ACHIEVING THE VISION

Proposed
Innovation and Economic Vitality
2014-2016 Work Program

City of Davis
City Hall Community Chambers
February 11, 2013

Davis California
“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**, and tech transfer

*Photo Source: BizBen.com*
Focus Area 1
Facilitate Technology and Business Development

Focus Area 2
Increased University Engagement

Focus Area 3
Expand Support Network for Local Business

Focus Area 4
Strategic Branding and Marketing

Focus Area 5
Regional Leadership
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

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

Wet Lab Incubator

Capitol Corridor Ventures pledged $250,000 for wet lab space in Davis
US RESEARCH PARKS

200 – approx. # of US research parks

3,339 – avg. employment

$186 M+ – avg. investment

532 – avg. acreage

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.
EXAMPLE GROWTH IN INDUSTRY

$24,016,800,000
Worth of goods created through advanced manufacturing were exported by the U.S.¹

26%
Manufacturing represented 26% of the U.S.'s total economic growth since 2009.²

$2.2 billion
Amount proposed by President Obama for advanced manufacturing R&D in 2013.³

Source: ideaslaboratory.com
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
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
Acquisitions, expansions, new presence in Seed Central's core region, 2010–2013

- **Monsanto**
  - EXPANSION

- **Sunfield Seeds**
  - ACQUISITION (Syngenta)

- **Flower Genetics**
  - ACQUISITION (Nuseed Ltd.)

- **CSP Lab**
  - EXPANSION

- **Eureka Seeds**
  - ACQUISITION (Limagrain)

- **Cal/West**
  - ACQUISITION (Dow AgroSciences)

- **Dow AgroSciences**
  - EXPANSION

- **AgraQuest**
  - ACQUISITION (Bayer)

- **Bayer CropScience**
  - EXPANSION in biologicals & vegetable seed research

- **H. M. Clause**
  - NEW OFFICES

- **The Climate Corporation**
  - ACQUISITION (Monsanto)

- **Forage Genetics**
  - NEW PRESENCE R&D STATION

- **United Genetics**
  - 70% ACQUISITION (Kagome Co.)

- **Shamrock Seeds**
  - ACQUISITION (Vilmorin USA Corp.)

- **VoloAgri Group**
  - NEW PRESENCE

- **Ernst Benary**
  - NEW PRESENCE R&D STATION

- **Marrone Bio Innovations**
  - IPO + EXPANSION

- **Campbell’s Seeds**
  - ACQUISITION (H. M. Clause)

- **BHN Research**
  - NEW PRESENCE R&D STATION

- **World Food Center**
  - CREATION

Source: Francois Korn, Seed Central, 2014
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

#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

Community Outreach
Presentations to the community on topics of economic development

Articles
Targeted articles in local media on innovation and economic development

Visual Media
Increased branding through local broadcast and online media and videos
Regional Leadership
• Collaborate with Regional Organizations
• Expand Innovation Network
• Yolo Rail Realignment Partnership
• Yolo Broadband Consortium
• Policy Advocacy
• Innovation Policy Development

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

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

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.

Source: City of Portland, 2010
Home-grown companies expanding


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**


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