



Economic Development 101: Supporting healthy food access & the economy

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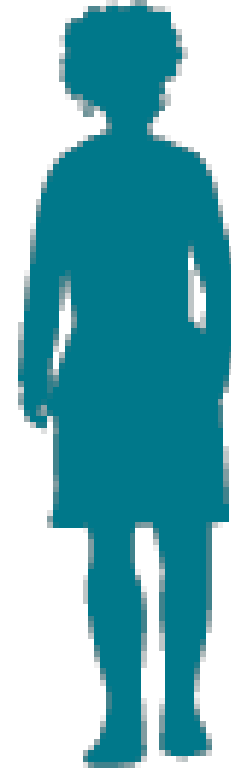
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Agenda

- what is economic development?
- what's health got to do with it?
- food systems economic development
- where do you start?
- Sharon Thornberry & FEAST



DISCLAIMER

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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What is economic development?



What is economic development?

- Attract and retain businesses and jobs
- Develop the workforce
- Improve quality of life



Think of 3 industries that
might be in Kern
County's economic
development strategy





Kern Economic Development Corporation
2700 M Street, Suite 200 • Bakersfield, CA 93301 • 661.862.5150
Contact Your Kern EDC Team

BUSINESS ASSISTANCE

CURRENT & PROSPECTIVE INVESTORS

KERN ECONOMIC DEVELOPMENT FOUNDATION

Kern Economic Development Corporation

We are a public private partnership formed in 1988 with the mission of stimulating a diversified and strong economic climate in Kern County. This is accomplished through new businesses recruitment and assistance with retention and expansion of existing business. We actively market to these five industry sectors:

- **Aerospace & Defense**
- **Energy & Natural Resources**
- **Healthcare Services**
- **Transportation, Logistics, & Advanced Manufacturing**
- **Value Added Agriculture**

For more about Kern EDC, visit

- **Our Board of Directors**
- **2012 Calendar**
- **A Full Brochure of Our Services**

Number 2 county on its way to economic recovery in the state

So. California Assoc. of Governments 2011



Number 3 large metro for job growth in the state

U.S. Bureau of Labor Statistics 2011

How does it *work*?



Tools of economic development

Business attraction

Real estate development

Business retention and expansion

Neighborhood commercial revitalization

Workforce development

Market analysis

Welcome to the NEW New York State... working for your business...



WATCH THE ADS



START A BUSINESS IN NEW YORK

FIND A SITE FOR YOUR BUSINESS

EXPLORE FUNDING AND TAX INCENTIVES

OPERATE IN NEW YORK STATE



GET ASSISTANCE FROM REGIONAL COUNCILS

EXPORT TO INTERNATIONAL MARKETS

Business attraction

ABOUT YOUR BUSINESS

our future. New York State is open for business."

- Governor Andrew Cuomo

READ MORE

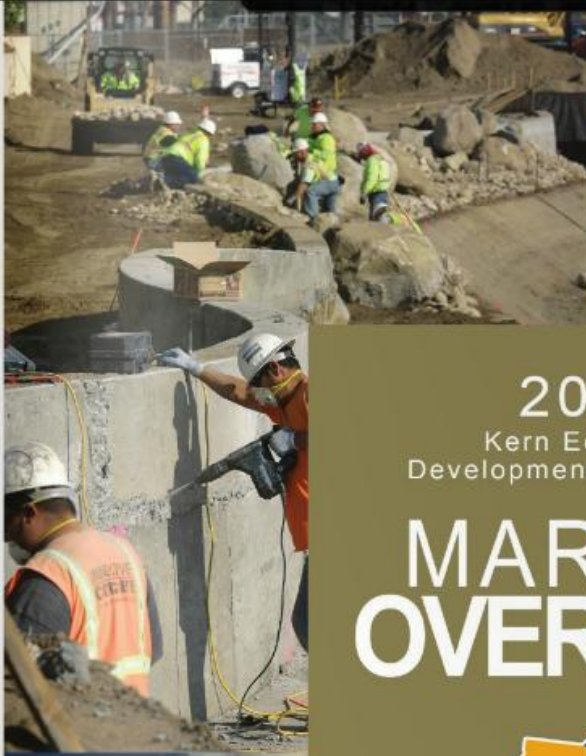


CATALINA

solar project



Business retention & expansion



2012
Kern Economic
Development Corporation

MARKET OVERVIEW



Market analysis





Real estate development

OLD TOWN

LOW PRICES IN
NEW FURNITURE

PARQUEO TRAS

Combin
Steel
Kitchen
51-1111

15564

ROUTE
66

NO FOOD,
DRINK OR
SMOKING

Neighborhood revitalization



Workforce development

How does this apply to Kern County?

