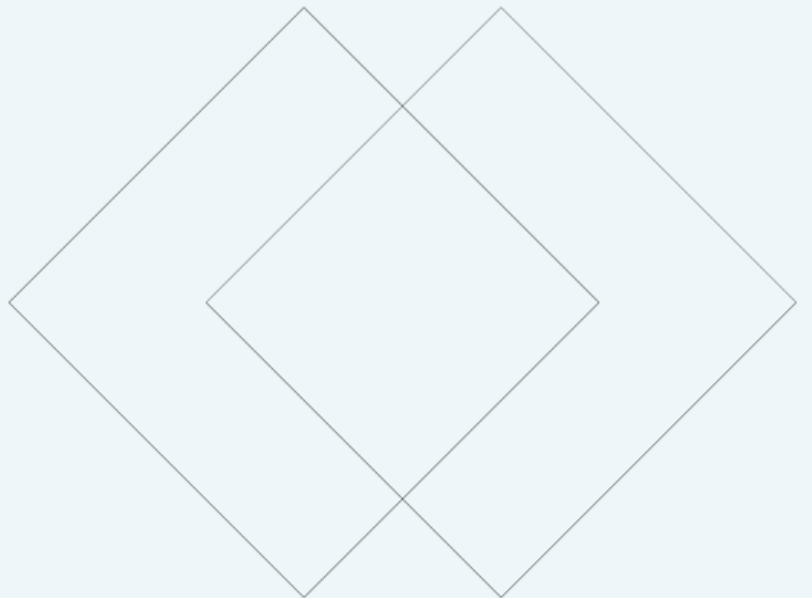


# REACH

Ideas + Action for a Thriving Central Coast



FY 2022-23 ANNUAL REPORT



## VISION

The Central Coast will be a place where current and future generations have the opportunity to thrive.

## MISSION

To increase economic prosperity through big thinking, bold action, and regional collaboration.

## FY 2022-23 BOARD OF DIRECTORS

**Clint Pearce | Board Chair**  
CEO, Madonna Enterprises

**Sue Andersen | Vice Chair**  
President & CEO, Marian Regional Medical Center

**Kristen Yetter | Treasurer**  
President, Promega Biosciences

**Stacie Jacob | Secretary**  
Chief Strategist, Solterra Strategies

**Ty Safreno | Past Chair**  
Founder & CEO, Trust Automation

**Ermina Karim | Executive Committee**  
VP of Lending, Guaranteed Rate

**Ryan Dunn | Executive Committee**  
CEO, Mantis Composites

**Dominick Barry**  
President & COO, Quintron Systems, Inc.

**Chelsea Bein**  
Director of Operations, AppFolio

**Ryan Caldwell**  
CEO, Wacker Wealth Partners

**Jim Dantona**  
CEO, San Luis Obispo Chamber of Commerce

**Kevin Davis**  
Santa Barbara Site Lead, Amazon

**Chuck Davison**  
President & CEO, Visit SLO CAL

**Jolie Ditmore**  
President, Bay Consultants

**Gabe Garcia**  
CFO, Morris & Garritano

**David Langan**  
CEO, Umbra

**Bob Linscheid**  
Senior Advisor for Economic Development, Cal Poly

**Cynthia Lohr**  
Co-Owner/Chief Brand Officer, J. Lohr

**Kristen Miller**  
CEO, Santa Barbara South Coast Chamber of Commerce

**Glenn Morris**  
President & CEO, Santa Maria Valley Chamber of Commerce

**Tom Stevens\* | Vandenberg SFB Liaison**  
Executive Director, Space Launch Delta 30

**Kevin Walthers**  
Superintendent/President, Allan Hancock College

**Matthew Woods**  
CEO, ApartmentList

\*non-voting liaison

# TO OUR PARTNERS + SUPPORTERS

**Big thinking, bold action and regional collaboration.**

The three charges embedded in REACH's mission have proven to be a potent combination, driving record-level attention and investment toward our shared vision of a bright Central Coast future.

The opportunity for our region has never been more ripe. The state and federal push to extend Diablo Canyon operations and the federal auction of the Morro Bay wind energy area have thrust the Central Coast into the national energy spotlight. Vandenberg has drawn global focus as national and commercial space activity has soared. State and federal economic resilience measures are funneling additional resources to the region — including a \$5 million grant to the Uplift Coalition to expand opportunity for those who need it most. All told, billions of dollars in public and private investment are in the pipeline.

The momentum is far-ranging, but the key to ensuring the Central Coast reaps the benefits is the incredible regional collaboration that's taken root over the last few years.

Our collective work — spanning two MOU groups, local government partners, industry councils, community roundtables and private-sector investors — has harnessed big thinking and bold action to lay the groundwork for these emerging industries to flourish in our region. To dig in and uncover the shared opportunities and challenges to develop a first-ever unified two-county economic strategy. And to spark trailblazing projects like the Paso Robles Space Innovation & Technology Park.

Speaking with a unified voice has given the Central Coast sway in decisions being made in Sacramento and Washington, D.C.; secured investments including \$160 million for Diablo Canyon conservation and economic development; and put the region on the map as home to innovative, future-focused industries.

Close collaboration is also critical to growing our economy in a sustainable, right-sized manner, ensuring we have adequate and affordable housing and pathways for all into good-paying jobs for inclusive, shared prosperity.

