California Association for Local Economic Development

✓ Founded in 1980

✓ 700 Members – 75% cities & counties

✓ Dedicated to Economic Development – helping businesses thrive and create vibrant economies

Economic Development is the creation of wealth through which community benefits are realized.
“From a public perspective, local economic development involves the allocation of limited resources – land, labor, capital and entrepreneurship in a way that has positive effect on the level of business activity, employment, income distribution patterns, and fiscal solvency.”

Distinctions

• COMMUNITY DEVELOPMENT is a capacity building process for making a community a better place to live and work.

• ECONOMIC DEVELOPMENT is purely and simply the creation of wealth in which community benefits are created.
Public Sector Role

To Influence Business Investment and Location Decisions with:

- Taxes
- Spending
- Investment
- Regulations
- Incentives
- Marketing
- Quality Service
- Adding Value to Community Assets

Quality of Life

More local tax dollars and jobs raise the economic tide for the community, which generally increases the overall standard of living of the residents.
3 Forms of Economic Development

1. Retain & Expand Existing Business
2. Create Business
3. Attract New Business

80:20 Example

Programs

- Economic Gardening or Incubation
- Energy Efficiency Programs
- Business Visitation
- Revolving Loan
- Government Purchasing
- Business Assistance
- One-stop Permitting
- Market Local Business Environment
- Trade Show Participation
Projects

✓ Revitalizing the downtown – BIDs
✓ Providing infrastructure to a new area
✓ Working with private partners to complete commercial or residential projects
✓ Developing industrial parks, buildings, retail, etc.

Economic Development Partners

GO-Biz
CA State WIB
CA Community Colleges
CEDs/RCs
Treasurer’s Office
I-Hubs
Associations - CWA & CALED

SBA
EDA
USDA
The Administration
Research Labs
Dept. of Commerce Export Assistance
Federal Initiatives

Banks,
Non-profits — CA Council of Churches & ROC United
CDFIs
Venture Capitalists
Brokers, Lawyers
SOSRE
SBDCs
Unions

Regional Collaboratives
EDCs, WIBs
COGS, Local Governments
Chambers, Business Councils
Districts
Private Universities
Utilities
Economic Development is not a one size fits all proposition – be true to your community & don’t be led astray.

Gurbax Sahota,  
President/CEO  
The California Association  
For Local Economic Development  
(916) 448-8252 ext. 15  
gsahota@caled.org