

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS  
ACTION AGENDA SUMMARY

DEPT: CHIEF EXECUTIVE OFFICE  
Urgent \_\_\_\_\_ Routine X  
CEO Concurs with Recommendation YES 4 NO \_\_\_\_\_  
(Information Attached)

BOARD AGENDA # B-11  
AGENDA DATE August 14, 2001  
4/5 Vote Required YES \_\_\_\_\_ NO ✓

SUBJECT: APPROVE AN AGREEMENT BETWEEN THE COUNTY AND STANISLAUS COUNTY ECONOMIC DEVELOPMENT CORPORATION (SCEDCO) TO IMPLEMENT A SILICON MARKETING STRATEGY TO INCLUDE THE PLACEMENT OF AN OFFICE IN THE SILICON VALLEY AND DISTRIBUTION OF INFORMATIONAL MATERIAL PROMOTING STANISLAUS COUNTY AS A GREAT PLACE TO DO BUSINESS.

- STAFF RECOMMENDATIONS:
1. AUTHORIZE THE CHIEF EXECUTIVE OFFICER TO ENTER INTO A CONTRACTURAL AGREEMENT WITH THE STANISLAUS COUNTY ECONOMIC DEVELOPMENT CORPORATION (SCEDCO) REGARDING AN OFFICE AND MARKETING PRESENCE IN THE SILICON VALLEY REGION.
  2. APPROVE THE SILICON OBJECTIVE MARKETING STRATEGY AND THE FOUR TRACK APPROACH TO IMPLEMENTATION.
  3. AUTHORIZE A FUNDING APPROPRIATION IN THE AMOUNT OF \$150,000 AS THE COUNTY'S SHARE IN THE IMPLEMENTATION OF THE SILICON VALLEY MARKETING AND BUSINESS TARGETING STRATEGY.

FISCAL IMPACT: The satellite office concept includes a physical presence in the Silicon Valley, marketing and promotional campaign, an ambassador team outreach component and administrative support. will require an investment of \$238,157 for fiscal year 2001/2002. The project budget is supported by several funding sources including the County, SCEDCO, Workforce Investment Board (WIB), and Housing and Community Development(HCD) grant implementation monies. It is recommended that the County fund \$150,000 of the required budget. (See Attachment 1 for complete project cost breakdown.) Staff's funding recommendation for this project is included in the County's budget for fiscal year 2001/2002 as an unmet needs. It is recommended that an appropriation in the Special Project Budget be used to fund this project.

BOARD ACTION AS FOLLOWS: No. 2001-622

On motion of Supervisor Blom , Seconded by Supervisor Caruso  
and approved by the following vote,  
Ayes: Supervisors: Mayfield, Blom, Simon, Caruso, and Chair Paul  
Noes: Supervisors: None  
Excused or Absent: Supervisors: None  
Abstaining: Supervisor: None

- 1) X Approved as recommended
- 2) \_\_\_\_\_ Denied
- 3) \_\_\_\_\_ Approved as amended

MOTION:  
  
ATTEST: CHRISTINE FERRARO TALLMAN, Clerk Christine Ferraro By: Deputy

APPROVE AN AGREEMENT BETWEEN THE COUNTY AND STANISLAUS COUNTY ECONOMIC DEVELOPMENT CORPORATION (SCEDCO) TO IMPLEMENT A SILICON MARKETING STRATEGY TO INCLUDE THE PLACEMENT OF AN OFFICE IN THE SILICON VALLEY AND DISTRIBUTION OF INFORMATIONAL MATERIAL PROMOTING STANISLAUS COUNTY AS A GREAT PLACE TO DO BUSINESS.

Page 2

**DISCUSSION:** It is recognized by many community leaders and residents that our area is in need of economic diversity and higher paying jobs. It is also clear that many other areas of the state and nation have an image of our community that is very outdated and overly simplistic. Generally speaking, in order to attract those businesses that sustain higher paying jobs we must do more to promote our community's economic viability and strengths. Economic development is a priority of most communities throughout the country and especially in California. We must compete with other areas for those company's that bring with them clean industries and the best paying jobs.

