

ACHIEVING THE VISION

Proposed Innovation and Economic Vitality 2014-2016 Work Program

City of Davis
City Hall Community Chambers
February 11, 2013



An aerial photograph of a city, likely Davis, California, showing a large stadium, a highway interchange, and various urban buildings. The image is overlaid with text.

*“Imagination is more important
than knowledge.
Knowledge is limited:
Imagination encircles the world.”*

- Albert Einstein

*“Technology is now vitally
intertwined with every aspect of
economic development and how
economic development functions.”*

- International Economic Development Council, 2012

Previous Work

- 30+ years of studies and assessments
- Groundwork has been laid for actions



Council Goals

- Clear direction for Economic Development
- Fiscal sustainability primary driver

Regional Collaboration

- Next Economy
- Innovation Ecosystem

Address **3,000** job deficit in Davis (BAE, 2012)

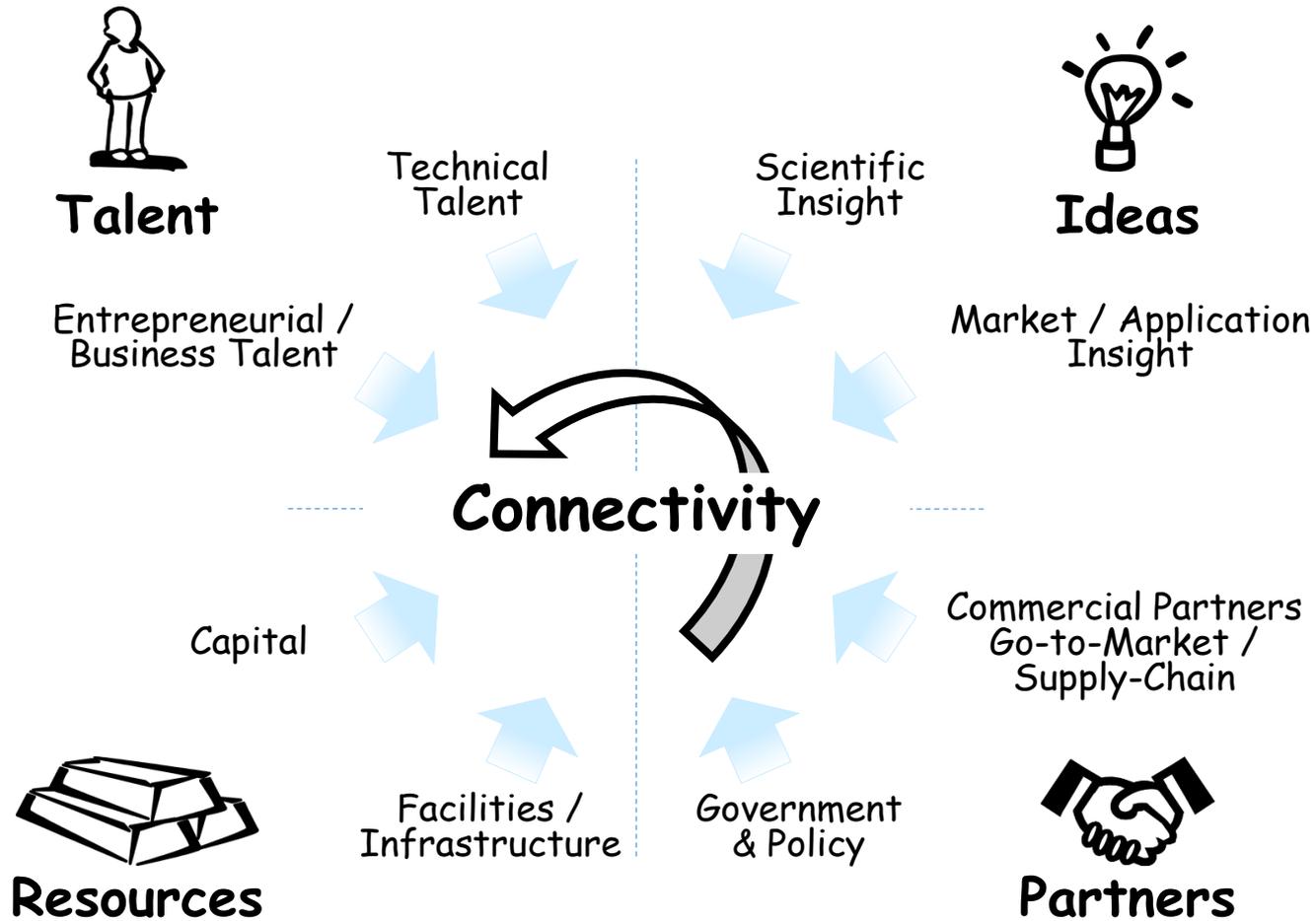
Facilitate **Local Company** Growth -
Focus on tech and high growth business

