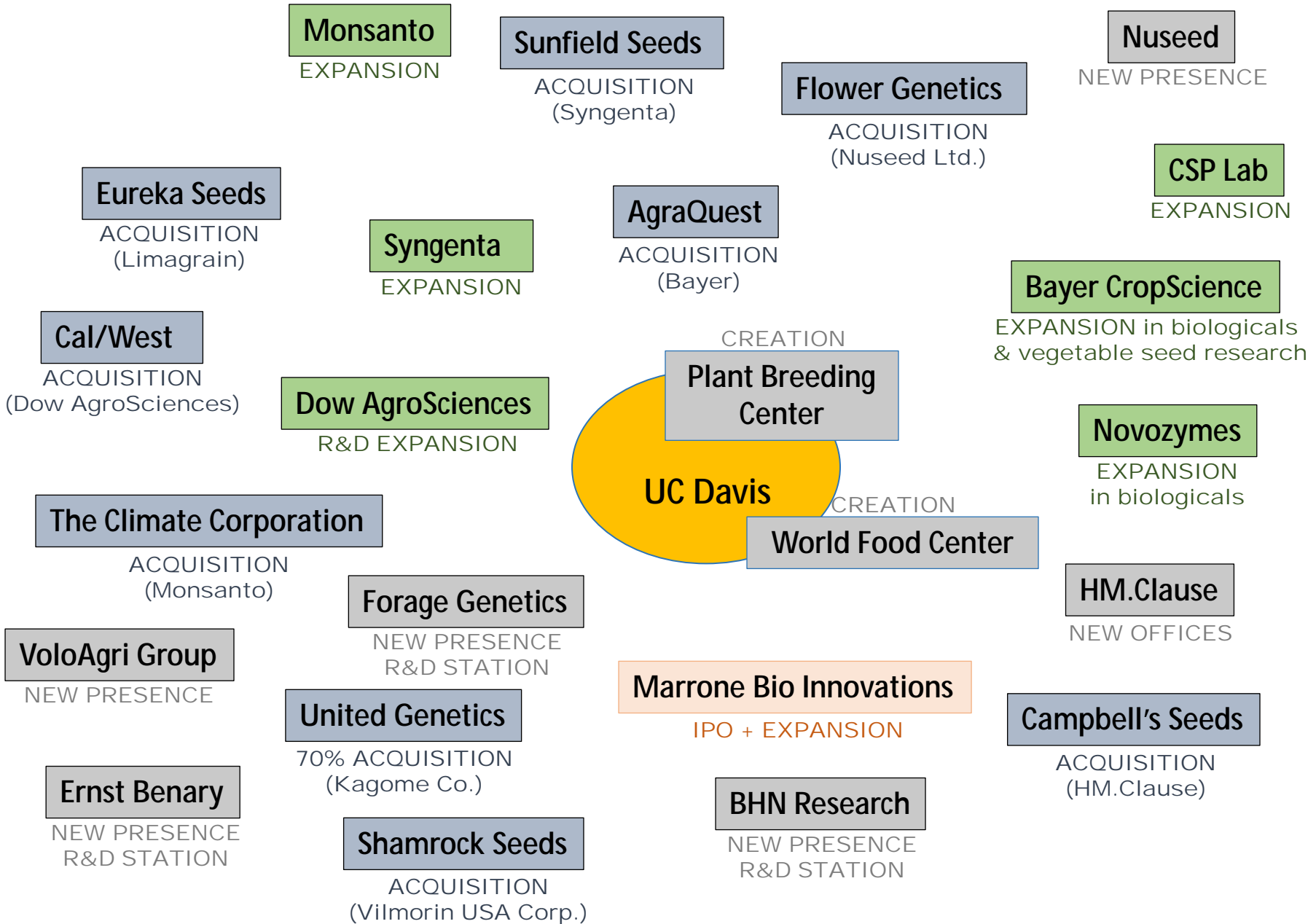
IN YELLOW

8 of the 10 largest seed groups

present in the region

Modified from:
Francois Korn,
Seed Central,
2014

★ Members of the California Seed Association



FOCUS AREA 3

Expand Support Network for Local Business

- Business Visitations
- Business Roundtables
- Broker and Landowner Outreach Meetings
- Support Business Service Organizations

