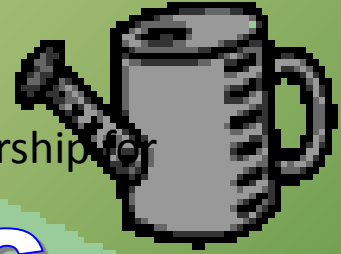


2002 CIWMB/Local Jurisdiction Partnership for



Economic Gardening

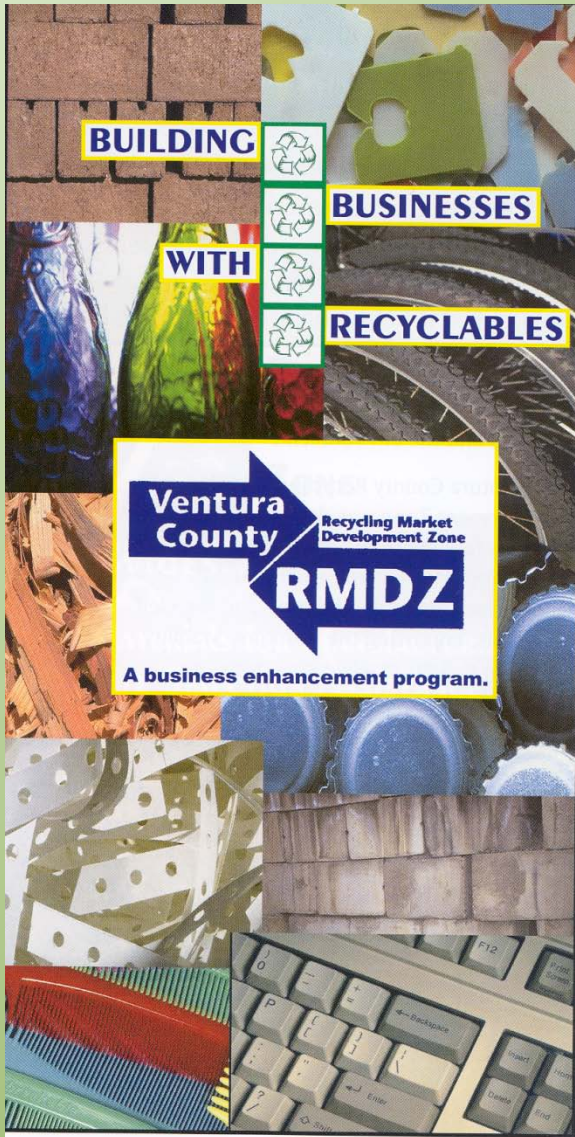
Ventura County RMDZ

David Goldstein

(805) 658-4312

Administered by the County of Ventura in partnership with the cities of

Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, San Buenaventura, Santa Paula, Simi Valley, and Thousand Oaks





CSUSB Grant Partnership



Solicitation to Zones

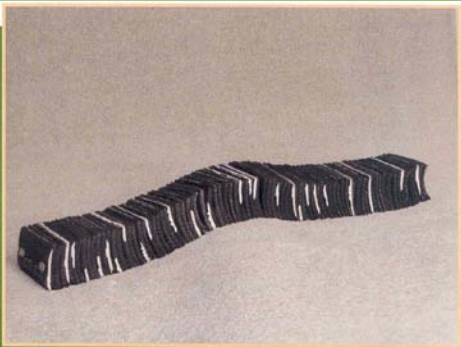
CIWMB Selection: businesses that could benefit from tactical and strategic info

Entrepreneur-based development strategy targeted “gazelles”

Economic Gardening for ReTireMent



- Owner transitioned from garage door mfg
- State & local procurement contacts
- web site changes, target search engines
- PWA product trial
- 7/04 Follow up by Dassi
- Results: Underlying problems more significant



Economic Gardening for Shoreline Organics



- Owners bought pre-permitted business right out of college
- Wastewater delivered instead of bought
- Ongoing assistance: landscapers, food processors, permit for expansion
- Website
- '04 follow up: Permit assistance for expansion
- Result: Company sold to Agromin

Summary

Distressed to stable, niche to mass

3 Tools:

Information

Infrastructure

Connections



Retention & Expansion over Recruitment
“Gardening” versus “Hunting”