- Need: Higher-skilled workforce to support current industries
Strategy: Work w/ County colleges and schools to create training programs
- Need: Access to money for local entrepreneurs
Strategy: Create small loan fund for small start-ups
- Need: Space for new businesses, new residents, and agriculture
Strategy: Review land-use planning with short-term AND long-term needs in mind

How does this apply to Kern County?

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←---- Workforce development

- Need: Access to money for local entrepreneurs
Strategy: Create small loan fund for small start-ups

←---- Business attraction & retention

- Need: Space for new businesses, new residents, and agriculture
Strategy: Review land-use planning with short-term AND long-term needs in mind

←---- Business attraction & retention/N'hood revitalization?

Who is involved?





Mayor's office



Elected officials



Economic development



Community development



Planning



Law enforcement



Transportation



Public health

Putting it all together



Louisville, Kentucky



Louisville, Kentucky



First Choice will not only serve as a valuable anchor tenant for a new retail complex, it will bring needed jobs to the area and also will play a role in **creating a healthier neighborhood by making fresh and wholesome foods more easily accessible to residents.**

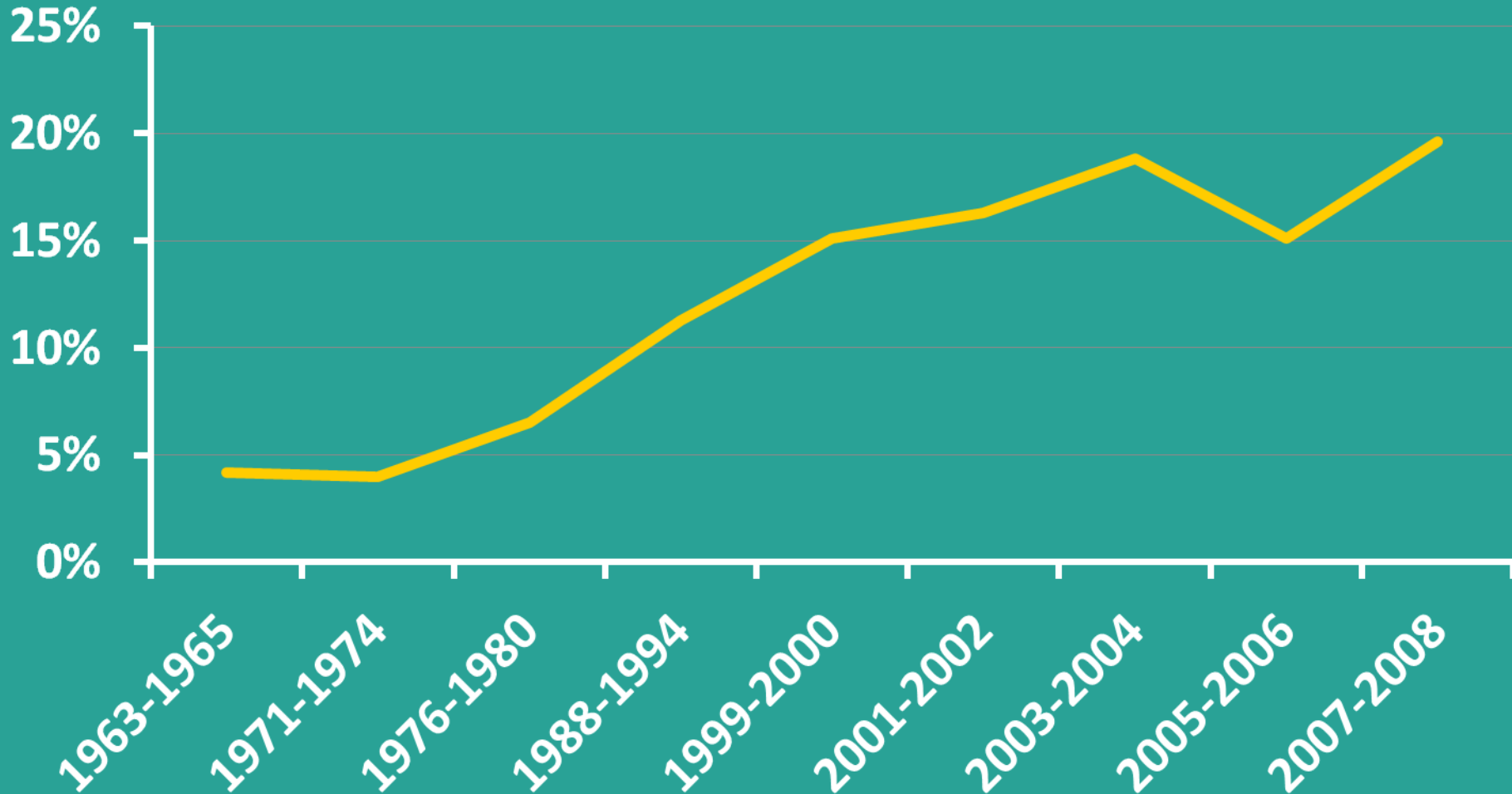
– Mayor Greg Fischer

What's **health** got to do with **economic development**?



