

## **SANTA BARBARA COUNTY ENERGY WATCH PARTNERSHIP**

### **ENGAGING LOCAL BUSINESSES**

-Dave Cross, Director  
Santa Maria Economic Development  
Commission

## **ENERGY WATCH PARTNERS**

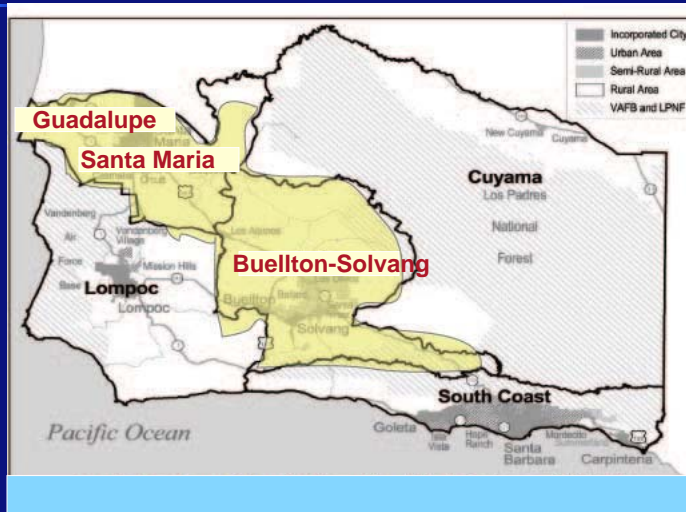
- PG&E
- Southern California Gas
- Santa Maria Valley Chamber of Commerce
- County of Santa Barbara
- City of Santa Maria
- City of Guadalupe
- City of Buellton
- City of Solvang