We continue to be humbled by the time, investment, grit and passion that all of you have dedicated to this mission, and we are honored to work alongside you as we continue to crack open and steer the opportunities before us. The future we envision is within reach.

With gratitude,



*Clint Pearce*

**Clint Pearce**  
Board Chair



*Melissa James*

**Melissa James**  
President and CEO

# THANK YOU FOR MAKING THIS WORK POSSIBLE

REACH gratefully acknowledges the generous contributions made by the following organizations and individuals\*.

## Founders Circle

<b>Jeffrey D. Armstrong</b> Cal Poly	<b>Greg Bland</b> Bank of America	<b>Bill Borgsmiller</b> ACI Jet	<b>Patrick Caster</b> Dignity Health, French Hospital	<b>Noreen Martin*</b> KSL Resorts
<b>Ty Safreno</b> Trust Automation	<b>Benjamin Schiltgen</b> ESAero	<b>Rick Stollmeyer*</b> Inspired Flight	<b>Nick Tompkins</b> NKT Commercial	<b>Brad Wilde</b> Miravista Holdings

## REACH Council

<b>1st Capital Bank</b> Mary Sansone	<b>City of Santa Maria</b> Jason Stilwell	<b>Guaranteed Rate</b> Ermina Karim	<b>Precision Construction Services</b> Karl Vaillancourt	<b>Southwest Carpenters Association</b> Anthony Ventura
<b>3CE</b> Catherine Stedman	<b>Collaboration Business Consulting</b> Erin Hoffman	<b>Guaranteed Rate</b> Donna Lewis	<b>Premier Valley Bank</b> Blake Rowan	<b>Ten Over Studio</b> Jim Duffy
<b>ACI Jet</b> George Dom	<b>Community Bank of Santa Maria</b> Janet Silveria	<b>Home Motors Chevrolet &amp; Cadillac</b> Mike McNulty	<b>Promega Biosciences</b> Kristen Yetter	<b>Thoma Electric</b> Jeff Thoma, 2023 Chair
<b>Amazon</b> Josh Tang	<b>Cottage Health</b> Ron Werft	<b>IBEW 413</b> Bill Baker	<b>Quintron Systems</b> Dominick Barry	<b>Towbes Group</b> Derek Hansen, 2022 Chair
<b>American Riviera Bank</b> Jay Beck	<b>Covelop</b> Pat Arnold	<b>IBEW Local 639</b> Mark Simonin	<b>Richardson Properties</b> Chris Richardson	<b>Toyota of Santa Maria</b> Mike Bouquet
<b>AT&amp;T</b> Dan Revetto	<b>Cuesta College</b> Jill Stearns	<b>Jacobs</b> Steve Morton	<b>RRM Design Group</b> Erik Justesen	<b>Trust Automation</b> Melanie Marshall
<b>Bank of America</b> Margaret Klevins	<b>Cynthia Lohr*</b> J. Lohr Vineyards & Wine	<b>MFI Design</b> Andy Mangano	<b>Santa Maria Valley Chamber</b> Glenn Morris	<b>Verizon</b> Randal Hernandez
<b>Bank of the Sierra</b> Matt Dusi	<b>Deep Blue Integration</b> Curtis Streeter	<b>Midland Pacific Builders</b> Jim Moresco	<b>SESLOC</b> Kelli Briggs	<b>Wacker Wealth Partners</b> Ryan Caldwell
<b>Cal Poly</b> Cynthia Jackson-Elmoore	<b>Dignity Health</b> Sue Andersen	<b>Morris &amp; Garritano</b> Brendan Morris	<b>SLO Partners</b> Paula Fryer	<b>Wallace Group</b> Brad Brechwald
<b>Canfield Development</b> Jared Brenner-Goldstein	<b>Dignity Health Centers</b> Scott Robertson	<b>Pacific Premier Bank</b> Brooks Wise	<b>SoCalGas</b> Tim Mahoney	<b>Wells Fargo</b> Patrice Mosby
<b>Century 21 Hometown Realty</b> Jeanne Helphenstine	<b>ESAero</b> Andrew Gibson	<b>Pacific Western Bank</b> Michael Sell	<b>Solomon Hills</b> Jackson Washburn	<b>Williams Homes</b> Patrick Henneberry
<b>Charter</b> Lisa Ludovici	<b>Geri LaChance*</b> SESLOC	<b>Plumbers &amp; Pipefitters 403</b> David Baldwin	<b>Sonos</b> Deji Olukotun	<b>Z Villages</b> Max Zappas
<b>City of San Luis Obispo</b> Derek Johnson	<b>Glenn Burdette</b> Daniel O'Hare			

## REACH Advocates

<b>BHE Renewables</b> Briana Harding	<b>Caliber Accounting</b> Marina Alvarado	<b>Chevron</b> Juliet Don	<b>Eagle Medical</b> Roy Morgan	<b>Mechanics Bank</b> Lisa Adams	<b>Pearce Services</b> Scott Haselden	<b>Wilshire Health</b> Ron Yukelson
---	--	------------------------------	------------------------------------	-------------------------------------	--	--