A number of states, counties and cities have developed campaigns to target business in the Silicon Valley for relocation to their respective areas. Stanislaus County's proximity to the Silicon Valley makes this area a logical choice for relocation of high to medium technology firms. In addition to a favorable business climate, many individuals who live in Stanislaus County work in the Silicon Valley and are required to commute long distances to their jobs. The Inter-Regional Partnership, consisting of Alameda, Contra Costa, Santa Clara, San Joaquin, and Stanislaus County are committed to working towards correcting the imbalance in the job/housing ratio that exists in these counties. In addition, the Board of Supervisors has directed staff to develop recommendations regarding job creation in order to bring a better balance between jobs and housing.

Collectively, the County and nine cities have approximately 1660 acres of land zoned and available for industrial/business park development. These sites are in all nine cities and the unincorporated area of the county. In addition, several of the cities and the county are aggressively proceeding with designating and zoning additional larger areas for business park development.

This proposal represents a significant opportunity for public and business leaders via the Workforce Investment Board and SCEDCO to work collectively toward a commonly shared goal of establishing our community message in the Greater Bay Area. Never before, on this scale, have our communities proactively worked together to communicate the economic strengths of our region.

#### **THE SILICON OBJECTIVE: MARKETING OUR REGION IN THE SILICON VALLEY**

The recommendation identifies four major, concurrent tracks that should be developed to fully implement the campaign.

APPROVE AN AGREEMENT BETWEEN THE COUNTY AND STANISLAUS COUNTY ECONOMIC DEVELOPMENT CORPORATION (SCEDCO) TO IMPLEMENT A SILICON MARKETING STRATEGY TO INCLUDE THE PLACEMENT OF AN OFFICE IN THE SILICON VALLEY AND DISTRIBUTION OF INFORMATIONAL MATERIAL PROMOTING STANISLAUS COUNTY AS A GREAT PLACE TO DO BUSINESS.

Page 3

- The first we refer to as the **information track**. This segment is the behind the scene preparation needed to best target our marketing approaches. This includes an understanding of our local labor force (both employed and unemployed), land, structure, and infrastructure inventories, demographic data, and various community amenities. From the self-analysis we have been able to target best-fit businesses to focus our marketing and development efforts. An additional component to this information track and the relocation analysis (see Attachment 2) will be offered to interested businesses to begin to open the dialogue with economic development leaders.
- The second track is the **marketing track**. There are four key components in this blanket campaign. They include overlapping coverage via direct mail postcards and print advertising, radio rotation, and specialty marketing.
- The third track is the **outreach track**. The major component in this track is the development of ambassador teams that represent various aspects of doing business in Stanislaus County. In addition, a one-day multi-county business symposium- "Valley to Valley", a roundtable event, is recommended that will bring business and community leaders from Silicon, San Joaquin, and Monterey valleys together to discuss business, community, and quality of place issues common to all participants. One potential avenue through which to champion this may be the Inter-Regional Partnership (IRP) established through the AB 2864 legislation (jobs/housing).
- The fourth and most sustained track is the **presence track**. As this component develops, Stanislaus County will establish a physical presence in the Silicon Valley- complete with office, support staff, and local professional representation. All of the preparation tracks and brand development that formulate concurrent with this component will influence a rapid recognition and response rate.

#### **COUNTY/SCEDCO AGREEMENT**

The contractual agreement between SCEDCO and the County identifies the parameter of the campaign and identifies the areas of responsibility of each party (attached). If a merger between SCEDCO and the WIB does take place, the WIB will assume responsibility for the contract. The county's appropriation of \$150,000 will fund the first phase of the business targeting strategy. The balance of the funding for the strategy will come from other sources such as SCEDCO, the WIB and the State Housing and Community Development Grant Application.

APPROVE AN AGREEMENT BETWEEN THE COUNTY AND STANISLAUS COUNTY ECONOMIC DEVELOPMENT CORPORATION (SCEDCO) TO IMPLEMENT A SILICON MARKETING STRATEGY TO INCLUDE THE PLACEMENT OF AN OFFICE IN THE SILICON VALLEY AND DISTRIBUTION OF INFORMATIONAL MATERIAL PROMOTING STANISLAUS COUNTY AS A GREAT PLACE TO DO BUSINESS.