# LOCATION



- Northern Santa Barbara County

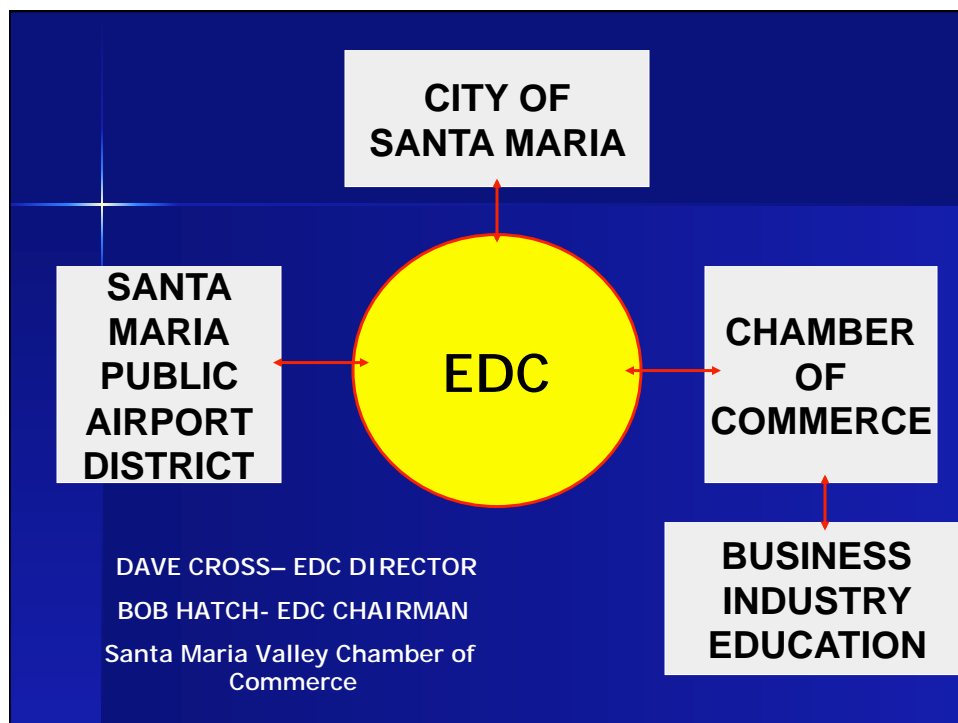
# Northern Santa Barbara County

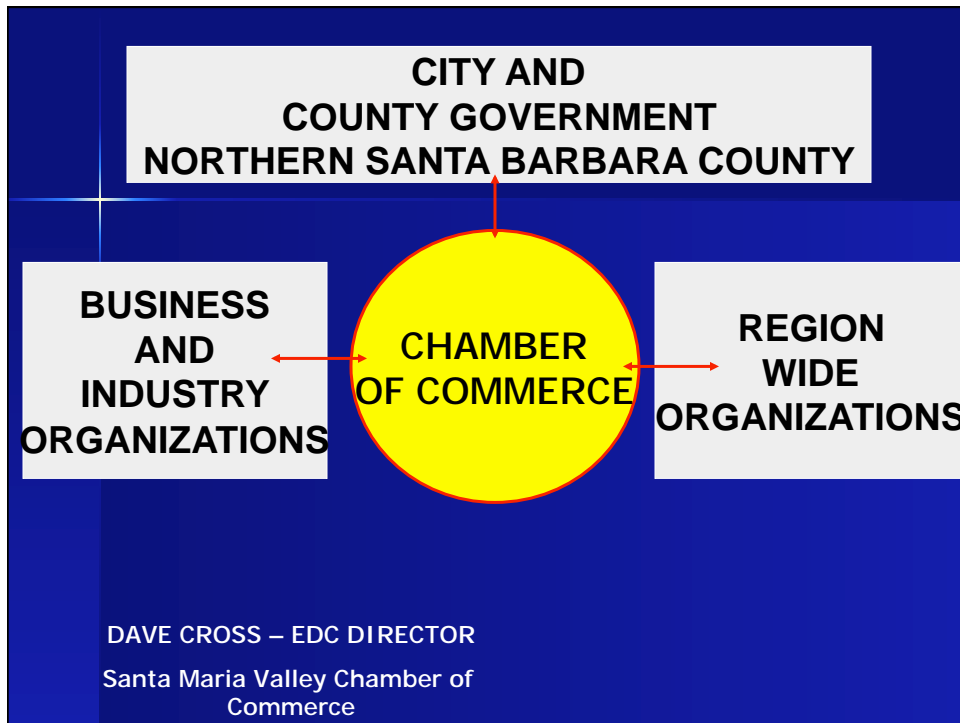


# SANTA MARIA ECONOMIC DEVELOPMENT COMMISSION

## SANTA MARIA VALLEY CHAMBER OF COMMERCE

BUSINESS PROSPECTING  
& BUSINESS RETENTION





## **IDENTIFYING BUSINESSES**

- Industry
- Retail & Commercial
- Service
- Other

**ALL HAVE A ROLE TO PLAY!**

## **RECOGNIZING THE CHALLENGES TO BUSINESSES**

- **OVER-REGULATION**
- **BUSINESS COSTS FOR HEALTH CARE AND EMPLOYEE EXPENSES**
- **GLOBAL COMPETITION**
- **STILL MAKING A PROFIT!**

## **THE OVERALL MESSAGE**

ENERGY SAVINGS HELP YOUR BUSINESS TO RUN MORE EFFICIENTLY, GENERATES FUTURE SAVINGS ON YOUR BOTTOM LINE, HELPS US TO BECOME ENERGY SELF-SUFFICIENT, AND HELPS THE ENVIRONMENT.

**PARTNERSHIP  
MESSAGE:**

**...TO HELP MUNICIPALITIES  
AND BUSINESSES SAVE  
ENERGY AND MANAGE THEIR  
ENERGY BILLS THROUGH  
PROGRAMS THAT REDUCE  
ENERGY USE.**

**FACT OF LIFE:**

**ENERGY USE WILL  
BECOME MORE  
EXPENSIVE AND MORE  
REGULATED –  
BE PROACTIVE!**

## **IDENTIFY PROMINENT LOCAL BUSINESS GROUPS AND COMMITTEES**

- **MANUFACTURERS ASSOCIATIONS**
- **BUSINESS DEVELOPMENT  
COMMITTEES**
- **COMMITTEE TO IMPROVE NORTH  
COUNTY**
- **HISPANIC BUSINESS COMMITTEES**
- **CONTRACTORS ASSOCIATIONS**
- **OVERSIGHT COMMITTEES**

## **ENGAGING BUSINESSES**

1.) INTERACTION  
AND NETWORKING –  
BECOMING INVOLVED WITH  
THEM

# **ENGAGING BUSINESSES**

## **2.) PRESENTATIONS AND ENGAGING GROUPS INTO THE PROCESS**

# **MANUFACTURERS ASSOCIATION**



**FACTORY TOURS**



**IMPORTANT TOPICS**

## **OTHER GROUPS AND ORGANIZATIONS**

- CHAMBER RELATED
- REGION RELATED
- INDUSTRY RELATED
- COMMUNITY RELATED

## **ENGAGING BUSINESSES**

3.) INCLUDE THE MESSAGE  
INTO EXISTING  
RESOURCES

# SANTA MARIA MEANS BUSINESS

## Interactive Magazine



**Santa Maria**

**Economic Development NEWSFLASH!**

The Santa Maria Economic Development Commission Newsletter  
Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau

**Upcoming Meetings of Interest**

- Tuesday, June 22nd: Manufacturers Association - "Doing Business with VAFB" (see article)
- Wednesday, June 16: "Economic Analysis" - Santa Maria Inc. Trust Beneficiary - Business Committee Co-Chair, Brad Hines...