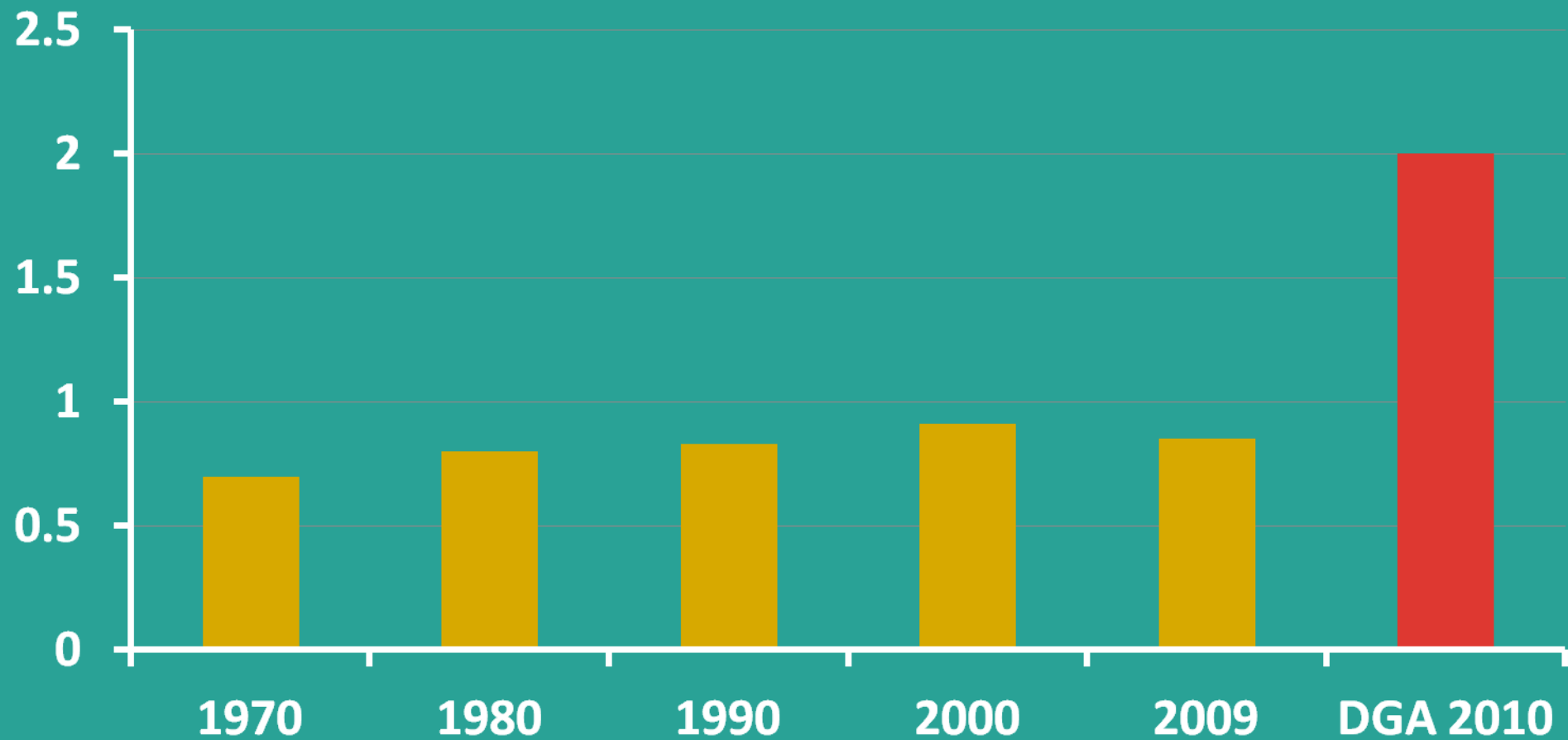
Childhood Obesity Rates Rising

obesity prevalence for 6-11 year olds



