

**MEMORANDUM OF UNDERSTANDING BETWEEN  
THE COUNTY OF SAN BENITO  
AND  
THE ECONOMIC DEVELOPMENT CORPORATION OF SAN BENITO COUNTY**

**ATTACHMENT A: SAN BENITO COUNTY INDEX<sup>1</sup>**

**QUARTERLY ECONOMIC UPDATES:**

1. Number of new businesses opened;
  - a. Number of jobs created.
2. Number of business closures;
3. Commercial Vacancy Rate;
4. Business satisfaction through surveys;
5. Count of existing business:
  - a. Count of existing business in the unincorporated region;
    - i. By business sector.
  - b. Total number of employees;
  - c.

**BUSINESS RETENTION:**

1. Number of San Benito Industrial and Non-Retail Commercial Business Visits
  - a. Ratio of Policy (i.e. legislative) issues raised to solution offered through EDC (for small business vs. large business).
  - b. Ratio of Operational issues raised to solution offered through EDC (for small business vs. large business)
  - c. Dollars/Jobs saved and new investment/jobs created
  - d. Dollars and Jobs saved and new investment and jobs created.
  - e. Number of Trainings offered to local business.
  - f. Work with County Geographical Information Systems Department to map all existing business.

**BUSINESS ATTRACTION:<sup>2</sup>**

Enhance the region's image as a desirable location and destination to live, work, play and operate a business.

1. Number of Business attraction prospects (site selectors and companies)
  - a. Number of active clients and prospective business.

---

<sup>1</sup> An Index is simply a reporting out of economic conditions and activity and is not a direct reflection on the success or shortcomings of the EDC's efforts. A local economy is complex and influenced by numerous factors that are outside of the control of the EDC, and even outside the control of local governments (ex. tariffs, monetary policy, business decision makers, etc.)

<sup>2</sup> Attraction targets will focus on industries and companies pursuant to goals set forth in the economic element of the adopted San Benito County General Plan (sec. 4, Goal ED 3), notably such firms that provide "self-sufficiency wages and benefits" (Goal ED 3.1)

- b. Number of clients' and or prospective businesses' visits to San Benito County.
- c. Number of clients/prospective business investments and jobs in San Benito County.

### **FIVE-YEAR BUSINESS PLAN:**

Within six months to one-year of execution of the MOU provide Internal Business Plan, projecting diversified revenue streams.

### **ASSIST THE COUNTY IN MEETING THE CEDS 5-YEAR STRATEGY OBJECTIVES**

(adopted on September 1, 2017), which include:

Objective 1: Act Collaboratively;  
 Objective 2: Invest in Job Creation, Local Business Development and Attraction;  
 Objective 3: Invest in Talent Development, Retention and Education;  
 Objective 4: Improve Business Climate & Competitiveness;  
 Objective 5: Invest in Infrastructure Maintenance & Growth;  
 Objective 6: Support Entrepreneurial Environment & Culture;  
 Objective 7: Ensure Community Safety & Health; and  
 Objective 8: Create Economic Resiliency.

EDC will record performance measurements for the identified objective:

1. **Objective 1: Act Collaboratively – Foster Collaboration, Connectivity and Centralization of Information Between the Private and Public Sectors in Order to Increase the Competitive Advantage of the Region.**
  - a. Deliverable: Cooperation Strategy – roles, responsibilities, and resources.
    - i. Community/Business Engagement Plan.
    - ii. Cooperation Strategy – roles, responsibilities, and resources.
2. **Objective 2: Collaborate in Job Creation, Local Business Development and Attraction - Implement Best Practices, Identify Prospects, Create Opportunities via Promoting the Region for Investment, Facilitate Projects to Fruition.**
  - a. Deliverable: Develop and execute a comprehensive Economic Development Marketing Program and identify additional funding streams.
  - b. Identify Business needs, and provide recommendations to streamline the process

3. **Objective 3: Support and Coordinate Talent Development, Retention and Education** - *Share Best Practices, Identify Fractured Systems and Create Opportunities for Talent to Develop.*
- a. Deliverable: Support and coordinate with the Central Coast in science, technology, engineering, arts and math (STEAM) initiatives via connecting and/or creating educational facilities, curriculum and internship opportunities (both academic and vocational).
  - b. Support Community Colleges and High School Technical Programs.
    - i. Build upon and promote existing regional young professional organizations and work to develop policies to attract and retain young professionals to the excellent quality of life in the San Benito County region.
  - c. Be a resource to entrepreneurs & start-ups: Foster innovation and new business development identify and assist prospective companies and entrepreneurs to start or grow new ventures in the region.
    - i. Small Business Development: increase collaboration and connections with small business to provide training and support.
4. **Objective 4: Improve Business Climate & Competitiveness** - *Establish Cross-Jurisdictional Partnerships Built on Trust and Authenticity to Create the Best Working Environments Across Industries and to Access Financial and Intellectual Opportunities.*
- a. Provide recommendations for the regulatory environment: Continue to advocate for improved policies and procedures to promote the economic growth of the region over the next five years. Focus on regional growth.
5. **Objective 5: identify business priorities for infrastructure maintenance & growth** - *Identify Business Needs to Improve and Increase Infrastructure Systems to Support Business Growth and Community Needs.*
6. **Objective 7: Ensure Community Safety and Health, and Objective 8: Create Economic Resiliency:**
- a. Support business plan and prepare for disasters and risks.
  - b. Collaborate with local organizations to plan for economic resilience.