

Opportunities and Priorities for Ventura County Economic Competitiveness

Our assessment of the Ventura County economy—particularly its strengths and assets—
informs the detail of our EDC-VC Business Plan (summarized separately).

Following is a summary of the greater opportunities that shape our long-term strategy and
goals and objectives for 2017.

- Build on the value of our skilled and diverse workforce, investing in education and training, addressing current and future labor market demand, particularly through partnerships with the Workforce Development Board, California Employment Training Panel and the region's K-12 and higher education system.
- Maintain and add to our diverse industry base, building upon our region's high quality of life, financial stability, plentiful skilled labor and abundant open space.
- Advance opportunity for innovation in our region's extraordinary concentration of businesses in the high-tech, bio-tech, agriculture and manufacturing sectors.
- Cultivate our region's innovation in entrepreneurship and micro-enterprise development, facilitating business connection to essential resources for growth.
- Monitor, comment on and interpret the evolving Ventura County economy, focusing on economic needs and responding to emerging regional trends.
- Accelerate our region's participation in import/export trade, collaborating with the Port of Hueneme to establish Ventura County as a nationally recognized innovator in the global economy.
- Support technology transfer and other public/private partnerships with Naval Base Ventura County, RDP-21 and our region's universities, especially Cal State University Channel Islands, Cal Lutheran University and UC Santa Barbara.
- Increase investment in our infrastructure, enhancing transportation, broadband and communication networks and assuring our appropriate access to water resources.
- Sustain our quality of life, protecting our balance between healthy urban, rural and recreational environments.
- Encourage business participation in emerging clean energy and green economy opportunities, consistent with our goals for a sustainable regional economy.

The EDC-VC's mission is to maintain a healthy Ventura County economy through collaboration, education and training as a means to create and sustain quality jobs and improve wealth, thus enhancing the standard of living and quality of life throughout Ventura County.

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