



DATE: January 11, 2011
TO: STA Board
FROM: Daryl Halls, Executive Director
RE: Renewal of Membership with Solano Economic Development Corporation (EDC) for 2011

Background:

The Solano Economic Development Corporation (Solano EDC) is a unique public-private partnership focused on improving Solano County's economic vitality and climate, and on attracting and retaining major employers. Many of the county's major employers and the seven cities and Solano County are members. In 2003, Solano EDC modified its name from SEDCORP to Solano EDC to better promote Solano County and has expanded its efforts to focus on the marketing of Solano County. Historically, Solano EDC has partnered with STA on key issues such as the Advisory Measure F in 1998, Measure E in 2002, Measure A in 2004, Measure H in 2006, advocating for the restoration of Proposition 42 funding through the passage of Proposition 1A, and for the passage of infrastructure bonds for transportation by supporting the passage of Propositions 1A and 1B.

The STA has been a member of Solano EDC since 1996 and has actively partnered in the past on a variety of issues related to infrastructure and economic vitality. Prior to 2003, the STA participated at the Member-Investor level of \$2,500, which provided access to all of Solano EDC's resources, but did not provide representation on its Board of Directors. In recognition of the importance of the public and private partnership (STA/Solano EDC) and the number of transportation projects and plans that will help shape, preserve, and expand the economic vitality of Solano County, the STA Board approved renewing STA's Solano EDC membership at the Executive Member-"Stakeholders" level of \$5,000 in Fiscal Year (FY) 2003-04 to provide the STA with representation on Solano EDC's key decision-making body, its Board of Directors. In addition, the STA Board appointed STA Board Member Jim Spering to represent the STA on the Board of Directors for Solano EDC. At the request of Solano EDC staff, the STA's Executive Director was also added to the Solano EDC's Board of Directors. In FY 2009-10, STA increased its membership to \$7,500 as part of EDC's capital campaign.

Discussion:

The STA's enhanced presence and participation has improved the communication and information sharing between the Solano EDC Board and staff and the STA. The last three years, the Solano EDC staff joined the STA Board at their annual lobbying trips to Sacramento and Washington, D.C. In addition, the STA and Solano EDC partnered with the City County Coordinating Council and the Solano County Board of Supervisors in the

development of a countywide economic development strategy and economic indicators index. EDC staff also serves in the RTIF Stakeholders Committee. In 2011, the STA and SolanoEDC have discussed partnering on economic analysis and evaluation of the I-80 Corridor in Vallejo and the SR 12 Corridor. Staff recommends the STA renew its annual membership with Solano EDC at the \$7,500 Board Member Premier level to maintain the STA's support for the Solano EDC, partnership with Solano County's business community, and to continue our representation on its Board of Directors.

Fiscal Impact:

The fiscal impact would be \$7,500 and has been budgeted as part of the STA's Board expenditures section of the Administration Budget for FY 2010-11.

Recommendation:

Approve the renewal of STA's membership with the Solano Economic Development Corporation (Solano EDC) at the Premier Member "Chairman's Circle" level of \$7,500 for the Annual Investment Year 2011.

Attachments:

- A. SolanoEDC's Renewal Notice/Invoice



November 12, 2010

Mr. Daryl Halls
 Solano Transportation Authority
 One Harbor Center, Suite 130
 Suisun City, CA 94585-2003

RECEIVED

NOV 15 2010

SOLANO TRANSPORTATION
 AUTHORITY

RE: Time to Renew & Celebrate Membership in Solano EDC

Dear Daryl:

With 2011 just around the corner, it's time to renew your membership in the Solano Economic Development Corporation (Solano EDC).

In addition let's celebrate another successful year of recovery from the recession with a special complimentary Holiday Reception on November 17, 2010 from 5-7 pm at Dimitri's Lounge in Suisun City. If you haven't been to Suisun City lately you are missing out on one of Solano County's success stories. Also please bring a new member prospect guest so that they can learn the benefits of supporting economic growth in Solano County. Call Pat at (707) 864-1855 to confirm your arrangements.

We are in the midst of our Economic Dollars for Tomorrow's Growth campaign, and hope you will join this effort. We are raising new membership dollars that will assure Solano EDC is capable of bridging the financial gap caused by the continuing loss of government partnership funding.

While our governmental partners have had to pull back private sector members have stepped up during 2010. You can support Economic Dollars for Tomorrow's Growth in three ways. First and most importantly renew your 2011 membership. Second consider a move up in membership level. This move up will be matched dollar for dollar by Jim Syar of Syar Industries Dollars for Tomorrow campaign. Over \$30,000 new dollars have been committed in 2010 and the goal is \$20,000 more in 2011. Finally recruit and refer a new member prospect to Sandy Person or Norm Hattich, the chair of the membership committee.

Your support of EDC over the past 27 years has provided leadership for economic growth in Solano County and its communities. Both private and government organizations have been longer strong supporters of EDC through both the good and lean times.

Be sure to consider attending our next membership breakfast on Wednesday, December 8, 2010 at Fairfield Hilton Garden which will launch the Solano Center for Business Innovation and the Solano Green Business Council. Nicole Biggert, Director of UC Davis Energy Efficiency Center will key note this important event.

On behalf of your Board of Directors, we will continue to work hard to recover and grow Solano's economy by asking each day new investors to "Plant their Business in Solano"! Best wishes for a successful 2011.

Sincerely,

Mike Ammann
 President

THANKS for
 Your Support!

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 Vice-President
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Solano EDC

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Invoice

DATE	INVOICE #
11/12/2010	MBR-2805

BILL TO
Solano Transportation Authority One Harbor Center, Suite 130 Suisun City, CA 94585

TERMS
Due on Receipt

DESCRIPTION	AMOUNT
Annual Investment 2011 Chairman's Circle Benefits: * Sponsorship of premiere membership events [Annual meeting; Annual dinner; Annual Golf Tournament and Membership Breakfasts] * Complimentary admission for 4 to all events * Immediate appointment to Board of Directors * Recognition at all Solano EDC events * Free admission for one to CEO Retreat * Access to all Solano EDC resource material and demographic site reports * Banner Advertisement of your business or firm on website * Invitation to all Solano EDC events - current topics and networking opportunities * Expanded company profile listing in annual Connections membership directory	7,500.00
Total	\$7,500.00

We Appreciate Your Support! Thank You for Your Investment in Solano County.