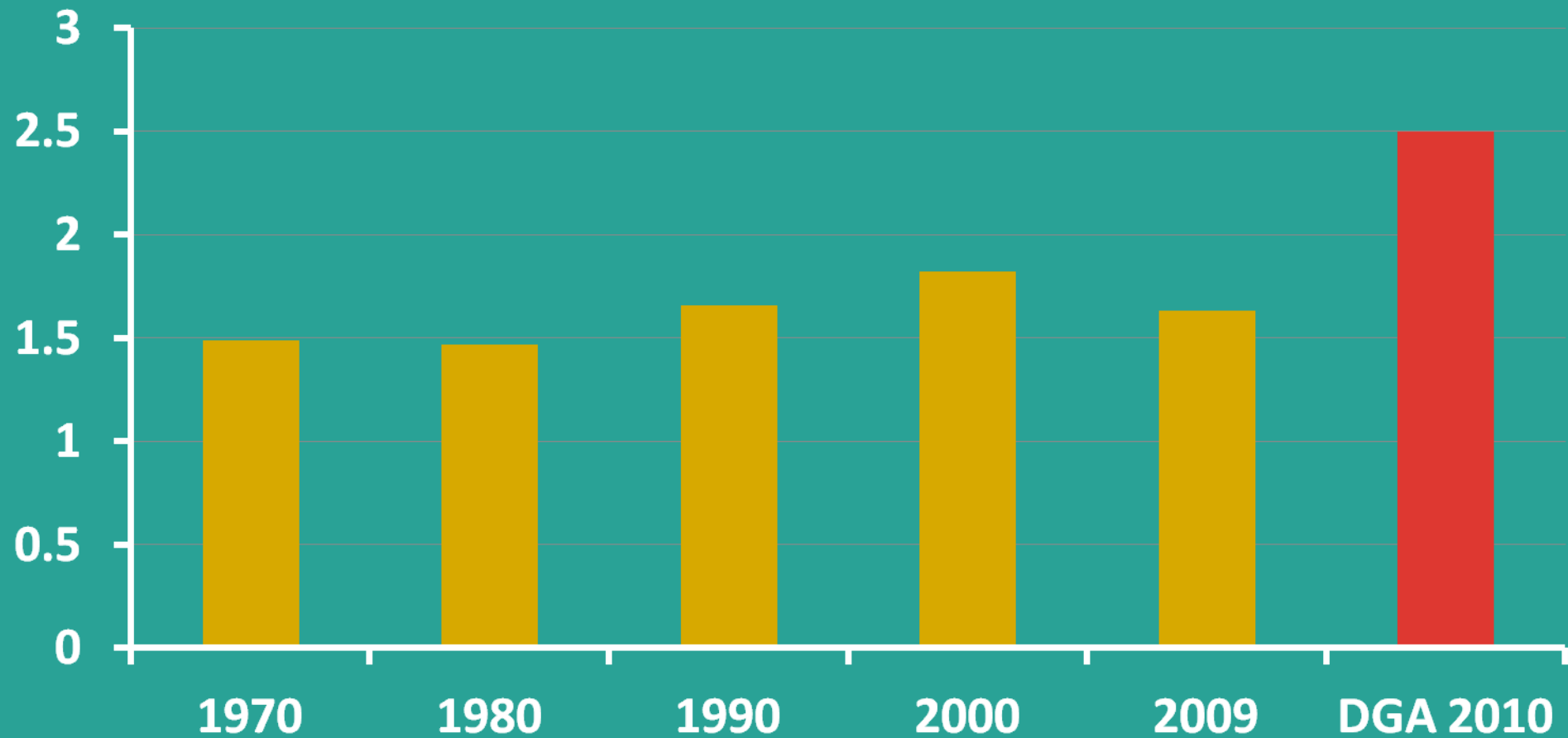
Fruit consumption since 1970

Cups of Fruit