Page 4

POLICY  
ISSUES:

The Board should decide if the regional satellite office and support marketing strategies are consistent with their priorities of facilitating economic development and community leadership.

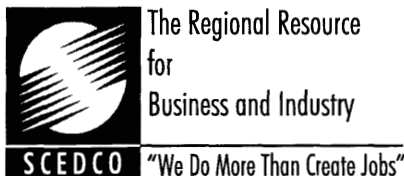
STAFFING  
ISSUES:

No additional county staffing assignments are required. Any additional staffing will be included in and subject to the parameters of the contractual agreement as outlined.

Proposed Silicon Valley Initiative Budget  
 FY 2001-02

ATTACHMENT 1

INCOME		SCECO	County	DET	HCD Grant
SCEDCO	36,057	36,057			
Stanislaus County	150,000		150,000		
Department of Employment & Training	10,000			10,000	
HCD Grant Implementation Money	50,000				50,000
<b>TOTAL INCOME</b>	<b>\$ 246,057</b>				
<b>EXPENSES</b>					
<b>PROGRAM EXPENSES</b>					
Closing Costs					
Program expenses					
Program Travel	10,000		12,000		
<b>WAGES &amp; EMPLOYEE BENEFITS</b>					
Gross Salaries	80,090	20,000	60,090		
Commissions					
Payroll Tax Expenses	6,247	6,247			
Retirement Expenses	3,204	3,204			
Workers Compensation Insurance	1,000	1,000			
Medical Insurance	5,606	5,606			
Professional Development					
<b>INSURANCE &amp; TAXES</b>					
Insurance- D & O					
Insurance- Liability					
Insurance- Other					
Taxes-Property					
Licenses & Permits					
<b>INTEREST &amp; OTHER FINANCE CHARGES</b>					
Interest Expense					
Bank Charges					
Other Finance Charges					
<b>OCCUPANCY &amp; EQUIPMENT</b>					
Building Rent	8,400		8,400		
Equipment Rent	3,500		3,500		
Depreciation					
Equipment Repair & Maintenance					
Utilities					
Telephone	1,920		1,920		
Janitorial					
<b>ADVERTISING</b>					
Marketing-Out of the Area					
Print	51,640		25,740	4,000	21,900
Radio	31,700		21,700		10,000
Television	14,000				16,000
Marketing- Local					
Publication/ Printing					
<b>PROMOTIONAL</b>					
Workshops/ Seminars					
Special Events					
Give Aways	6,000			6,000	
Travel					
Memberships					
<b>OFFICE EXPENSE</b>					
Legal Services					
Accounting/ Audit Services					
Professional Services					
Books & Subscriptions					
Postage					
Office Supplies					
Printed Forms					
Miscellaneous Office Expense					
<b>TOTAL EXPENSES</b>	<b>\$ 238,157</b>	<b>\$ 72,114</b>	<b>\$ 150,000</b>	<b>\$ 10,000</b>	<b>\$ 50,000</b>



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**CONFIDENTIAL**  
**COST ANALYSIS & SITE SELECTION WORKSHEET**

Completing this worksheet will help us provide you with a comprehensive cost analysis and site/facilities search. While all of the information is important in determining the perfect site for you, do not feel obligated to include information that may be sensitive or confidential. In addition, if all of the information is not readily available, indicate that the information will be forwarded at a later date by entering "PENDING" in the blank or appropriate area. We appreciated having the opportunity to work with you and your company. The confidential information you are providing us in this worksheet will be respected. Thank you and we look forward to working with you soon.

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**THIS FORM COMPLETED BY:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

e-mail address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Date: \_\_\_\_\_

**Mail Completed Worksheet To:**

*Debbie Molloy, Client Services*  
*Stanislaus County Economic Development Corporation*  
*1012 11th Street, Suite 400 • Modesto, CA 95354*  
*For an email copy of the worksheet, contact molloy@scedco.org*

## GENERAL INFORMATION

### Business and Product / Service Description:

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### Estimated Investment:

Land	\$	_____
Building	\$	_____
Tenant Improvements	\$	_____
Equipment	\$	_____
Total	\$	_____

## SITE SELECTION FACTORS

Please rate, from 1-5, the following factors that would be important to your company in making a decision to expand operations in California or relocate out-of-state. ("5" being not very important and "1" being very important).