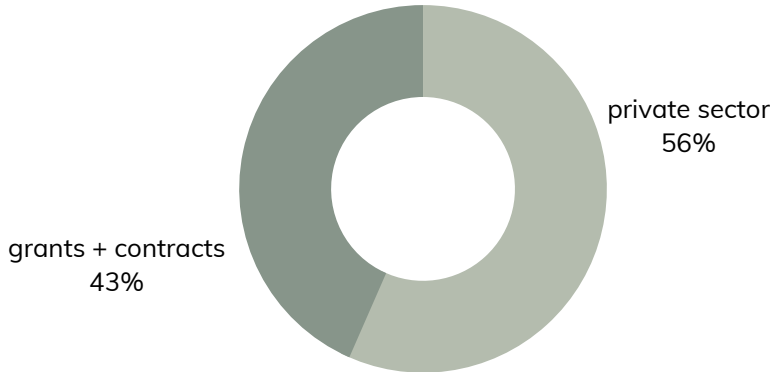
# FUNDING THE MISSION

We're finishing year three of our five-year campaign with a total of \$3.7M in private-sector pledges, putting us at 74% to our goal, thanks in large part to multi-year reinvestments.

Economic development is long-term work. Our funding strategy has focused on multi-year partnerships, grants and contracts to implement the REACH 2030 plan and build the organization over the first five years. If each of our investors continues their current level of support, we are on track to exceed our 5-year goal, positioning the organization to deliver on the mission.

**\$2.4M** FY 2022-2023 operating budget

REACH has been private-sector led since our inception in 2019:



## Funding REACH 2030

Progress toward our 5-year \$7.5M goal

**\$6.8M**  
total committed

**\$3.7M**  
from private-sector (unrestricted)

**\$3.1M**  
from grants + contracts (restricted)

We appreciate local government investing in the mission as project partners in FY 22-23:



# EXPANDING INFLUENCE + IMPACT

**\$166 million** in new public investment secured for the Central Coast

The collective work of REACH and our partners has placed the Central Coast squarely on the radar of state, federal and industry attention. Over the past year, we have:

- + Deepened working relationships with a range of state and federal agencies — most notably GO-Biz, California's economic engine
- + Worked closely with the region's federal delegation — Sens. Feinstein and Padilla and Reps. Carbajal and Panetta — on issues such as housing, offshore wind, Diablo's future and space
- + Established strong ties in key industries through participation in forums and organizations such as the Global Spaceport Alliance, California Defense Communities Alliance, Pacific Offshore Wind Summit and 38th Space Symposium

**300+** stakeholders engaged each month

**25+** state + federal agencies and legislative offices engaged

The upshot is heightened focus on championing Central Coast priorities and millions of dollars in new state and federal resources flowing to the region.

## A key win!

The state launched a new Space Industry Task Force — a key recommendation of the Vandenberg/Commercial Space Master Plan and MOU partnership



REACH hosted in-depth sessions with GO-Biz twice so far this year, bringing Director/Senior Newsom Advisor Dee Dee Myers and her staff together with regional business, higher education and city/county leaders to synchronize on opportunities, challenges and courses of action.

“ REACH has proven itself an invaluable partner to GO-Biz on issues of regional, state and national importance, from amplifying our role in space to fostering sustainable, inclusive economic development and advancing the transition to clean energy. It's a real testament to what strong regional collaboration can accomplish.

— Senior Newsom Advisor/Governor's Office of Business and Economic Development  
 Director Dee Dee Myers

**SPEAKING/PARTICIPATION HIGHLIGHTS:**

- + Vice President Harris + Gov. Newsom VIP event highlighting CA space industry
- + U.S. Space Force Assured Access to Space Industry Forum
- + Space Foundation 38th Space Symposium
- + Governor's Military Council Vandenberg Space Force Base visit
- + Congressional field hearing on offshore wind energy for the American West
- + National Renewable Energy Lab's West Coast Port Strategy Study workshop
- + CA Natural Resources Agency Secretary Speaker Series on offshore wind
- + Offshore Wind CA Pacific Offshore Wind Summit
- + Multiagency state listening session on SB 846
- + Governor's Office of Planning and Research Community Economic Resilience Fund kickoff
- + CA FWD Economic Summit
- + U.S. Commerce Department's SelectUSA investment summit



**MEDIA HIGHLIGHTS:**

REACH President/CEO, Melissa James, has been named among the 50 Most Influential People in the Region and Top Women in Business by the Pacific Coast Business Times for three years running.

social media followers

**in f +32%**

average monthly website users

**+70%**

email newsletter open rate

**45%**



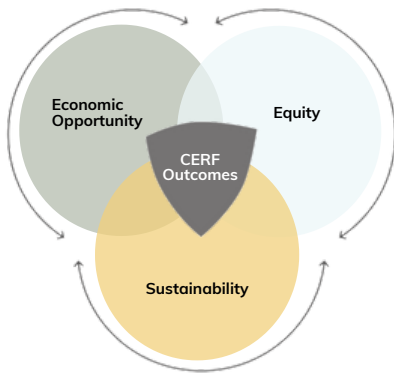
# UPLIFTING THE GREATER CENTRAL COAST

\$5 million to stoke economic equity across 6 counties.

That's the state-funded effort REACH is leading with our partners in the Uplift Coalition, following an intensive year-long application and state kickoff in March.



The goal: to pave a wide and bright avenue to opportunity, economic mobility, and equity for all by addressing persistent barriers for disinvested communities and creating new, broadly available on-ramps to high-quality, future-oriented jobs.