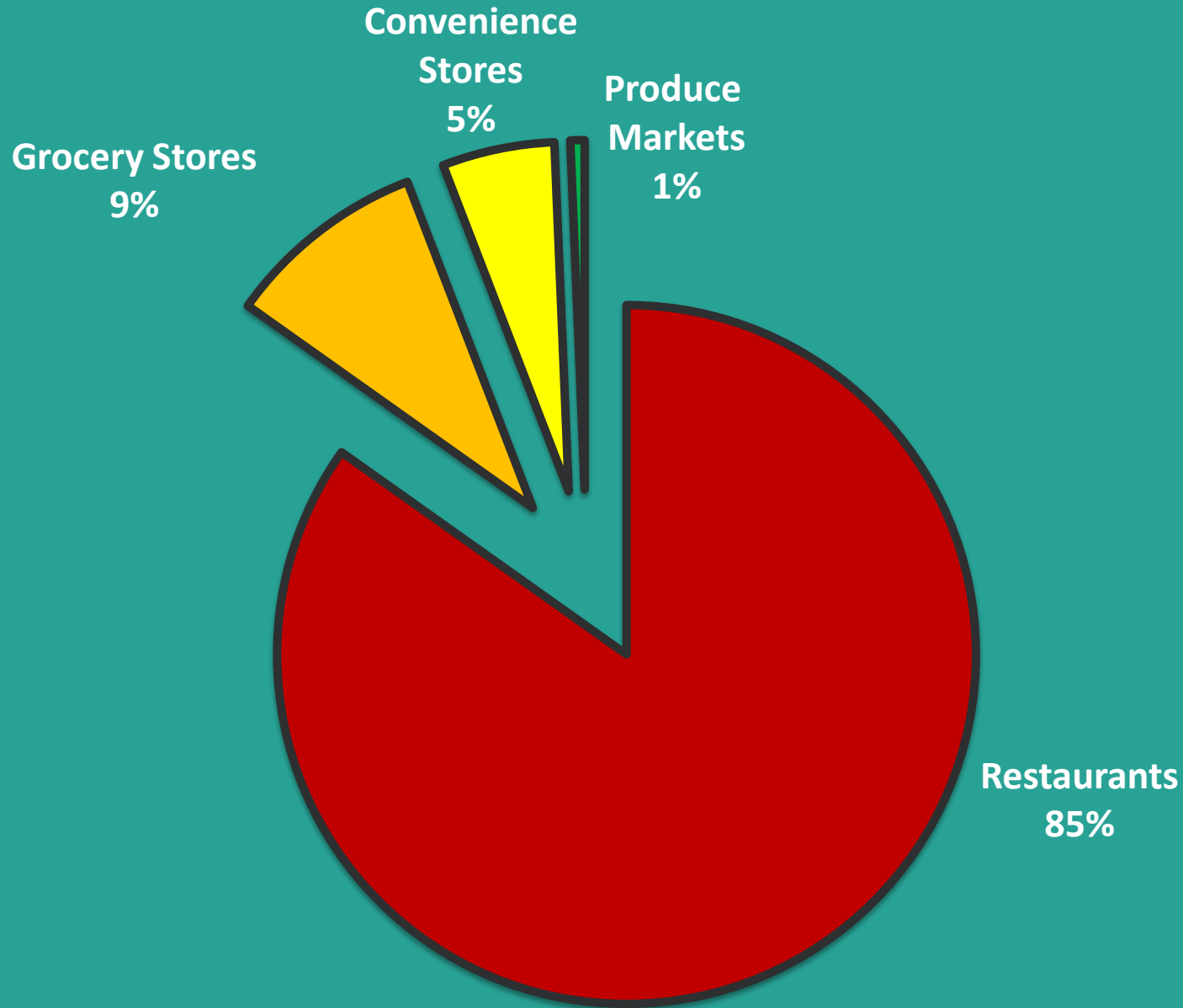


Veggie consumption since 1970

Cups of Veggies



Where would you eat?

