



Monterey Bay
ECONOMIC PARTNERSHIP



4th Annual Regional Economic Summit

May 3, 9:30am - 1:00pm

Mello Center, Watsonville

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WELCOME

We are a region with a long tradition of innovation, fresh ideas, and a tool chest overflowing with economic strengths. As our region's key public and private decision makers, you have an abundance of resources to leverage, enhance, combine, and share to lead our region to a prosperous future for all.

As the architects of our region, it is essential to be bold, compassionate, inclusive, and responsible. Let us commit to having the difficult conversations needed and to finding solutions. It is with this charge and challenge that we welcome your participation in today's forum.

We will learn about important regional, state, and national economic trends and forecasts, and the impact these will have on our local economy. We will learn about building community capital, and the emerging practice of impact investing -- investing not just for profit, but also for social benefit -- and how this growing trend can impact our region. We will also highlight exemplars in the region who are showing the way with innovative projects and programs.

We hope you are inspired by what you learn and enjoy substantive interactions with each other that lead to important new connections for future collaboration.

Thank you for joining us.



René Mendez, City Manager, Gonzales & MBEP Co-Chair *Bud Colligan, Founder and CEO South Swell Ventures & MBEP Co-Chair*

WHAT IS THE MONTEREY BAY ECONOMIC PARTNERSHIP?

Monterey Bay Economic Partnership was founded in 2015 to create a thriving region with quality jobs, excellent education and health care while preserving the natural beauty and healthy lifestyle we all share. Our mission is to improve the economic health and quality of life in the region. To realize this mission, MBEP's strategies are to pursue the following:

Transportation.

MBEP is dedicated to improving the quality of life in the region, and how we move within and between our cities has a major impact on the well-being of our neighborhoods and residents. Working with nationally renowned transportation consultancy Alta Planning + Design, MBEP has created a Regional Transportation White Paper that focuses on actionable solutions to manage congestion, provide mobility choices and options, promote sustainable economic growth and improve public health. We believe that the time is right with the recent passage of the state transportation funding bill (SB1) and sales tax Measures D and X in Santa Cruz and Monterey counties. Our region has the opportunity to build on the good work that is happening, and chart a path toward building a more effective transportation system.

Housing.

One important step to achieve our mission is ensuring the availability of safe and affordable housing. The Monterey Bay Housing Trust, in partnership with the Housing Trust Silicon Valley, has gained lots of momentum. We exceeded our \$10 million fundraising goal – we now have over \$12 million available for pre-development loans for affordable housing projects throughout the region. Last year we also launched our online advocacy platform, the MBEP Action Center, to promote policies that increase housing and affordability. The Santa Cruz Downtown Plan project and the Homes and Jobs Act (SB2) are just two examples of successful campaigns we supported. Lastly, through our Employer Sponsored Housing effort, we're playing a supportive role in promoting best practices and sharing information to create more employer sponsored housing projects throughout the region.

Workforce Development.

MBEP continues to build momentum to help local businesses hire local talent, and to provide resources for residents to be able to make a living wage. We are leading the consortium that created Monterey Bay Internships (MBI). MBI now has over 3,300 registered users and has placed over 150 interns. We are also working on bringing the Monterey Bay Career Coach to the region to inspire high school and middle school students about local career and education options. And we are collaborating with our community college partners in their implementation of Career Pathways, especially in CTE, and are proud partners with Digital NEST, assisting with their expansion in the region.

Technology.

According to journalist Brady Dale, the critical components to a vibrant tech scene include having successful companies, access to capital, educational institutions, co-working and accelerator spaces, tech reporters, lots of engineers, informal leaders, and really fast internet. On this last point, the Sunesys middle mile broadband fiber from Santa Cruz to Soledad is now installed and being used, and we are encouraging “dig once” policies in all jurisdictions to turn public works departments into facilitators of the high-speed broadband infrastructure. In addition, we have seen successes with all the programs we support: hackathons, business plan competitions, co-working spaces, start-up forums, incubators, angel investor forums and the like. With partners like Santa Cruz Works, the THRIVE Incubator and Western Growers Association, the start-up ecosystem is thriving. We are currently working with our members and partners to explore how we can facilitate getting high-speed broadband coverage to the entire region.

Events.

MBEP holds two region-wide events each year: the Regional Economic Summit in the spring, and our State of the Region conference each fall. These events bring over 400 regional leaders together, and stimulate crosssector engagement and dialogue. As a special benefit to members, we also host several Member Mixers to provide more interaction.

Please save the date for our 4th Annual State of the Region event on November 30 at the Seaside Embassy Suites.

Regional Dashboard & Data Trackers.

In 2016 MBEP launched a new tool to measure regional well-being, the Monterey Bay Regional Dashboard, which is used to track the trends and give a longitudinal perspective of our region. We now have more detailed “data trackers” in specific areas such as Education, Workforce Development and Industry Employment, Transportation and more that we encourage you to explore.

Join Us!