Much of the work of this 2-year project under the state's Community Economic Resilience Fund lies ahead but we have made strides organizing for impact:

- + brought on a Project Director and Project Manager, with additional staffing support from MBEP and EDC
- + onboarded consultants to conduct in-depth data analysis and map opportunities
- + established Vision and Steering Committees to guide the work

As this trailblazing project progresses, keep up with the latest at [upliftcentralcoast.org](http://upliftcentralcoast.org).

Uplift Coalition  
Partners >>>>



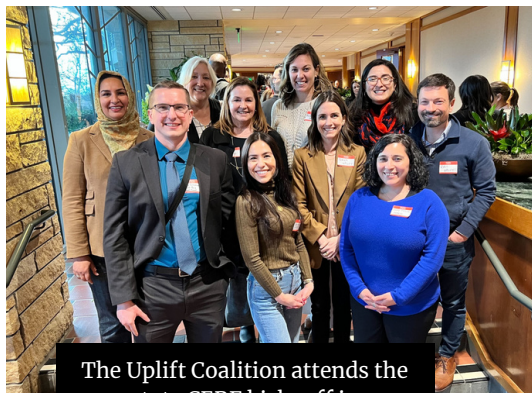
**129** Letters of support

**24** Steering Committee Members

**12** Vision Committee Members

**6** Counties

**3** Economic Development Organizations



The Uplift Coalition attends the state CERF kick-off in Sacramento

California Community  
Economic Resilience Fund  
Partners





# REACH 2030 SNAPSHOT

We are three years in to our 10-year action plan and making substantial progress across all initiatives.

## LEVERAGE EXISTING INDUSTRY STRENGTHS



### FOSTER THE START-UP, ATTRACTION AND EXPANSION OF TARGET INDUSTRIES

- + Develop a comprehensive asset map and inventory to support regional planning and business growth | **COMPLETE**
- + Create a regional promotion multimedia ad campaign | **ONGOING**
- + Coordinate and integrate the network of partners to support the needs of business on a regional scale | **ONGOING**
- + Convene industry sectors to set priorities and actions | **ONGOING**
- + Attract and enable development of the offshore wind sector | **ONGOING**
- + Support industry and workforce partnerships | **ONGOING**

## CREATE WORLD-CLASS INNOVATION HUBS



### BUILD A THRIVING SPACE ENTERPRISE AT VANDENBERG SPACE FORCE BASE

- + Develop a commercial space masterplan | **COMPLETE**
- + Develop a multi-prong infrastructure financing strategy | **ONGOING**
- + Attract private space companies | **ONGOING**



### INFLUENCE DIABLO'S TRANSFORMATION

- + Advocate for safe decommissioning upon closure | **ONGOING**
- + Create a governing entity and model to steward the land and future use | **ONGOING**
- + Support land stewardship | **ONGOING**
- + Attract research and development partners | **ONGOING**

## BREAK DOWN BARRIERS TO JOB CREATION



### SPUR INFRASTRUCTURE INVESTMENT THROUGH COLLABORATION + INNOVATION

- + Lead development of comprehensive economic development strategy and investment playbook | **ONGOING**
- + Develop a suite of civic participation financing tools and attract investment through grants | **ONGOING**
- + Leverage Opportunity Zones/federal funding | **LAUNCHING Q3 2023**
- + Leverage regional collaboration for local government through strategic sourcing | **IN DEVELOPMENT**
- + Form public-private partnerships to create revenue through redevelopment opportunities | **COMPLETED PILOT**



### CHAMPION REGIONAL PLANNING IN SUPPORT OF ECONOMIC EXPANSION

- + Develop and/or advocate for policies that drive economic competitiveness | **ONGOING**
- + Support broadband strategic plan and investment advocacy | **ONGOING**
- + Facilitate private sector input into regional planning on housing, water, transportation and infrastructure | **ONGOING**

## PREPARE OUR RESIDENTS FOR FUTURE JOBS



### EXPAND AND INTEGRATE EDUCATION OPPORTUNITIES

- + Align industry demand with education and jobs skill training capacity | **ONGOING**
- + Expand 4-year degree options | **IN DEVELOPMENT**
- + Support vocational training and skill development programs | **IN DEVELOPMENT**
- + Advocate for greater K-16 regional collaboration | **IN DEVELOPMENT**

Highlights follow, and you can track the latest progress on our website

# FOSTERING CLEAN TECH INNOVATION

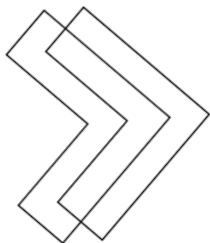
Two high-profile REACH initiatives — transforming Diablo Canyon and launching the West Coast offshore wind industry — are feeding into integrated efforts to advance a clean tech innovation hub on the Central Coast.

## Diablo Canyon: Building on the vision

The regional vision for land conservation, tribal celebration and a clean tech innovation park at Parcel P is moving forward alongside efforts to keep the plant running through 2030.

**\$10 million** to be allocated through SB 846 this year

**\$150 million** to follow next year



The funds will jumpstart conservation of the Diablo Canyon Lands as well as clean tech innovation and job creation — priorities identified in a partnership proposal between the yak titʷu titʷu yak tiłhini Northern Chumash Tribe of San Luis Obispo County and Region, Land Conservancy of SLO County, Cal Poly and REACH.