State-wide Incentives

Leverage GO-Biz incentives locally, including Hiring Tax Credit, Sales Tax Exemption, and CA Competes Tax Credit

Getting Business Input

Using outreach tools, get to know and understand business needs, successes and challenges

Leverage Partnerships

Facilitate awareness of existing business resources at Davis Chamber, Downtown Business Association, Sac Metro Chamber, SBDC, SCORE, Los Rios Community College District, Workforce Investment Board, and the CA Employment Training Panel



FOCUS AREA 4

Strategic Branding and Marketing

- Targeted Media
- Event Participation
- Community and Regional Presentations
- Thought Leadership and Industry Articles
- Increased Social Media

#InnovateDavis

Twitter hashtag used to help draw attention to specific events and programs happening in Davis

Innovate Davis Facebook Page

Used to highlight news, articles and stories about Davis companies or areas of interest

Community Outreach

Presentations to the community on topics of economic development

Articles

Targeted articles in local media on innovation and economic development

Visual Media

Increased branding through local broadcast and online media and videos



FOCUS AREA 5

Regional Leadership

- Collaborate with Regional Organizations
- Expand Innovation Network
- Yolo Rail Realignment Partnership
- Yolo Broadband Consortium
- Policy Advocacy
- Innovation Policy Development

Yolo Rail Realignment

Regional collaboration between Yolo County, Davis, West Sac, Woodland, and SAFCA

Federal Advocacy

Davis working with Rep. Garamendi, White House, and other federal reps on local and regional issues

Active State Role

Working with Legislature and GO-Biz on statewide manufacturing and innovation initiatives

International Connections

Partners with CA Asian Pacific Chamber, CA-Chongqing Trade & Commerce, US Commercial Service to increase export and trade opportunities

Sac Metro Chamber
2014 Cap to Cap Trip
Davis leading Innovation Team



MEASURING SUCCESS

Return to City Council every 6 months with activity log and qualitative and quantitative success metrics and outcomes

Goal: Stimulate Neighborhood Business Vitality

New Neighborhood Business Licenses Issued:
14-month cumulative count since July 2009

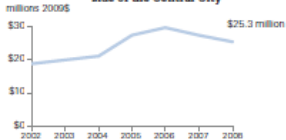
Since the adoption of the Economic Development Strategy, over 6,800 neighborhood businesses have registered



How does the business community rate Portland as a place to do business?

- 55% of businesses report positive attitudes about doing business in Portland
- 66% say Portland provides a fertile environment for innovation
- 67% report that their most cutting-edge researchers are located in Portland; an additional 7% are located elsewhere in Oregon

Portland Business Taxes: Portland Businesses in neighborhoods outside of the Central City



Business tax revenue from Portland businesses provides an indicator of business vitality. While business taxes for Central City businesses declined sharply in 2008, neighborhood businesses fared slightly better.

Update: September 2010

City of Portland Economic Development Strategy

In July 2009, Portland City Council adopted the Portland Economic Development Strategy: A Five-Year Plan for Promoting Job Creation. The City continues to update stakeholders and the public on the progress of implementation through these public reports. Ongoing updates and presentations can be found throughout the year at www.pdxeconomicdevelopment.com.

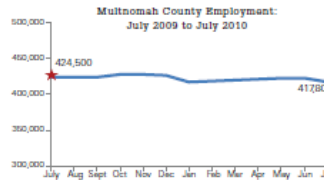
This second report marks one year after the Strategy's implementation. At the Strategy's adoption, metrics were to be used as benchmarks to track progress.

Employment in Multnomah County is holding steady following the Economic Development Strategy's adoption, following a year of steep decline in 2008.



This second report serves as a snapshot of economic activity as of September 2010, and recognizes that some metrics are subject to seasonal changes and revisions, and that progress will be continually changing throughout the life of the plan.

424,500 Jobs in Multnomah County at the Adoption of the Strategy



All non-farm employment not seasonally adjusted. Total Northern Oregon Employment is available for Multnomah County, but not City of Portland. Gross about 85 percent of Multnomah County jobs are in Portland, county data is used to monitor Portland job growth. Data is revised throughout the year. Data was extracted August 2010.

