

# *ZONEWORKS NOVEMBER 2011*

## *ZONE INCENTIVE PROGRAM*

### *APPROVED ACTIVITY EXAMPLES*

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#### *Graphics, Printing and Advertising*

##### Ad Design and Placement

- Business Journal (Local/General)
- Green Business Supplement of the LA Business Journal
- Butte County Economic and Demographic Profile
- Trade Publications (Real Estate) (Seven realtors signed up)
- Realtor Association
- Economic Profile Publication
- Tulare County EDC website
- CalGreen
- Phone Book (500,000)
- San Fernando Business Journal
- San Francisco Business Times
- The Modesto Bee-- Green Ideas Expo Ad
- Business Section (Local Paper)
- Guide to Career Success
- Long Beach Business Journal

##### Brochure Customization & PSA Placement

- Customize existing Brochures and PSAs
- Customize local event brochures
- RMDZ information added to Stanislaus County Green Ideas Expo brochure

##### Zone Web Development / Updating

- Contractor to update website to promote RMDZ & EDC (100% traffic increase)
- Update Zone boundaries application
- GIS Layer to help with project siting
- Advertize REXPO (Well attended)
- Create special RMDZ website for Sonoma/Mendocino/Lake Zone
- Keep website current

## *Direct Zone Support/Outreach*

### Distribution Expenses

- Marketing materials (RMDZ loans) sent to business partners (One business applied for loan)
- Flyers to promote Stanislaus County Green Ideas Expo

### Marketing (databases; newsletter, articles)

- Article to run in the San Fernando Valley Business Journal
- Subscription to Reference USA
- Quarterly newsletters regarding RMDZ program
- E-biz blasts about RMDZ program

## *Industry Trade Shows, Conferences, and Training*

### Upgrades for Trade Show Display

- Develop RMDZ banner for use at trade shows
- Upgrade of existing trade show display featuring Ventura County Recycling Market Development Logo and slogan "Recycling Means Business"

### Exhibitor Registration Fees for Zone Related Events

- Purchase vendor booth at Asparagus Festival
- Rent facilities for the REXPO
- Exhibitor at the Santa Maria Valley Chamber of Commerce's Business Trade Show
- Business trade show sponsored by Santa Maria Valley Chamber of Commerce
- Booth at Solefest
- Business conference sponsored by Economic Development Collaborative of Ventura County
- Co-sponsor (EDC-VC) a series of workshops targeting recycling manufacturers
- Training from professional association and attendance to meetings and workshops

### Local and In-State travel for Zone Related Events

- US Composting Council annual meeting
- REXPO

# *Business Leads and Tracking*

## Purchasing Costs for Lists of Leads for Marketing

- Annual subscription to Harris InfoSource
- List of green building products
- Green Building and Materials Reference Guides

## Purchasing of Business Tracking and Communication Software

- Database of Zone businesses able to convert or expand recycled component
- Material generator flow pathway tracking system
- Database metrics for recycled manufacturer survey

## Consultant: Develop Leads and Tracking of Zone Businesses

- Consultant to contact and track RMDZ businesses, identify potential RMDZ business leads, and potential RMDZ loan applicants
- Consultant to organize mailing lists, create agenda, contact speakers, prepare workshop presentations about the RMDZ program for local entities
- Center for Economic Development to do surveys, collect information, write findings for market and equipment needs for glass in the dishware and awards industries; road base using broken three color glass and fines; and plastic with a focus on the garden container and supply industries
- Identify which organic materials processing can be conducted by farmers and businesses with their current zoning/permits
- Contact businesses to determine which business most viable project for market development and assist
- Consultant to obtain year-end updating of business diversion of tons from landfill and jobs created for the RMDZ annual report

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# **CALRECYCLE'S**

## **RECYCLING MARKET DEVELOPMENT ZONE PROGRAM**

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### **ZONE INCENTIVE FUND (ZIF)**

#### **ELIGIBLE EXPENSES AND ELIGIBILITY CRITERIA**

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##### **ELIGIBLE ZIF EXPENSES:**

###### ***Graphics/Printing/Advertising***

- Advertising design and placement costs in industry and trade publications
- Customizing brochures (*using CalRecycle's template and CARMDZ materials or materials developed by the local ZA, with CalRecycle's approval*)
- Customizing and placement of PSAs (*using CalRecycle materials or local ZA materials, with CalRecycle's approval*)
- Duplicating/reprinting brochures, posters, and other program graphics
- Developing/updating local Zone web pages

###### ***Direct Zone Support/Outreach***

- Distribution expenses for brochures and follow-up letters
- Creation of localized marketing data-bases, newsletters, articles
- Feedstock for sample runs \*
- Cover costs for zone expansion or re-designation \*

###### ***Industry Trade Shows, Conferences***

- Creation or upgrades for trade show display graphics and associated hardware (backdrop and lighting, etc)
- Exhibitor registration fees for Zone related events
- Local and In-State travel for Zone related events
- Specialized training related to Zone activities \*

###### ***Business Leads and Tracking***

- Purchasing costs for lists of leads for marketing
- Purchasing of business tracking and communication software
- Hiring a consultant to develop leads and tracking of zone businesses

###### ***Other qualifying projects***

- Unique ZA initiated projects preapproved in writing by LAMD Section Manager(s) and Zone Liaison(s)

\* New Criteria