“ I have to commend Cal Poly and REACH for really leaning in on this question on how to utilize existing economic development infrastructure in the region to grow the economy into the future.  
 — California Natural Resources Secretary Wade Crowfoot

These initiatives share overlapping elements, from infrastructure and facilities to workforce, as well as an overarching goal: to position the region to capture the jobs and economic benefits of the emerging clean tech and renewable energy economy.

## Offshore Wind: Setting sail

**\$425 million** combined bids for Morro Bay leases

**\$117 million** estimated workforce and supply chain investments from credits for Humboldt and Morro Bay leases

**+millions more** in community benefit investments, pending finalized leases

December's federal lease auction of the three Morro Bay wind energy areas marked a major milestone and new phase in the regional collaboration to launch this emerging industry on the Central Coast.

### Highlights of our work:

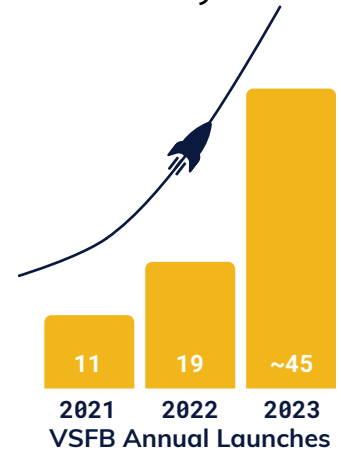
- + identified an array of opportunities to enhance the region's waterfront infrastructure to support offshore wind through a study done in partnership with SLO and Santa Barbara Counties and the City of Morro Bay
- + helped secure \$1 million in state funding for SLO County to further explore infrastructure options
- + coordinated with local, regional, state and federal planning and infrastructure strategy (ongoing)
- + testified at a Congressional hearing, spoke at a state webinar and represented the region at the Pacific Offshore Wind Summit and other industry forums
- + engaged with three winning offshore wind developers and diverse local stakeholders on responsibly launching offshore wind in our community



# BUILDING A THRIVING SPACE ECOSYSTEM

Deepening collaboration across all spheres — regional, state, national and commercial — is revving the economic engine of Vandenberg Space Force Base and expanding the universe of the Central Coast space industry.

- + The landmark Vandenberg MOU partnership is broadening collaboration on innovation, housing and workforce development with 5 new members — the Cities of Lompoc and Santa Maria, UC Santa Barbara, Allan Hancock College and Cuesta College — joining REACH, Space Launch Delta 30, GO-Biz, County of Santa Barbara, Cal Poly and Deloitte.
- + Commercial activity at the base is skyrocketing. Launches are projected to double for a second straight year and continue rising toward one per week. SpaceX leased a second launchpad at Vandenberg among intense interest from space companies to locate or expand launch facilities.
- + The state and federal government are both doubling down on growing the space mission at Vandenberg.



## We're also continuing advocacy for:

- + Vandenberg to be named Space Training and Readiness Command (STARCOM) HQ
- + Paso Robles' application to become a federally licensed spaceport



The Pentagon is devoting significant resources to upgrading and modernizing the Eastern and Western Ranges at Cape Canaveral and Vandenberg to accommodate the incredible pace of commercial demand and advance space and climate leadership.

**\$1B** proposed federal spending on spaceport infrastructure 2024-2028

“ We're ramping up. We want to be able to launch 300 missions a year. — Col. James Horne, Space Systems Command

The state launched a Space Industry Task Force — a key recommendation of our partnership Commercial Space Master Plan — and convened top leaders at the base in March to map out ways to build on the unprecedented space activity.

**\$200M** in state tax credits + grants to aerospace companies since 2019

“ We are committed to taking the nation's space program to the next frontier. — Gov. Gavin Newsom



# PROMOTING THE CENTRAL COAST

We're driving business attraction, retention and expansion with new regional messaging and collaboration.

We've launched a newly refreshed homepage and three supporting pages – Grow Here, Live Here and Key Industries – to help spur engagement and promote the assets of our region. Coupled with a new campaign identity, we're introducing a regional marketing strategy to garner attention and interest and encourage business relocation and expansion on the Central Coast.

Highlights of our work:

- + 90-day LinkedIn sponsored content pilot – including deploying a follower campaign and boosted posts geared around the campaign strategy
- + new webpages to supplement our strategy
- + interactive digital tours highlighting regional strengths such as our Space & Aerospace industry
- + regular updates to the website with latest news and success stories across each key industry



We're integrating these efforts with our partners in the Practitioner Network, composed of economic development professionals across San Luis Obispo and Santa Barbara Counties. Together, we can elevate the opportunities in our region and permeate the business attraction pipeline.



# MAKING WAY FOR HOUSING

Housing is a regional challenge, and we are catalyzing a regional solution.

Growing recognition that no one community can solve this on their own is yielding new collaborative efforts that can move the needle on a persistent barrier to job creation.

+ By summer's end, SLO County and its seven cities are expected to adopt a united framework for developing the housing and related infrastructure to support economic prosperity. Working with SLOCOG, REACH is leading the public, nonprofit and private sector engagement to ensure the Housing and Infrastructure Plan will be a success.

+ In Santa Barbara County, we are coordinating conversation on a potential regional approach to meeting the housing needs. Expanding a dialogue sparked by Congressman Carbajal and Vandenberg leaders focused on housing for the space ecosystem, we convened three dozen city, county and chamber leaders for a half-day session laying the groundwork for countywide collaboration on housing.