___ Building Visibility	___ Proximity to International Airport	___ Proximity to Support Services
___ Land and Building Cost	___ Proximity to Scheduled Air Service	___ Quality of Life
___ Seismic Stability	___ Proximity to Port	___ Housing Cost
___ Transportation Access	___ Proximity to Suppliers & Customers	___ Housing Availability
___ Utility Cost (gas & electric)	___ Quality of Labor	___ Proximity to Colleges/Universities
___ Water Availability and Cost	___ Labor Cost and Availability	___ Proximity to Research Universities
___ Waste Water Capacity and Cost	___ Availability of Part-time Help	___ Availability of Redundant Resources
___ Absence of Utility Taxes	___ Availability of Temporary Help	___ Telecommunications Capacity
___ Gov't Business Incentive Programs	___ Proximity to Engineering Talent	___ Fiber Optic Availability
___ Pro-Business Community and Gov't	___ Proximity to Managerial Talent	___ Proximity to Admin. Headquarters
___ Other _____	___ Other _____	___ Other _____

## LAND AND BUILDING REQUIREMENTS

Acres Required	_____	Min/Max	Special HVAC Required	_____	(yes/no)
Building Size Required	_____	sq.ft. (total)	Vertical Clearance	_____	ft.
Office	_____	sq.ft.	Building Age Limit	_____	yrs.
Warehouse	_____	sq.ft.	Freight Elevator Required	_____	(yes/no)
Production	_____	sq.ft.	Clear Ceiling Height	_____	ft.
Clean Room	_____	sq.ft.	# Truck Doors	_____	
Refrigeration	_____	sq.ft.	Other Building Requirements	_____	
Desired Sq.Ft. Per Floor	_____	sq.ft.		_____	
Conference Rooms	_____	# Required		_____	
Telephone Stations	_____	1/200 sq.ft.		_____	
Illuminance Requirements	_____	ft. candles		_____	

## LAND AND BUILDING PREFERENCES

Indicate your preference by rating the following 1 (most preferable) to 4 (least preferable)

Purchase Existing Building \_\_\_\_\_  
Lease Existing Building \_\_\_\_\_ Desired Length of Lease \_\_\_\_\_ yrs  
Own New Construction \_\_\_\_\_  
Build-To-Suit/Lease \_\_\_\_\_  
Other (describe) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## EXPANSION SCHEDULE

When would you like to begin construction? Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_  
When does the office need to be ready for occupancy? Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_  
When does the office need to be in operation? Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_

## TRANSPORTATION

Truck: Acceptable Distance to Interstate/Major Highway \_\_\_\_\_ Miles  
Number of Trucks Entering or Leaving the Facility \_\_\_\_\_ Day or Week  
Air: Preferred Distance to Airport \_\_\_\_\_ Miles or Hours  
\_\_\_\_\_ Commercial \_\_\_\_\_ Private \_\_\_\_\_ Cargo  
Rail: On-Site: \_\_\_\_\_ Yes \_\_\_\_\_ No  
Carloads Per Week \_\_\_\_\_  
Ship: Preferred Distance to Deepwater Port \_\_\_\_\_ Miles

## PARKING REQUIREMENTS

\_\_\_\_\_ Number of Spaces \_\_\_\_\_ Preferred Distance to Public Transportation \_\_\_\_\_ Miles  
\_\_\_\_\_ Surface Lot Parking \_\_\_\_\_ No Parking Required  
\_\_\_\_\_ Structure Parking



# UTILITY REQUIREMENTS

## Electricity

	Immediate	In 5 Years
Demand (Kilowatts)	_____	_____
Usage (Kilowatt hours/month)	_____	_____
Desired Service Voltage	_____	_____
Desired Building Amperage	_____	_____
Hours of Operation (a.m./p.m.)	_____	_____
Operating Days/Week	_____	_____
Maximum Distance to POP	_____	_____

