

REACH

Ideas + Action for a Thriving Central Coast

STATEMENT OF GUIDING PRINCIPLES

INTRODUCTION

As leaders of economic development initiatives serving Central Coast communities in San Luis Obispo and northern Santa Barbara Counties, we recognize that our economic destinies are interdependent and that we are more likely to grow our economies and deliver economic vitality to our individual communities by working collaboratively as a region rather than in competition with each other. We acknowledge that each of our communities brings strengths and challenges to the economic development exercise and recognize that by presenting our region as an integrated market, we maximize the strengths and minimize our weaknesses. Given this fundamental agreement, we are committed to a proactive, collaborative regional approach to economic development.

We further recognize that a successful and effective collaboration requires that certain standards of conduct be developed and adhered to by those who participate. This Statement of Guiding Principles represents the standards that the individuals and organizations participating in this collaboration support and commit to practice in our daily conduct of business.

PREAMBLE

We, the members of the Central Coast Economic Development Collaborative, commit to the following principles of behavior and standards of conduct to guide our individual and collective efforts in promoting the long-term economic vitality of the Central Coast Region. We recognize that no statement of principles can cover every conceivable circumstance and is without value absent an inherent level of trust in the integrity of one another and an ongoing commitment from each of us to conduct ourselves at the highest level of professional conduct. It is with that spirit that we set forth this Statement of Guiding Principles.

GUIDING PRINCIPLES

1. We recognize that each participating economic development partner has a primary responsibility to the community and members that it serves. We are committed, however, to the idea that our individual communities will benefit from proactively collaborating with our neighboring communities as stewards of the regional economy.
2. We are committed to the promotion of the Central Coast region as a competitive business location for new and expanding companies. Our primary objectives are to proactively attract new businesses as well as retain existing businesses and grow new ones within our region. In the case of new business attraction, our approach shall be to sell the region first and then to assist the prospect in identifying the best location within the region. When assisting an existing business looking to expand or relocate, our priority is to keep them in their existing community first, and within the region ultimately.

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3. As we work to attract new businesses to our region, we agree that our collective efforts will be best invested in focusing on companies that will generate head-of-household jobs and make positive contributions to the quality of life and culture that makes the Central Coast a unique and attractive destination.
4. We recognize that our communities are strongest when they are open and welcoming to everyone. A more diverse and inclusive Central Coast will increase our ability to attract and retain businesses and residents from across the country and around the world.
5. We are committed to proactively identifying opportunities where we can pool resources to create marketing tools and activities that will maximize the investment of each partner and the region.
6. We are committed to locating prospects in the Central Coast region. In the event that our individual communities cannot meet the needs of a particular prospect, we shall communicate with our fellow members in an effort to meet the company's needs elsewhere in the Central Coast region.
7. We are committed to working as partners with the real estate and development communities and are not in direct competition with them. Economic developers are a resource and facilitator in the site selection process.
8. We recognize the critical need for confidentiality with respect to information shared by both our fellow members of the Central Coast Economic Development Collaborative, our real estate and development partners, and ultimately the businesses that we are seeking to grow and attract.
9. Transactions are to be driven by the client; we commit to putting their needs first, while striving to find solutions to those needs within our communities and region.
10. At no time shall any member of the Central Coast Economic Development Collaborative knowingly solicit a fellow member's prospects.
11. At no time shall any member of the Central Coast Economic Development Collaborative advertise or promote its respective area to companies within another member's geographic area in a manner that is derogatory or insulting to the other geographic area. "Selling against" another member of the Central Coast Economic Development Collaborative or another Central Coast community, or direct solicitation of intra-region relocations, is forbidden by the partners.