Central Coast  
Housing  
Affordability

**13%**

households that  
can afford to  
purchase a  
median-priced,  
single-family home

**\$940,250**

median home  
price

**\$160,000**

minimum  
qualifying income  
to purchase  
median-priced  
home

## Our goals:

- + a regional strategy aligned around a two-county map of building opportunities that allows the middle-class workforce to afford to live within 20 miles of where they work
- + securing investment to fund the infrastructure needed to provide enough homes for our workforce
- + adoption of local housing elements and policies that prioritize enough housing and infrastructure to reach our jobs target

# EXPANDING THE ROADMAP

The Resilience Roadmap project is nearing its destination — a first-ever comprehensive economic development strategy positioning the two-county region to unlock greater investment, partnership and industry growth.

Toward completion of the roadmap, we have:

- + developed a draft strategy for forthcoming public comment
- + launched target industry councils to develop sector-specific growth strategies
- + shepherded forthcoming economic impact analyses for each of our key industries
- + engaged the Brookings Institute to outline additional strategies for developing the regional workforce

»»»» This effort both broadens and deepens the REACH 2030 strategic plan across our two counties, providing regional partners with a detailed blueprint to guide investment, develop our workforce and expand our industries toward a sustainable, inclusive economy in which future generations have the opportunity to live, work and thrive.

**300+** cross-sector participants

**25+** roundtables, workshops + industry councils

**60+** strategic actions outlined in draft CEDS



Resilience Roadmap Steering Committee convenes in Santa Maria



Funding partners



# THANK YOU TO OUR PARTNERS

REACH is thankful to the many partners and contributors who help drive the mission. Those recognized here are individuals who have spent time in these working groups over the past fiscal year.

Bolded names denote signatories of MOU.

## CEDS Steering Committee

1. Jon Hooten, Allan Hancock College Foundation
2. Josh Cross, Atascadero Chamber of Commerce
3. Greg Bland, Bank of America
4. Michael Boyer, Boys and Girls Clubs of Mid Central Coast
5. Jim Dunning, Cal Poly
6. Beya Makekau, Cal Poly
7. Roxanne Taggart, Cal Poly
8. Judy Mahan, Cal Poly Center for Innovation and Entrepreneurship
9. Paul Sloan, City of Paso Robles
10. Lee Johnson, City of San Luis Obispo
11. Jason Harris, City of Santa Barbara
12. Dr. Richard Beswick, Cottage Health Research Institute
13. Laura Fiedler, County of San Luis Obispo
14. Dawn Boulanger, County of San Luis Obispo Workforce Development Board
15. Jasmine McGinty, County of Santa Barbara
16. Luis Servin, County of Santa Barbara Workforce Development Board
17. Dr. Jill Stearns, Cuesta College
18. Bruce Stenslie, Economic Development Collaborative
19. DeVika Stalling, Lompoc Valley Chamber of Commerce and Visitors Bureau
20. Steve McCarty, McCarty Davis Commercial Real Estate
21. Erica Crawford, Morro Bay Chamber of Commerce
22. Dr. Kindred Murillo, Santa Barbara City College
23. Marjie Kirn, SBCAG
24. Jackie Carrera, Santa Barbara Foundation

25. Kristen Miller, Santa Barbara South Coast Chamber of Commerce
26. Glenn Morris, Santa Maria Valley Chamber of Commerce
27. Sam Cohen, Santa Ynez Band of Chumash Indians
28. Pete Rodgers, SLOCOG
29. Sara Sanders, SLOCOG
30. Kathy McCorry, South County Chambers of Commerce
31. Kirsten Deshler, UC Santa Barbara

## Diablo MOU

- 1. Senator John Laird, 17th District, California State Senate**
2. Clint Weirick, 17th District, California State Senate
3. Kara Woodruff, 17th District, California State Senate
- 4. President Jeffrey D. Armstrong, Cal Poly**
5. Jim Dunning, Cal Poly
6. Bob Linscheid, Cal Poly
7. Justin Wellner, Cal Poly
8. Andrea Chmelik, 35th District, California State Assembly
- 9. Jordan Cunningham, Former Assemblymember, 35th District, California State Assembly**
10. Kelley Abbas, District 3, County of San Luis Obispo
11. Jon Ansolabehere, County of San Luis Obispo
- 12. Supervisor Debbie Arnold, District 5, County of San Luis Obispo**
13. Rebecca Campbell, County of San Luis Obispo
14. Lynn Compton, Former Supervisor, District 4, County of San Luis Obispo
15. Laura Fiedler, County of San Luis Obispo
- 16. Supervisor Bruce Gibson, District 2, County of San Luis Obispo**
17. Wade Horton, County of San Luis Obispo
- 18. Supervisor Dawn Ortiz-Legg, District 3, County of San Luis Obispo**
- 19. Supervisor Jimmy Paulding, District 4, County of San Luis Obispo**
- 20. Supervisor John Peschong, District 1, County of San Luis Obispo**
21. Susan Strachan, County of San Luis Obispo

22. Michael Karavolias, GO-Biz
23. Kaina Pereira, GO-Biz
24. Danna Stroud, GO-Biz
25. David Baldwin, Plumbers & Steam Fitters Local 403
- 26. Kaila Dettman, The Land Conservancy of San Luis Obispo County**
27. Kyle Walsh, The Land Conservancy of San Luis Obispo County
- 28. Joshua Medrano, Tri-Counties Building Trades and Construction Council**
- 29. Congressman Salud Carbajal, 24th District, US House of Representatives**
30. Greg Haas, 24th District, US House of Representatives
31. Mona Tucker, yak tit'yu tit'yu yak ti'hini Northern Chumash Tribe of San Luis Obispo County and Region
32. Wendy Lucas, yak tit'yu tit'yu yak ti'hini Northern Chumash Tribe of San Luis Obispo County and Region
- 33. Scott Lathrop, ytt Northern Chumash Nonprofit**