## Gas

	Immediate	In 5 Years
1,000 Cu. Ft./Hour	_____	_____
Therms/Month	_____	_____

*Gas and Electric bills from similar facilities aid in determining the applicable rates. If available, please attach.*

- Would you like to investigate the cost savings of an interruptible electricity rate? \_\_\_\_\_
- Would you like to investigate energy efficiency incentives offered by public utilities? \_\_\_\_\_
- Would your operations require a redundant power source for emergencies? \_\_\_\_\_

*(If yes above, please attach a description of the major electrical equipment used in your facility.)*

## Water

	Immediate	In 5 Years
Gallons per day	_____	_____

## Waste Water

	Immediate	In 5 Years
Gallons per day	_____	_____
Suspended Solids (lbs./day)	_____	_____
Biological Oxygen Demand (BOD) lsb/day)	_____	_____
Other	_____	_____

## Communications

	Immediate	In 5 Years		Immediate	In 5 Years
Fiber Optics	_____	_____	Satellite Earth Station	_____	_____
Microwave	_____	_____	Coaxial Cable	_____	_____
Digital Switching	_____	_____	Twisting Pair Linkages	_____	_____
High Capacity T-1	_____	_____			

*Telephone bills from similar facilities aid in determining the applicable rates. If available, please attach.*

# BUILDING SECURITY REQUIREMENTS

Please rate, from 1-5, the following factors that would be important to your company in making a decision to expand operations in California or relocate out-of-state. ("5" being not very important and "1" being very important.)

_____ CCTV System	_____ Safe Transit from Building to Parking
_____ Fire Detection/Life Safety	_____ On-site Guard Services
_____ After Hours Access Control	_____ Cleaning Crew Supervision
_____ Parking Entry/Exit Control	_____ Critical Utilities Monitoring
_____ Vehicle Protection	_____ Deter/Detect Unauthorized Intrusions

# EMPLOYMENT INFORMATION

Total number of employees at all company facilities \_\_\_\_\_

Total number of employees at new facility. \_\_\_\_\_

Number of transfers from existing operations. \_\_\_\_\_

Number of new hires at new facility. \_\_\_\_\_

If interested in a wage rate quote, please provide a job description for the new hires.

Number (Full-Time/Part-Time)	New Hire Job Description:
_____/_____ /	_____
_____/_____ /	_____
_____/_____ /	_____
_____/_____ /	_____
_____/_____ /	_____
_____/_____ /	_____
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_____/_____ /	_____

# THE STANISLAUS COUNTY WORKFORCE INVESTMENT BOARD

August 2, 2001

Pat Paul, Chair  
Stanislaus County Board of Supervisors  
1010 Tenth Street  
Modesto, California 95354

Dear Ms. Paul:

I am pleased to write this letter supporting the Stanislaus County Economic Development Corporation's (SCEDCO) request for funding of a regional Silicon Marketing Strategy and Economic Development office in the Silicon Valley.

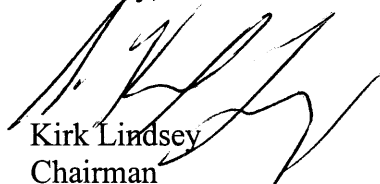
The Workforce Investment Board (WIB) has been keenly interested in placing a "Trade Representative" in the Silicon Valley and is supportive of the proposal now under consideration by the Board of Supervisors. Stanislaus County and SCEDCO have been working together on a four-phase marketing and implementation plan. This plan includes: initial research, development of a marketing strategy, outreach, and finally, a physical presence in the Silicon Valley.

At its July 16<sup>th</sup> meeting, the WIB approved spending up to \$10,000 in Workforce Investment Act (WIA) funds to provide general information to businesses considering expansion opportunities into Stanislaus County. While statutory limitations under WIA prevent the WIB from fully funding this initiative, the WIB believes this is an important project and the Board of Supervisors' support is critical.

I speak for all the members of the Workforce Investment Board in supporting this proposal. A Silicon Valley Economic Development office will promote business attraction and encourage economic development in our County.