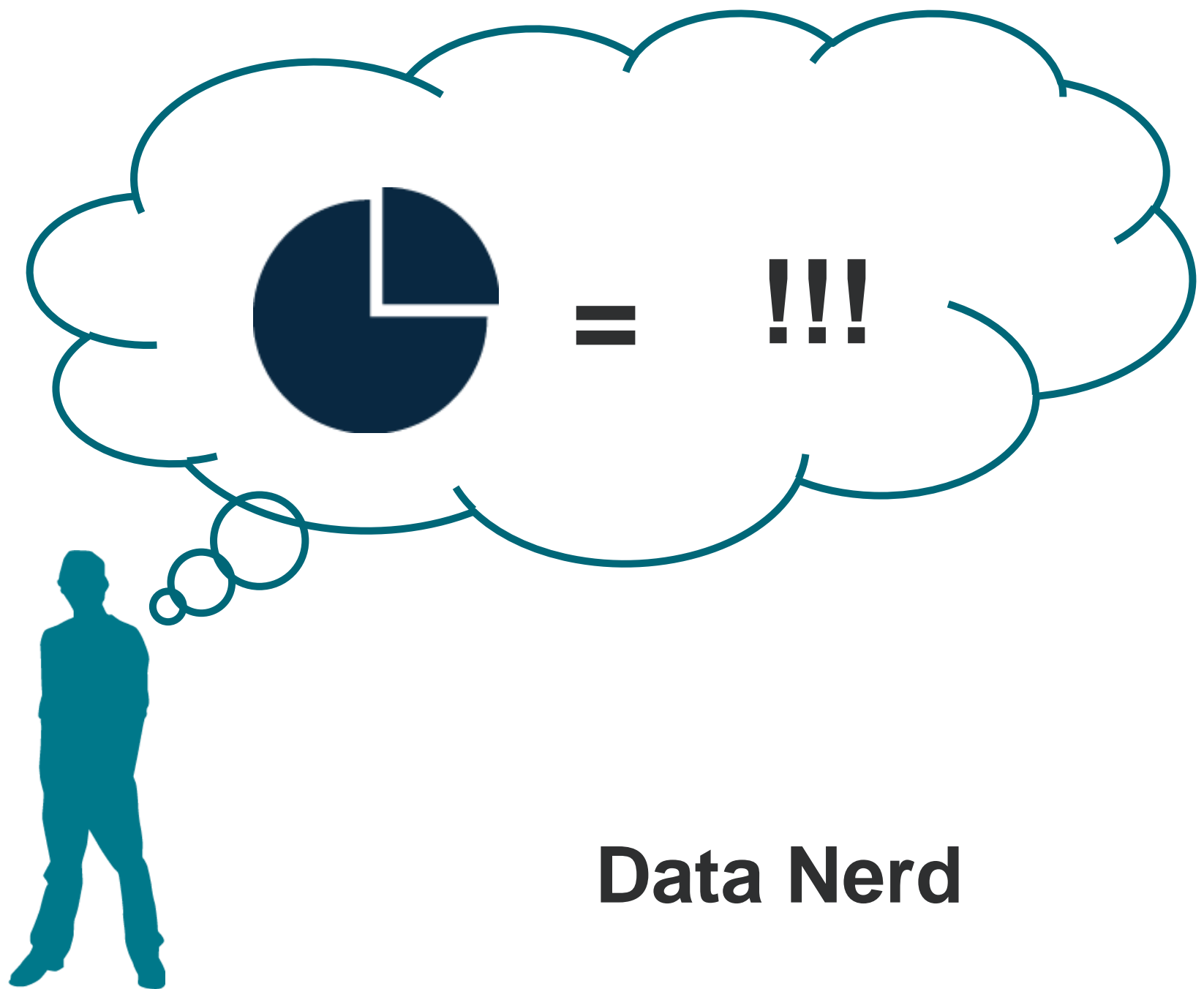




Families are eating out more than ever

Healthy food retail = better diet

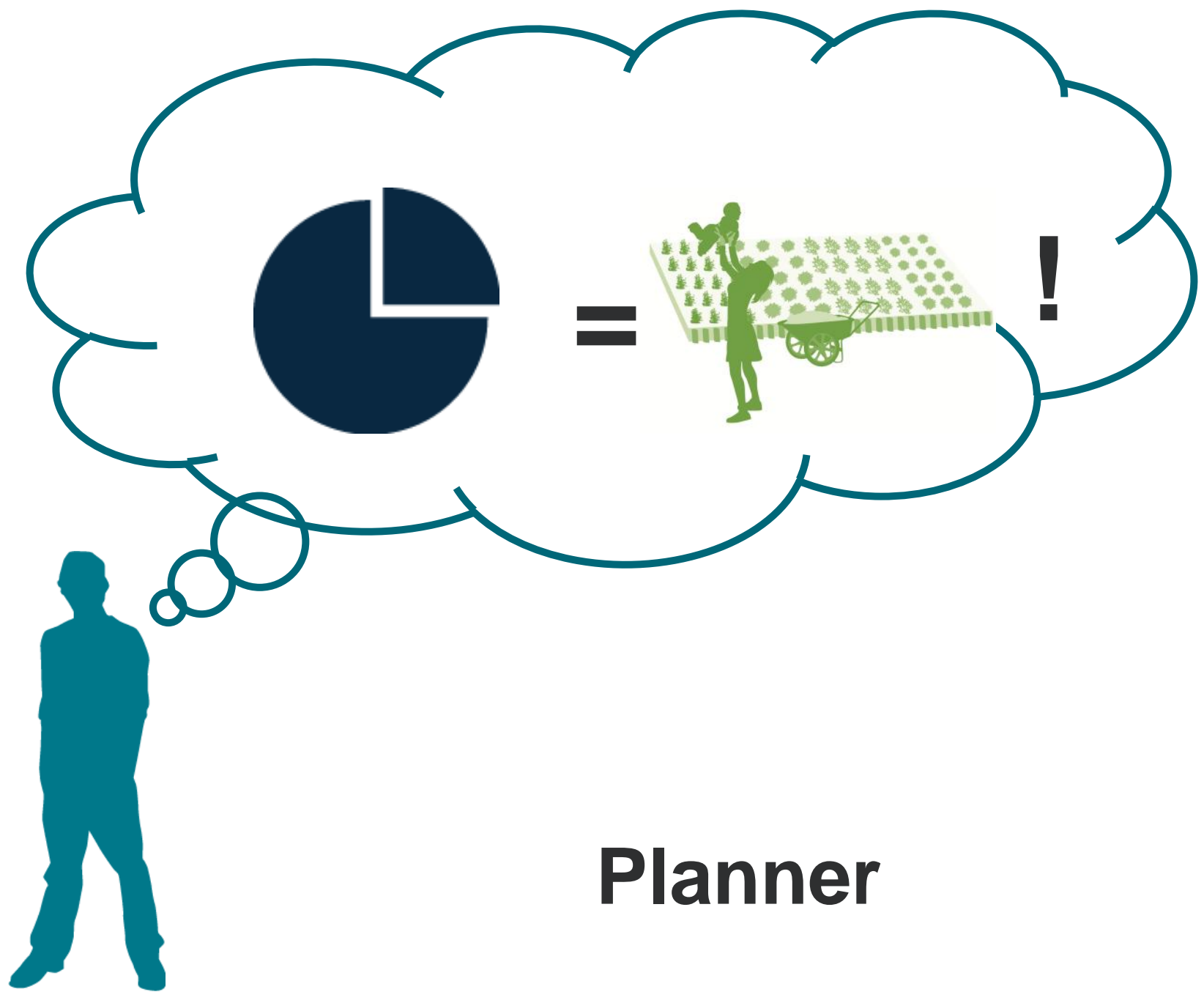




Data Nerd



Health-inclined



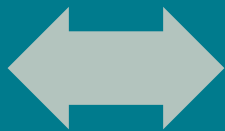
Planner



Business person

Food system economic development







“Traditional” vs. Food Economic Development



VS



**Business
Attraction**

**Entrepreneurial
Development**



“Traditional” vs. Food Economic Development



VS



Large Employers

Microenterprise



“Traditional” vs. Food Economic Development



VS



**Large-Scale, Expensive
Infrastructure**

**Repurposing &
Revitalization**



Homegrown retailers





Farm-to- (School, Cafeteria)





“Pop-Up” Food Venues





Food Hubs





Food Incubators



© junbelen.com



Where to start **[Homework alert!]**



First steps

1. Start building relationships
2. Assess your community's food system
3. Start thinking about policy & funding

Start building relationships

- **Anyone who cares about:**
 - **Health**
 - **Economy**
 - **Food access**
- **What do they want to know?**
- **What can they bring to the table?**

Read economic development strategy documents

County's current growth patterns are threatening this sustainability, both economically and environmentally. The needs of the present population are for good jobs, adequate and affordable housing, available and healthy food, safe neighborhoods, accessible open space and a high quality of life. Current population growth is leading to the loss of agricultural lands which provide raw materials for some of Kern's most competitive industries while sprawling land uses