## Practitioner Network

1. Josh Cross, Atascadero Chamber of Commerce
2. Kathy Vreeland, Buellton Chamber of Commerce & Visitors Bureau
3. Jim Dunning, Cal Poly
4. Judy Mahan, Cal Poly Center for Innovation and Entrepreneurship
5. Roxanne Taggart, Cal Poly
6. Whitney McDonald, City of Arroyo Grande
7. Brian Pedrotti, City of Arroyo Grande
8. Loreli Cappel, City of Atascadero
9. Phil Dunsmore, City of Atascadero
10. Ryan Kintz, City of Goleta
11. Matthew Bronson, City of Grover Beach
12. Kristin Eriksson, City of Grover Beach
13. Christie Alarcon, City of Lompoc
14. Paul Sloan, City of Paso Robles
15. Matt Downing, City of Pismo Beach
16. Jim Lewis, City of Pismo Beach
17. Molly Cano, City of San Luis Obispo
18. Lee Johnson, City of San Luis Obispo
19. Jason Harris, City of Santa Barbara
20. Jason Stilwell, City of Santa Maria
21. Rebecca Campbell, County of San Luis Obispo
22. Laura Fiedler, County of San Luis Obispo



23. Jasmine McGinty, County of Santa Barbara
24. Shelby Arthur, Economic Development Collaborative
25. Brian Coleman, GO-Biz
26. Danna Stroud, GO-Biz
27. DeVika Stalling, Lompoc Chamber of Commerce
28. Erica Crawford, Morro Bay Chamber of Commerce
29. Gina Fitzpatrick, Paso Robles Chamber of Commerce
30. Jim Dantona, San Luis Obispo Chamber of Commerce
31. Dustin Hoiseth, Santa Barbara South Coast Chamber of Commerce
32. Kristen Miller, Santa Barbara South Coast Chamber of Commerce
33. Glenn Morris, Santa Maria Valley Chamber of Commerce
34. Suzanne Singh, Santa Maria Valley Chamber of Commerce
35. Tracy Beard, Solvang Chamber of Commerce
36. Kathy McCorry, South County Chambers of Commerce
37. Nicki Parr, Women's Economic Ventures

**SLO Economic Development Roundtable**

1. Josh Cross, Atascadero Chamber of Commerce
2. Jim Guthrie, City of Arroyo Grande
3. Whitney McDonald, City of Arroyo Grande
4. Brian Pedrotti, City of Arroyo Grande
5. Loreli Cappel, City of Atascadero
6. Mayor Heather Moreno, City of Atascadero
7. Rachele Rickard, City of Atascadero
8. Matthew Bronson, City of Grover Beach
9. Kristin Eriksson, City of Grover Beach
10. Councilmember Zach Zimmerman, City of Grover Beach
11. Scott Collins, Housing Authority of San Luis Obispo
12. Councilmember Cyndee Edwards, City of Morro Bay
13. Ty Lewis, City of Paso Robles
14. Mayor Steve Martin, City of Paso Robles
15. Paul Sloan, City of Paso Robles
16. Matt Downing, City of Pismo Beach
17. Jim Lewis, City of Pismo Beach

18. Councilmember Scott Newton, City of Pismo Beach
19. Derek Johnson, City of San Luis Obispo
20. Lee Johnson, City of San Luis Obispo
21. Mayor Erica Stewart, City of San Luis Obispo
22. Laura Fiedler, County of San Luis Obispo
23. Wade Horton, County of San Luis Obispo
24. Supervisor Dawn Ortiz-Legg, District 3, County of San Luis Obispo
25. Supervisor Jimmy Paulding, District 4, County of San Luis Obispo
26. Erica Crawford, Morro Bay Chamber of Commerce
27. Gina Fitzpatrick, Paso Robles Chamber of Commerce
28. Jim Dantona, San Luis Obispo Chamber of Commerce
29. Kathy McCorry, South County Chambers of Commerce

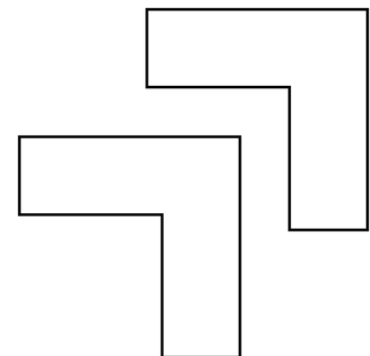
**VSFB MOU**

- 1. President Jeffrey D. Armstrong, Cal Poly**
2. Bill Britton, Cal Poly
3. Jim Dunning, Cal Poly
4. Dean Albro, City of Lompoc
5. Andrew Hackleman, City of Santa Maria
6. Jason Stilwell, City of Santa Maria
7. Nancy Anderson, County of Santa Barbara
- 8. Supervisor Laura Capps, District 2, County of Santa Barbara**
- 9. Supervisor Joan Hartmann, District 3, County of Santa Barbara**
- 10. Supervisor Steve Lavagnino, District 5, County of Santa Barbara**
11. Jasmine McGinty, County of Santa Barbara
12. Mona Miyasato, County of Santa Barbara
- 13. Supervisor Bob Nelson, District 4, County of Santa Barbara**
- 14. Supervisor Das Williams, District 1, County of Santa Barbara**
15. Steve Hamilton, Deloitte
- 16. Josh Nisbet, Deloitte**
17. Alexis Shklar, Deloitte
18. Brian Coleman, GO-Biz
19. Michael Karavolias, GO-Biz