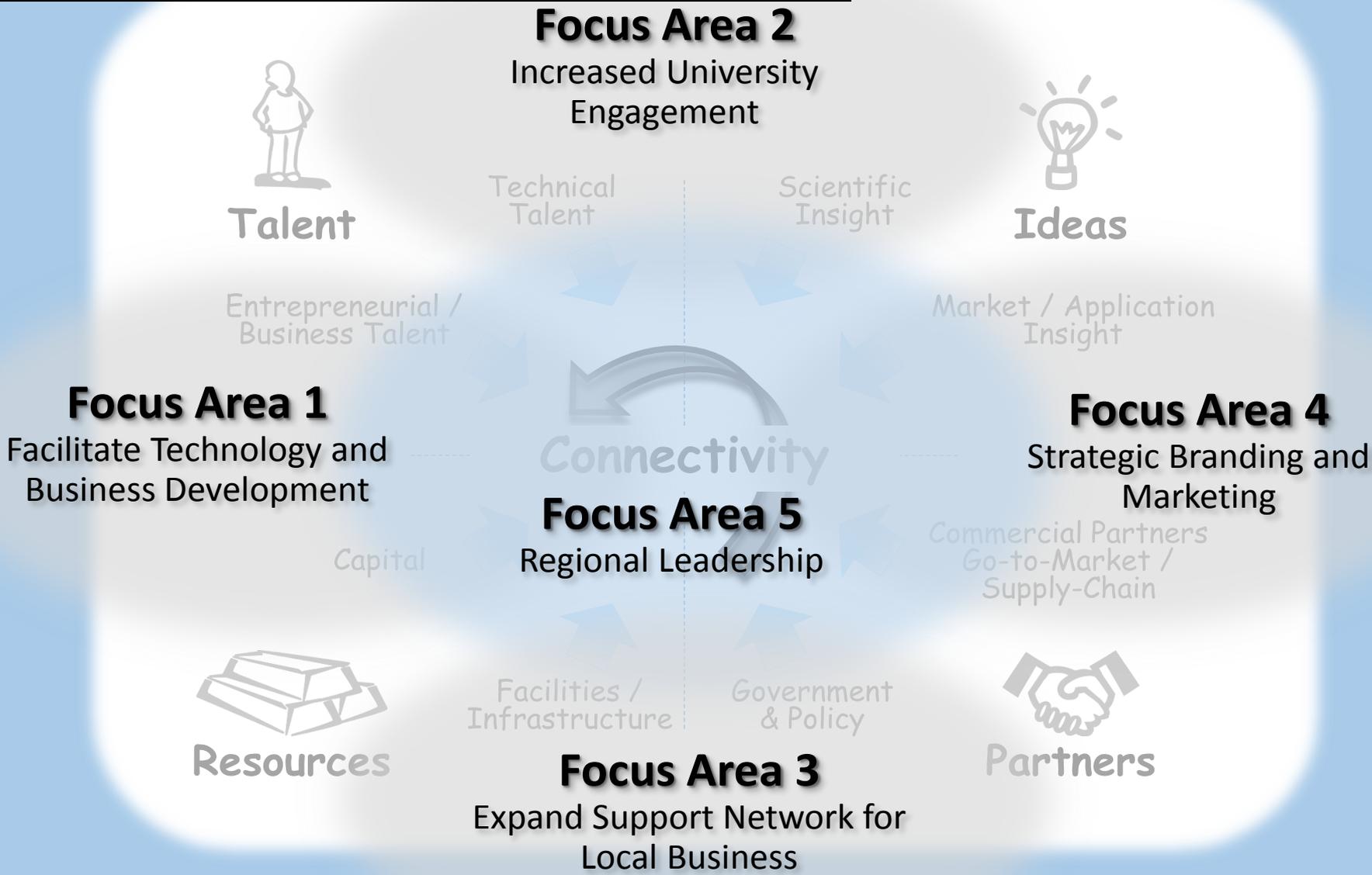
Increasing local retail **Point of Sale** –
but not through big box or large retail outlet