Multnomah County's labor force reached a recent low of 417,100 in January 2010. After adding 5,700 jobs in the first six months of 2010, the county shed another 5,000 jobs in July.

Out of the nation's 100 largest metro areas, Portland ranks #8 in productivity growth

Productivity, measured by annualized percent change in Gross Domestic Product per job, increased almost 4% between 2001 and 2005. The national average was 2%, as stated in the Brookings Institute's Metropoliary report.

ECONOMIC DEVELOPMENT STRATEGY

Neighborhood Business Vitality Highlights

Portland Main Street Project

St. John's Main Streets Coalition, NE Alberts Main Street Program and Hillside Community Foundation, will be the first urban Green Main Street program in the country. Services for the newly-selected districts began in early July, with National Thru-street working with each of the organizations on board development and on the hiring process for the Main Street Program Manager positions. Each of the new Main Street program areas will receive considerable financial and technical assistance and intensive training to embrace and promote its unique assets, while also capitalizing on the abilities of residents, business owners, and volunteers who work and live in the business district.

Business Portland Web Site

Business Portland (www.portland4biz.com) launched in June as the premier website for information about doing business in Portland. The web site addresses starting, expanding and locating a business in the city. Business Portland will also be a clearinghouse for relevant business news, host an events calendar, and offer a listing service for businesses to post opportunities. Business Portland is also a conduit for social media networks.

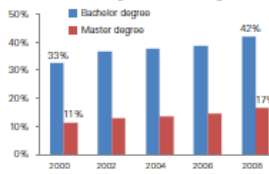
Entrepreneurial Development

The University of Portland's Center for Entrepreneurship, in partnership with Impresa Economics and Willamette University, is leading a study on the State of Entrepreneurship in Portland. A group of stakeholders has been meeting on a regular basis to inform the study and review information being gathered. As part of the study, a comprehensive survey of the entrepreneurial community is being conducted and a scorecard is being developed to measure Portland's entrepreneurial health. The Portland Good Fund was launched with five board members and the selection of a fund manager.

The North/Northeast Study

After months of public involvement and feasibility inquiries, the 21-member Citizen Advisory Committee voted in May to approve eight separate policy and boundary recommendations for the Interstate Corridor Urban Renewal Area and Oregon Convention Center URA. The adopted recommendations included policy issues dealing with prioritization of investment in the two URAs, the development of a Community Benefit Agreement, recommendations for the Portland Housing Bureau, and five URA boundary adjustment recommendations.

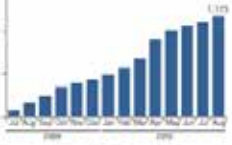
City of Portland residents 25 years + with college and advanced degrees



Portland is an educated place. From 2000-2008, the percentage of Portland's workforce with bachelors and masters degrees increased significantly, outpacing the US, the metro region, and the state.

Goal: Drive Urban Innovation

New Central City Business Licenses Issued:
14-month cumulative count since July 2009



Since the adoption of the Economic Development Strategy, more than 1,000 new businesses have registered - and that's just in the Central City.

Highlights

Business Center

City and PDC have received \$100 million in federal stimulus funds for economic development. The funds will be used to support a variety of projects, including the new Business Center. The Business Center will provide a central location for businesses to conduct their operations and will be a key component of the city's economic development strategy.

Rose Quarter Redevelopment

City and PDC have been working on the Rose Quarter Redevelopment project. The project will involve the construction of new housing and commercial buildings in the Rose Quarter area. The project is expected to create thousands of jobs and revitalize the area.

Clean Energy Works Portland

PDC has been working on the Clean Energy Works Portland project. The project will involve the construction of new clean energy facilities in Portland. The project is expected to create thousands of jobs and reduce the city's carbon footprint.

Portland Streetcar Loop Project

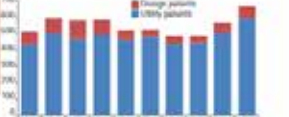
City and PDC have been working on the Portland Streetcar Loop Project. The project will involve the construction of a new streetcar line in Portland. The project is expected to improve public transportation and reduce traffic congestion.