**QUINTRON SYSTEMS Used in X-37 & Launch of Unmanned Test Vehicle from Cape Canaveral, Florida. Read More...**

**A Message from the Chairman of the Santa Maria Manufacturers Association**  
Read more...

**Santa Maria Bridge Widening Project Fully Funded**  
Read More...

**June 2010**

**DOING BUSINESS WITH VANDENBERG AIR FORCE BASE™ IS THE TOPIC OF JUNE MANUFACTURERS ASSOCIATION / BUSINESS DEVELOPMENT COMMITTEE MEETING**

"Doing Business on Vandenberg Air Force Base" is the topic for the Tuesday, June 22nd Manufacturers Association meeting, featuring Dennis A. Davis, Small Business Program Manager for the 30th Space Wing at Vandenberg AFB. This is a joint meeting between the Santa Maria Manufacturers Association and the Chamber of Commerce Business Development Commission.

**Vandenberg Air Force Base** has a tremendous economic impact on our region, and the base has a requirement for its business with local vendors where possible. Local companies have an opportunity to qualify to bid on projects and provide services. Ms. Pleth will allow you how to register and qualify for this work.

The presentation is scheduled for Tuesday, June 22nd at 7:30 am, at SSC, located at 2465 W. Street in Santa Maria.

**RSVP TODAY!**  
mailto:business@smmna.com  
Or call 925-3463 ext 817

**MEETING IS LIMITED**

There is no charge. Breakfast is sponsored by the Santa Maria Valley Chamber of Commerce and will be served by VTC Enterprises.

The purpose of the Manufacturers Association is to promote industry manufacturing and economic development and to create a forum to discuss issues that affect industry in the Santa Maria Valley.

**VAFB Plays a Significant Role in the Economy of the Santa Maria Valley.**  
Read the USCB Economic Study...

**NEWSFLASH! PROJECTS UNDERWAY IN SANTA MARIA**

As an indicator of an improving economy, projects are at work in Santa Maria. [Read more...](#)

**NEXT ISSUE OF "SANTA MARIA MEANS BUSINESS" TO HIGHLIGHT ENERGY**

The July issue of "Santa Maria Means Business" will highlight "ENERGY" - where we are and where we are going. You won't want to miss it, it will be available electronically the first week of July. **IN CASE YOU MISSED THE FIRST TWO ISSUES:**

"SANTA MARIA MEANS BUSINESS" can be viewed [HERE](#).

The Interactive Magazine is published quarterly. It is distributed electronically, and the interactive features allow you to access many resources. It is designed to be "pushed forward" so that you do not have to forward it anywhere and everywhere.

Visit the Santa Maria Economic Development Commission website at: [www.santamariaedc.com](http://www.santamariaedc.com)

# NEWSFLASH!

## Economic Development Newsletter

## **OTHER CONSIDERATIONS**

- COMMUNICATION LINKS FOR DISTRIBUTING RELATED INFORMATION
- ORGANIZATIONAL CROSS-LEADERSHIP
- INVOLVEMENT

## **OTHER CONSIDERATIONS**

- STRESSING THE BENEFIT TO THE ORGANIZATION AND ITS MEMBERS
- ORGANIZATIONAL NEWSLETTERS AND ANNOUNCEMENTS

## **STEERING BUSINESSES TOWARD THE PARTNERSHIP**

*This is Where We Are Today-  
Developing the Resources Linking the  
Partnership With Businesses*

- WEBSITE (Temp until Permanent one is on-line)
- Marketing Materials
- Other key marketing

## **FACING THE CHALLENGES**

- COLLABORATION
- PARTICIPATION
- KNOWLEDGE
- OUTREACH
- INNOVATIVE METHODS
- INNOVATIVE MARKETING

DAVE CROSS

SANTA MARIA ECONOMIC  
DEVELOPMENT COMMISSION

SANTA MARIA VALLEY  
CHAMBER OF COMMERCE

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