Create an **Innovation Park**, not a business park

Foster an **Innovation Ecosystem**

University Engagement and tech transfer





FOCUS AREA 1



Facilitate Technology and Business Development

- Advance the Development of an Innovation Park
- Enhance Downtown Reinvestment
- Encourage Densification
- Facilitate Development of a Hotel Conference Center
- Support Entrepreneurs and Startups
- Establish an Innovation Council
- Foster the Creative Class
- Encourage Buy Local

Wet Lab Incubator

Capitol Corridor Ventures
pledged \$250,000 for wet lab
space in Davis

Entrepreneur Support

Davis Roots, techDAVIS, SARTA,
Innovate North State, Hacker Lab,
Davis Makerspace

Public/Private Partnership

Funding by local and regional companies
for innovation-focused economic
development programs in Davis



Davis Innovation Center Study, Nov 2012

Studio 30, UC Davis Extension



US RESEARCH PARKS



200 – approx. # of US research parks

3,339 – avg. employment

532 – avg. acreage

\$186 M+ – avg. investment

41 – avg. # of companies

Source: Association of University Research Parks



Photo Source: www.building.co.uk

Illustration purposes only



CA RESEARCH PARKS



Stanford Research Park

700+ acres, anchored by Stanford University and Stanford Research Institute.

San Francisco Mission Bay

303 acres, anchored by the expansion of the UC San Francisco Medical Center.

Torrey Pines Mesa Technology Center

400+ acres, anchored by UC San Diego, Scripps Institutes and CSU San Diego.

NASA Ames Research Park

500+ acres, anchored by NASA, UC Santa Cruz, Carnegie Mellon, Purdue and Singular University. Includes expansion of Google campus.

City of Sacramento/Sacramento State Innovation Center

250+ acres, south of Sacramento State.

FOCUS AREA 2



Increased University Engagement

- Strengthen University/Community Partnerships
- Support Research and Development
- Increase Access to STEAM and Educational Opportunities
- Support UC Davis Technology Transfer Objectives

Seed/Food Central

Initiative of Seed Biotechnology Center that acts as forum for seed and food companies and resources

Big and Little Bang

Startup business competitions hosted by the UC Davis Graduate School of Management

ETTC/ESSC

UC Davis College of Engineering's technology incubator and student-run entrepreneur space