Thank you for your consideration of this important project; we urge you and your fellow Board Members to support this Regional Economic Development proposal.

Sincerely,

  
Kirk Lindsey  
Chairman

P.O. BOX 3389 MODESTO, CALIFORNIA 95353-3389  
(209) 558-2113, FAX (209) 558-2164

BOARD OF SUPERVISORS  
2001 AUG - 3 P 12:01

## BOARD OF DIRECTORS

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TENNEY A. NORQUIST, INC.

MARTIN PETERSEN  
SCOE

JOHN SIMS  
MARK ONE CORPORATION

JOHN SOUZA  
TEAMSTERS LOCAL 386

CHARLINE SPECK  
SCEDCO

CHARLES TURNER  
MAYOR, CITY OF WATERFORD

TOM VANGRONINGEN  
TVG CONSULTING

JOANNE WATERS  
CENTER FOR SENIOR EMPLOYMENT

KENNETH WILLIAMS  
SUN SPECS N' GRABBERS

## AGREEMENT

This Agreement is made and entered into in the City of Modesto, County of Stanislaus, State of California, this 24 day of SEPT, 2001, by and between the COUNTY OF STANISLAUS, a political subdivision of the State of California, (hereafter "County") and the Stanislaus County Economic Development Corporation (hereafter "SCEDCO"), a public-private partnership.

This Agreement is made with reference to the following recitals:

WHEREAS, the County wishes to encourage economic development in order to create jobs, reduce unemployment/underemployment, improve the County's job-housing balance and improve the quality of life for the County's residents;

WHEREAS, SCEDCO is a public private partnership whose members include the County, the nine incorporated cities and members of the private business community. SCEDCO's mission is to facilitate regional economic development by focusing on the attraction, creation and retention of jobs in Stanislaus County;

WHEREAS, SCEDCO, it's membership and County plan to work together to develop a presence in the Greater Bay Area among the business community. The long-term goal of this effort is to encourage businesses to locate within Stanislaus County.

NOW, THEREFORE, in order to promote the respective goals of the parties, the parties hereto agree as follows:

### 100. OBLIGATIONS OF COUNTY

101. The County agrees to contribute \$150,000 to SCEDCO during Fiscal Year 2001-2002 to establish a presence and conduct certain educational, advertising and recruitment activities, which are described within this Agreement.

102. The County agrees to develop all marketing and advertising strategies consistent with a proximity based campaign.

103. Under direction of SCEDCO, Stanislaus County will participate as a member of ambassador teams.

104. County staff will attend implementation task force meetings.

105. The County agrees to indemnify, defend and hold harmless SCEDCO and its officers, agents and employees, from any and all liabilities, claims, demands, actions, losses, damages or costs, including attorney fees, caused by, arising out of or in any way connected, directly or indirectly, to any and all action taken by County pursuant to the terms of this Agreement.

200. OBLIGATIONS OF SCEDCO

201. SCEDCO will be responsible for all funding that exceeds the \$150,000 County contribution, up to a total budget amount of \$238,157.

202. SCEDCO will establish a physical presence in the Greater Bay Area complete with an office, located in the vicinity of the San Jose Airport.

203. SCEDCO will provide a full-time, marketing professional who will work out of the Bay Area and Modesto office. SCEDCO will also dedicate support from its President, Vice-President of Client Services, Communications-Marketing Manager and Clerical Staff as needed in order to meet the objectives of this Agreement.

204. SCEDCO will develop a list of up to 500 Bay Area Companies. This list will be developed by analyzing the SIC codes and the following criteria:

- a) Credit elements (companies who do not have the presence of liens, judgments, suites or who have projected layoffs).
- b) Executive information (new senior executives are hired by companies to produce results, to reduce loss and increase the profit margin. They typically bring new ideas. If a proposal to reduce costs is presented they are more apt to consider relocating).
- c) Office fillings (companies that lease or own their equipment as well as lease their building).
- d) Growth trends (companies whose revenues have continued to climb during the last five years).
- e) Sales revenue from 5 - 100 million dollars, who have positive cash flow with enough revenue and net worth to expand.
- f) Employee size, 0 - 500, and the equivalent revenue to support them.