Business	Loans/Grants Awarded	Businesses Assisted	Projected Jobs Retained/To Create
Automotive	\$40,000	5	10
Advanced Manufacturing	\$75,000	5	0
Clear Tech (Tech)	\$100,000	5	27
Clear Tech (Energy)	\$100,000	1	14
Clear Tech (Energy) (Printing)	\$100,000	1	14
Clear Tech (Energy) (Software)	\$25,000	1	4
Software	\$25,000	1	14
Community Services (Health)	\$100,000	22	200
High Growth Industries	\$100,000	1	6
Total	\$644,000	52	548

Since July 2009 PDC issued more than \$4.4 million loans and grants to businesses. PDC projects that this financial assistance will help to create or retain nearly 1,000 jobs.

Retail activity increased in the second quarter of 2010, indicating ongoing investment by the region's retailers despite the tough economic environment.

Forests leased in 4-County Area: 2008 to 2010



Eco Districts

Local Districts partners signed a Declaration of Intent, and are working closely with PDC to develop a plan for an Eco District. The plan will involve the construction of new green buildings and the creation of a green business incubator. The project is expected to create thousands of jobs and reduce the city's carbon footprint.

GROWING INNOVATION BUSINESSES

Home-grown companies expanding

Marrone Bio Innovations, FMC/Schilling Robotics, Gold Standard Diagnostics, Cedaron, Expression Systems, Blue Oak Energy

Increased Global Corporate Investment

DMG Mori, HM Clause, Novozymes

Marrone Bio Innovations

First Regional IPO *in 10 years*

\$56.4 million, 167 employees *(130 in Davis)*

Blue Oak Energy

Honored in Inc. Magazines "List of Fastest Growing Private Entities in the Country", 2012 and 2013

(12 month revenue increase from \$12.7 to \$20 million)



STARTUP GROWTH POTENTIAL

Engage3/ShoppingScout

- Consumer product information technology companies
- Relocate from San Francisco seeing rapid growth
- Doubling staff in last 6 months – 25 staff, 10 contractors and 25 interns
- Pace of growth expected to continue
- Pursuing new office development across from UC Davis, on Oak Street.

Barobo

- Robotics startup and graduate of **Davis Roots**
- Located in Downtown Davis
- 4 full time staff, 3 UC Davis interns, 4 contractors, 3 part time professionals
- Recent \$ 45,800 crowd-funding campaign (*through Kickstarter*)

Davis Roots

- Startup/employee count = Jamhive-2, Fishrock Labs-2, the Gift of Education-2, Every Level-7

Mytrus

- Med-tech company relocates from San Francisco
- 20 jobs now in Davis

MAJOR ACTIVITIES IN 2013

Sacramento Metro Chamber Cap to Cap

- 2013 active in developing and lobbying for federal policy and funding supporting local and regional economic development objectives
- 2014 lead for Innovation Team

Coordination with techDAVIS

- Assisted with growth of technology CEO leadership group
- Support for growth of local technology/innovation companies

Donations from Capital Corridor Venture

- \$250k - Davis Roots startups and administration
- \$200k - Hacker Lab Davis location
- \$250k - Wet Lab Incubator Challenge

Leadership in Regional Innovation Hubs

- SARTA
- Innovate NorthState – Executive Board
- California Network for Manufacturing Innovation (CNMI) iHub



MAJOR ACTIVITIES IN 2013 *(cont.)*

Community Engagement on Innovation Park

- Began framework for discussion
- Solicited input from local tech companies on growth needs
- Held community forum to begin discussion of needs and opportunities

Regional Collaboration

- Congressman Garamendi's Advanced Manufacturing Advisory Group
- California-Chongqing Trade and Commerce Organization
- Facilitation of Lawrence Livermore National Lab initiatives

Business/Land Owner Outreach

- Met individually with over 100 local companies and land owners
- Gathered input on desired economic development activities
- Began identification of barriers and challenges to success

University Engagement

- Attended events, seminars, and meetings
- Had informal meetings with faculty, staff and researchers
- Held active discussions with Office of Research on collaboration



NEXT STEPS

Council Discussion

- Take input from the community
- Provide input based on Council Goals and Priorities

Reaffirm Proposed Work Program

- Focus Areas appropriate?
- Activities specific?

Direct Staff

- Finalize Work Program based on input – bring back March 25th
- Staff to return regularly for 6-month reports outs
 - Ø Provides for community and Council to provide regular input
 - Ø Creates continuous process improvement