Venture Catalyst

Office of Research program that facilitates tech transfer



Syngenta Seeds

DuPont / Pioneer

Monsanto Company

Bayer / Nunhems

Limagrain / HM.Clause

Dow AgroSciences

Sakata Seed

Takii America

UC Davis

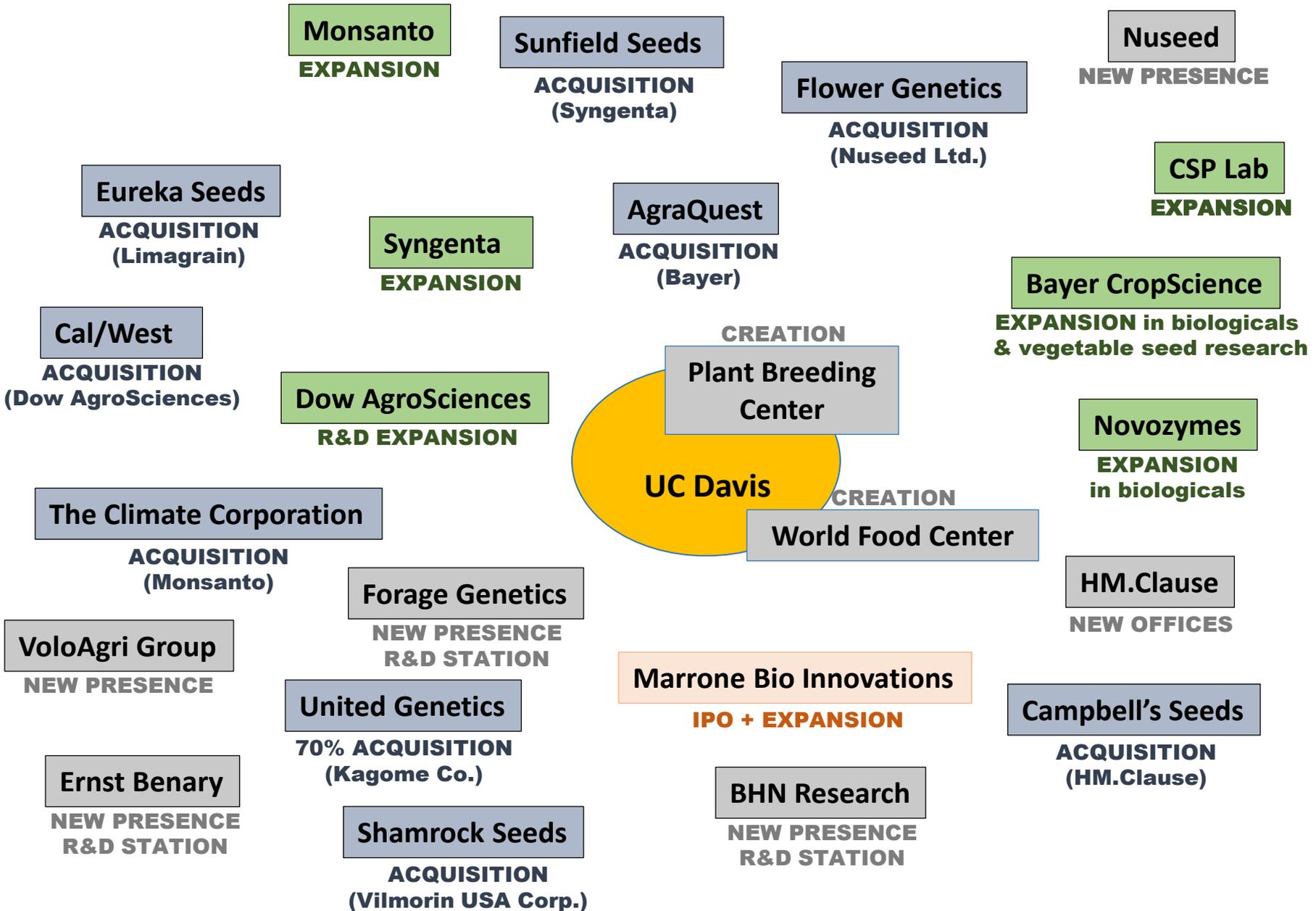
Members of the California Seed Association (2009)

IN YELLOW
8 of the 10 largest seed groups present in the region

Modified from:
 Francois Korn,
 Seed Central,
 2014

★ Members of the California Seed Association

Acquisitions, expansions, new presence in Seed Central's core region, 2010-2013



FOCUS AREA 3



Expand Support Network for Local Business

- Business Visitations
- Business Roundtables
- Broker and Landowner Outreach Meetings
- Support Business Service Organizations

State-wide Incentives

Leverage GO-Biz incentives locally, including Hiring Tax Credit, Sales Tax Exemption, and CA Competes Tax Credit

Getting Business Input

Using outreach tools, get to know and understand business needs, successes and challenges

Leverage Partnerships

Facilitate awareness of existing business resources at Davis Chamber, Downtown Business Association, Sac Metro Chamber, SBDC, SCORE, Los Rios Community College District, Workforce Investment Board, and the CA Employment Training Panel

FOCUS AREA 4



Strategic Branding and Marketing

- Targeted Media
- Event Participation
- Community and Regional Presentations
- Thought Leadership and Industry Articles
- Increased Social Media

Community Outreach

Presentations to the community on topics of economic development

Articles

Targeted articles in local media on innovation and economic development

#InnovateDavis

Twitter hashtag used to help draw attention to specific events and programs happening in Davis