205. SCEDCO and it's membership will prioritize 100 of the 500 companies identified by SCEDCO as consistent with the established criteria. These will be the priority companies to be visited by a Stanislaus County "Ambassador Team".

206. SCEDCO will participate and work with formal Bay Area business groups such as: the Society of Office and Industrial Realtors, the International Development Research Council, the National Association of Commercial & Office Realtors and the Inter-Regional Partnership Council.

207. SCEDCO will conduct a 74 week marketing and media campaign as designed by the County to the targeted Bay Area companies. The campaign will include direct mail postcards and print advertising, radio, and specialty marketing. The campaign will also feature a web site.

208. SCEDCO, upon request by targeted companies will conduct a comprehensive cost comparison. The estimate will compare the subject's costs at their Bay Area location

with a similar location in Stanislaus County. The comparison will include the cost of wages and benefits, real estate, construction costs, utility rates, health care, and property taxes.

209. SCEDCO will arrange an average of two (2) Ambassador Team, “face to face” visitations per month. The “face to face” visitations will focus on the needs of the Bay Area business and how Stanislaus County communities can meet those requirements.

210. SCEDCO will establish an implementation task force which will consist of members of the County Administration, Workforce Investment Board, Department of Employment and Training and SCEDCO.

211. SCEDCO agrees to indemnify and hold harmless the County and its officers, agents and employees from any and all liabilities, claims demands, actions, losses, damages or costs including attorney fees, caused by, arising out of, or any way connected, directly or indirectly to action(s) performed by SCEDCO in furtherance in this Agreement.

212. Should SCEDCO and the newly established Workforce Investment Board (WIB) integrate, this Agreement may be modified to substitute the newly integrated entity for SCEDCO. The integrated entity will stand in the shoes of SCEDCO and assume all of SCEDCO’s obligations pursuant to the terms of this agreement. The County shall be notified in writing within 10 days of integration becoming effective.

### 300. MUTUAL OBLIGATIONS

301. SCEDCO, the County’s Workforce Investment Board’s Strategic Planning Committee will appoint “Ambassadors”. Ambassadors should include elected officials, educators, employment & training specialists and individuals representing government and private businesses; including but not limited to utilities, construction, engineers, real estate, retail, service, wholesale and manufacturing.

302. SCEDCO and the County will work cooperatively to implement and conduct “Ambassador training.” The training will consist of a thorough review of:

- a) Picture Perfect: Stanislaus County Community Profile
- b) Available Land and Buildings
- c) Operational Costs
- d) Employment & Training Resources
- e) Workforce and “Skill Sets” Data

303. SCEDCO and the County will cooperatively produce demographic profiles promoting the benefits of locating in Stanislaus County. In preparation for this profile, SCEDCO will work with various trade and professional business associations to research “skill sets” for new, commuting residents who live in Stanislaus County.

304. SCEDCO and the County will measure and report the following:

- a) Number of Mailings to Bay Area Firms

- b) Number of Ambassador Visits
- c) Number and Results of Follow-up Visits
- d) Number of Cost Comparisons Prepared
- e) Number of Responses to Advertising and Media Placement
- f) Numbers of Companies with No Plans to Expand in Stanislaus County
- g) Number of Companies Willing to Consider Expanding in Stanislaus County
- h) Number of Companies Locating in Stanislaus County

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed on the day and the year first written above.

**COUNTY OF STANISLAUS**

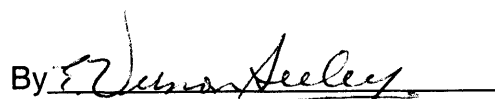
By   
 REAGAN M. WILSON  
 Chief Executive Officer

**STANISLAUS COUNTY ECONOMIC DEVELOPMENT CORPORATION**

By   
 CHARLINE O. SPECK  
 President

APPROVED AS TO FORM:

MICHAEL H. KRAUSNICK  
 Stanislaus County Counsel

By   
 E. Vernon Seeley  
 Assistant County Counsel

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