- 20. Dee Dee Myers, GO-Biz**
21. Kaina Pereira, GO-Biz
22. Danna Stroud, GO-Biz
- 23. Colonel Robert Long, Space Launch Delta 30**
24. Bill Prenot, Space Launch Delta 30
25. Tom Stevens, Space Launch Delta 30

**Waterfront Infrastructure Working Group**

1. Eric Endersby, City of Morro Bay
2. Councilmember Jennifer Ford, City of Morro Bay
3. John Headding, Former Mayor, City of Morro Bay
4. Lynn Compton, Former Supervisor, District 4, County of San Luis Obispo
5. Laura Fiedler, County of San Luis Obispo
6. Supervisor Dawn Ortiz-Legg, District 3 County of San Luis Obispo
7. Annie Secrest, County of San Luis Obispo
8. Ryder Bailey, County of Santa Barbara
9. Supervisor Joan Hartmann, District 3 County of Santa Barbara
10. Jasmine McGinty, County of Santa Barbara
11. Supervisor Bob Nelson, District 4 County of Santa Barbara
12. Brian Coleman, GO-Biz
13. Danna Stroud, GO-Biz
14. Erica Crawford, Morro Bay Chamber of Commerce
15. Michelle Gostic, Mott MacDonald
16. Aaron Porter, Mott MacDonald
17. Walter Musial, National Renewable Energy Laboratory
18. Matt Shields, National Renewable Energy Laboratory
19. Greg Caresio, Space Launch Delta 30
20. Tom Stevens, Space Launch Delta 30



# WHO WE ARE

REACH is a nimble, private sector-led organization that collaborates closely with government, industry, educational and civic leaders to advance our mission and support the region.

## MEET THE TEAM



Melissa James  
President + CEO



Russ Levanway  
Executive Vice President



Julie Sinton Pruniski  
VP of Strategic Initiatives



Joshua Boswell  
VP of Policy + Economic Development



Heather Muran  
Director of Investor Relations



Sally Buffalo Taylor  
Communications Director



Michael Foote  
Project Manager



Haley Lanham  
Brand + Marketing Manager



Kaley Laughlin  
Administrative Coordinator



Quinn Brady  
Uplift Project Director



Lady Freire  
Uplift Project Manager

## WHAT WE DO

### DATA AND RESEARCH

We are a data-driven, results-oriented organization. We develop rigorous, nonpartisan, and evidence-based research to inform the design and implementation of our economic development efforts.

### PROJECTS AND INITIATIVES

We bring people to the table and serve as an honest broker to spur action and drive economic initiatives at a regional level. Our projects and initiatives are ambitious and designed to reap measurable benefits for the region.

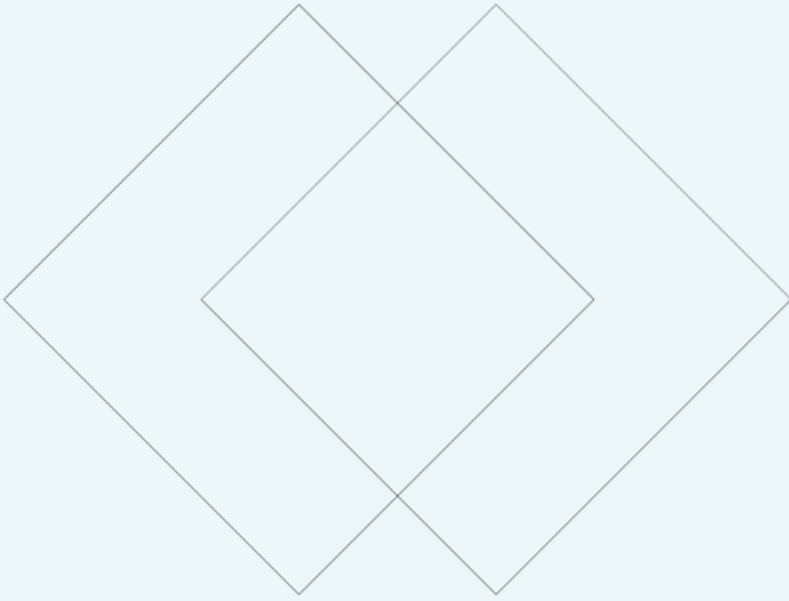
### ECONOMIC DEVELOPMENT

We lead economic development activities to promote and attract businesses to the region. We convene economic practitioners to coordinate efforts collectively with state and federal partners. We showcase the world-class assets of the Central Coast and target high-wage jobs and regional diversification.

### POLICY

We provide assistance to businesses and governments to make evidence-based policy decisions. When warranted, we combine research and policy work to advance state and federal advocacy. We design innovative policy solutions, build coalitions, and help diverse stakeholders find common ground.





# REACH

Ideas + Action for a Thriving Central Coast

**in f** REACHCentralCoast