Innovate Davis Facebook Page

Used to highlight news, articles and stories about Davis companies or areas of interest

Visual Media

Increased branding through local broadcast and online media and videos

FOCUS AREA 5



Regional Leadership

- Collaborate with Regional Organizations
- Expand Innovation Network
- Yolo Rail Realignment Partnership
- Yolo Broadband Consortium
- Policy Advocacy
- Innovation Policy Development

Active State Role

Working with Legislature and GO-Biz on statewide manufacturing and innovation initiatives

International Connections

Partners with CA Asian Pacific Chamber, CA-Chongqing Trade & Commerce, US Commercial Service to increase export and trade opportunities

Yolo Rail Realignment

Regional collaboration between Yolo County, Davis, West Sac, Woodland, and SAFCA

Sac Metro Chamber 2014 Cap to Cap Trip

Davis leading Innovation Team

Federal Advocacy

Davis working with Rep. Garamendi, White House, and other federal reps on local and regional issues

Return to City Council every 6 months with activity log and qualitative and quantitative success metrics and outcomes



Home-grown companies expanding

Marrone Bio Innovations, FMC/Schilling Robotics, Gold Standard Diagnostics, Cedaron, Expression Systems, Blue Oak Energy

Increased Global Corporate Investment

DMG Mori, HM Clause, Novozymes

Marrone Bio Innovations

First Regional IPO *in 10 years*

\$56.4 million, 167 employees (*130 in Davis*)

Blue Oak Energy

Honored in Inc. Magazines “List of Fastest Growing Private Entities in the Country”, 2012 and 2013

(12 month revenue increase from \$12.7 to \$20 million)

TARTU GROWTH POTENTIAL

- Consumer product information technology companies
- Relocate from San Francisco seeing rapid growth
- Doubling staff in last 6 months – 25 staff, 10 contractors and 25 interns
- Pace of growth expected to continue
- Pursuing new office development across from UC Davis, on Oak Street.

Barobo

- Robotics startup and graduate of **Davis Roots**
- Located in Downtown Davis
- 4 full time staff, 3 UC Davis interns, 4 contractors, 3 part time professionals
- Recent \$ 45,800 crowd-funding campaign (*through Kickstarter*)

Davis Roots

- Startup/employee count = Jamhive-2, Fishrock Labs-2, the Gift of Education-2, Every Level-7

Mytrus

- Med-tech company relocates from San Francisco
- 20 jobs now in Davis

Sacramento Metro Chamber Cap to Cap

- 2013 active in developing and lobbying for federal policy and funding supporting local and regional economic development objectives
- 2014 lead for Innovation Team

Coordination with techDAVIS

- Assisted with growth of technology CEO leadership group
- Support for growth of local technology/innovation companies

Donations from Capital Corridor Venture

- \$250k - Davis Roots startups and administration
- \$200k - Hacker Lab Davis location
- \$250k - Wet Lab Incubator Challenge

Leadership in Regional Innovation Hubs

- SARTA
- Innovate NorthState – Executive Board
- California Network for Manufacturing Innovation (CNMI) iHub



Community Engagement on Innovation Park

- Began framework for discussion
- Solicited input from local tech companies on growth needs
- Held community forum to begin discussion of needs and opportunities

Regional Collaboration

- Congressman Garamendi's Advanced Manufacturing Advisory Group
- California-Chongqing Trade and Commerce Organization
- Facilitation of Lawrence Livermore National Lab initiatives

Business/Land Owner Outreach

- Met individually with over 100 local companies and land owners
- Gathered input on desired economic development activities
- Began identification of barriers and challenges to success

University Engagement

- Attended events, seminars, and meetings
- Had informal meetings with faculty, staff and researchers
- Held active discussions with Office of Research on collaboration

NEXT STEPS



Council Discussion

- Take input from the community
- Provide input based on Council Goals and Priorities

Reaffirm Proposed Work Program

- Focus Areas appropriate?
- Activities specific?



Direct Staff

- Finalize Work Program based on input – bring back March 25th
- Staff to return regularly for 6-month reports outs
 - Provides for community and Council to provide regular input
 - Creates continuous process improvement