Monterey Bay Economic Partnership is a 501(c)(3) nonprofit organization dedicated to improving the economic health and quality of life in the Monterey Bay region. We invest in the big challenges so that our region thrives. We are supported by over 80 corporate, civic and nonprofit entities that make annual financial contributions. Membership fuels our efforts and allows us to invest in important initiatives that bring our mission to reality. Membership also provides opportunities to advance the agenda and policy issues important to the Monterey Bay region, and to network with peers and elected officials from all over the region. If you're passionate about creating a region that works for everyone and for generations to come, join us or donate online today.

KEYNOTE SPEAKER

Chris Thornberg

Founding Partner, Beacon Economics, LLC

Chris Thornberg is Founding Partner of Beacon Economics, LLC and widely considered to be one of the nation's leading economists. He is also the Director of the UC Riverside School of Business Center for Economic Forecasting and Development and an Adjunct Professor at the school. An expert in economic forecasting, regional economics, labor markets, economic policy, and industry and real estate analysis, he was one of the earliest and most adamant predictors of the sub-prime mortgage market collapse and of the global economic recession that followed. In 2015, Dr. Thornberg was named to California State Treasurer John Chiang's Council of Economic Advisors. He also serves on the advisory boards of Paulson & Co. Inc., one of Wall Street's leading hedge funds, and of the Los Angeles Area Chamber of Commerce, Southern California's largest not-for-profit business federation. Between 2008 and 2012 he served as a chief economic advisor to the California State Controller's Office and was Chair of then State Controller John Chiang's Council of Economic Advisors. Dr. Thornberg holds a Ph.D in Business Economics from The Anderson School at UCLA, and a B.S. degree in Business Administration from the State University of New York at Buffalo.





SPEAKER

Morgan Simon

Managing Director, Candide Group

Morgan Simon is a widely recognized leader in impact investment who builds bridges between finance and social justice. Over the past seventeen years, she has influenced over \$150 billion in capital. Simon currently co-leads Candide Group, which supports two clients, including members of the Pritzker family on behalf of the Libra Foundation. She is also co-founder and chair of the nonprofit Transform Finance.

Previously, Simon served as the founding CEO of Toniic, a global network of impact investors, and as the founding executive director of the Responsible Endowments Coalition. She has worked with the United Nations in Honduras, in corporate reform with ForestEthics, and in domestic microfinance with the Women's Initiative for Self-Employment. She currently serves on the boards of the Restaurant Opportunity Center, The Working World, and CARE Enterprises. A graduate of Swarthmore College, Simon serves as an adjunct professor at Middlebury College's graduate school program. She lives in the Bay Area.

Attendees will receive a free copy of Ms. Simon's most recent book, *Real Impact*, in which she offers guidelines for investors, entrepreneurs, activists, and everyday people to use their wallets to contribute to social change.

PROGRAM

9:30 – 10:00

Registration and Networking

10:00 – 10:30

Welcome, Kate Roberts, President, MBEP

10:30 – 11:30

Keynote, Dr. Chris Thornberg, Founding Partner, Beacon Economics, LLC

Widely considered to be one of the nation's leading economists, Dr. Thornberg will share his provocative insights on federal, state and local economic trends.

11:30 – 11:45

Break

11:45 – 12:30

Morgan Simon, Managing Director, Candide Group

Ms. Simon, a nationally renowned leader in impact investment and building community capital, will share her insights in how we all can use our wallets to contribute to social change.

12:30 – 12:50

Presentation of Public-Private Partnership Award

This annual award is given in recognition of an innovative project that demonstrates significant contribution to the well-being of our region.

12:50 – 1:05

Close

Lunch boxes will be distributed at the close of the event. Shuttles will run between the Mello Center and the parking garage until 2:00.



IN GRATITUDE

MBEP would also like to thank our Board of Directors for their continued engagement and support.

Carrie L. Birkhofer, *President and CEO*, Bay Federal Credit Union

George Blumenthal, *UC Santa Cruz's 10th Chancellor*

Bud Colligan, *Founder and CEO*, South Swell Ventures and Co-Chair, MBEP

Ray Corpuz, Jr., *City Manager*, Salinas

Larry deGhetaldi, M.D., *President*, Palo Alto Medical Foundation, Santa Cruz

Ed Durkee, *President and CEO*, Goodwill Central Coast

Rosa Vivian Fernández, *President and CEO*, San Benito Health Foundation

Gary Griggs, *Distinguished Professor of Earth Sciences and Director*, Institute of Marine Sciences, UC Santa Cruz

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René Mendez, *City Manager*, Gonzales and Co-Chair, MBEP

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Eduardo Ochoa, *President*, California State University, Monterey Bay

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Shantanu Sarkar, *Senior Vice President of Product Development*, Plantronics

Nina Simon, *Executive Director*, Santa Cruz Museum of Art and History

Bruce Taylor, *Chairman and CEO*, Taylor Farms

Barbara Thompson, *Senior Vice President, Regional Manager*, Commercial Banking, Wells Fargo

Brad van Dam, *President and CEO*, Marich Confectionery

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YOUR INSIGHTS



YOUR INSIGHTS

SAVE THE DATE

4th Annual State of the Region

11.30.18

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