



PFP E-bulletin

January 12, 2006

Partnership Focuses on Action Teams

The final two months of our PFP planning process are all about moving towards action. Partnership is convening Action Teams that will develop the tactics, timelines, and measures of success for each of the five priority focus areas in the Regional Business Plan: (1) Business Development & Entrepreneurship; (2) Clean Energy Technology; (3) High School Education; (4) Post-secondary Education; and (5) Civic Infrastructure. Over the past several weeks PFP's partners and other community leaders have signed up for the Teams, engaging them in three intensive planning sessions between January and February. Valley Vision will provide best practices research for each Action Team to consider as they finalize their parts of the Plan. The published Plan will be available in March; organizations participating in the Action Teams will begin implementation of the identified tactics immediately thereafter. If you and your organization want to be involved in an Action Team, please contact Valley Vision's project associate Go Funai (916-325-1630 or go.funai@valleyvision.org). The first Action Team meetings are scheduled for Monday, January 23rd.

Top Communications, Marketing and Public Relations Professionals Meet to Discuss the Sacramento Region's Identity

On November 30th Partnership invited top communications, marketing and public relations professionals from around the six-county region to learn about Partnership and to gauge their interest in helping with a marketing campaign. Fifty people attended and nearly all volunteered. The group discussed creating an integrated regional marketing campaign that reflects and supports the regional business plan rather than just creating a nickname or slogan. People on the front lines who market our region – tourism bureaus, chambers of commerce, economic development professionals, marketing firms and the like – would help develop a common look and feel for how we present ourselves both within the Capital Region and beyond. We'll continue to keep you updated on this group's activities.

PFP Gains State Exposure through Labor and Workforce Development Agency Grant Application Process

In early December, the US Labor and Workforce Development Agency announced the availability of its Workforce Innovation in Regional Economic Development grant, which offers up to \$15 million over three years to eight recipient regions in the country. The grant application process allowed each state governor to submit three regional economic development partnerships to be considered for the funding. Although the Sacramento Region's application was not chosen to be one of the three California representatives, our submission brought state-level recognition to our project and fortified Partnership's relationship with a broader list of economic development partners, including the Workforce Investment Boards. We want to thank SETA, Los Rios Community College District, SACTO, SRRI, and UC Davis for assisting us in drafting a first-rate proposal.