1.2.3. Goal 3: Promote Sustainability and High Quality of Life

Economic competitiveness is not simply a matter of job growth and opportunities. Competitiveness is also about ensuring that growth does not degrade the environment and quality of life. Sustainability here is understood to mean meeting the present needs of the population without compromising the ability of future generations to meet their needs. Kern County's current growth patterns are threatening this sustainability, both economically and environmentally. The needs of the present population are for good jobs, adequate and affordable housing, available and healthy food, safe neighborhoods, accessible open space and a high quality of life. Current population growth is leading to the loss of agricultural lands which provide raw materials for some of Kern's most competitive industries while sprawling land uses are encroaching on industrial land and jobs, increasing congestion, worsening the air quality and destroying aspects of the open space which make Kern County a unique environment to live in. In order to ensure that future generations are able to achieve all of these goals in Kern County, there is a need to begin applying principles of sustainability today. These principles apply to land use planning as well as to the kinds of industries which are encouraged throughout the County. Some of the specific goals should be to manage growth in a way that limits the conflict between housing and jobs, preserves farmland, maintains open space and improves the quality of life throughout the County. In doing so, the County will sustain the rural natural environment which is essential to both retain the people who are there and continue to attract people who are seeking an alternative to the urban environments elsewhere. Further, the County should encourage compact development which makes efficient use of land and infrastructure as a way to save money and land. Finally, the County should encourage industries and firms to incorporate sustainable practices that result in reduced air/water pollution and overall environmental impact. These practices can include co-generation, use of renewable

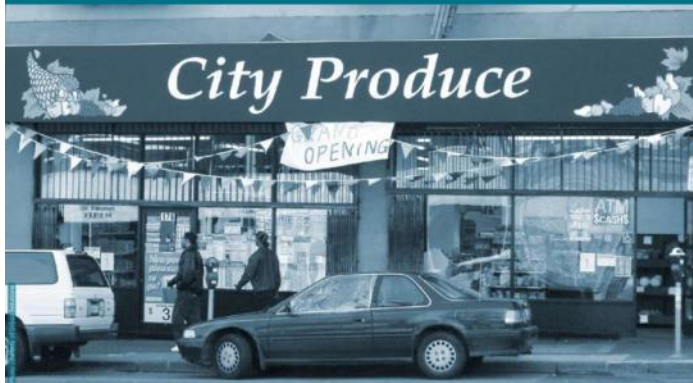
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Start building relationships

How to Use Economic Development Resources to Improve Access to Healthy Food

Grocery stores are valuable assets to a community; not only do they make healthy food more accessible, but they also can provide living-wage jobs, raise the value of surrounding property, and anchor and attract additional businesses to the neighborhood.

Public health officials and advocates can partner with economic development and other city agencies to help bring new food retail into low-income neighborhoods. This fact sheet is designed to provide a basic overview of how economic development programs work, highlighting a variety of ways for advocates to influence the process.



Green for Greens

Finding Public Funding for Healthy Food Retail



Assess your community food system



Start thinking about policy & funding

- What existing policies affect food system goals?
- Will new incentives or regulations be necessary?
- Is there a low-cost/no-cost approach?
- If not, how can you fund incentives?

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**Start thinking
about policy & funding**

Putting Business to Work for Health

Incentive Policies for the Private Sector

Healthy
MENU ITEMS
INSIDE

Bike
COMMUTERS
WELCOME

Fresh
PRODUCE
AVAILABLE

phlp public health law & policy

Green for Greens

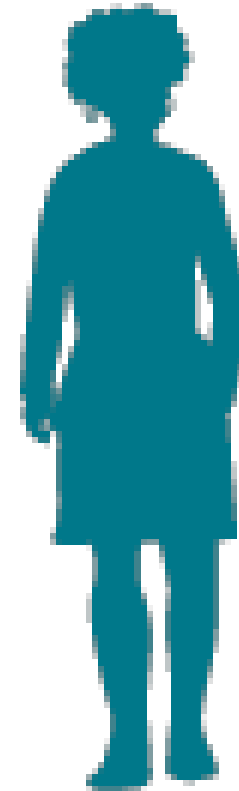
Finding Public Funding for Healthy Food Retail



nplan | NATIONAL POLICY & LEGAL ANALYSIS NETWORK
TO PREVENT CHILDHOOD OBESITY

phlp
public health
law & policy

Sharon Thornberry
Community Food Systems
Manager
Oregon Food Bank











FARMERS
EST 2011
MARKET
ASTORIA, OR

MARKET
TODAY!
m - 7pm
thurs
EBT and cr... epted



~HELLO~
PLEASE FEEL FREE
TO FEEL THE PRODUCE
!!!

es











FRUIT
STAND



OPEN







KEY THINGS TO REMEMBER

- Community Food Organizing always highlights a community's resources & assets as well as its needs.
- The act of doing an assessment is an organizing tool.
- CFO must include the grassroots of a community.
- CFO is done with communities, not to them.

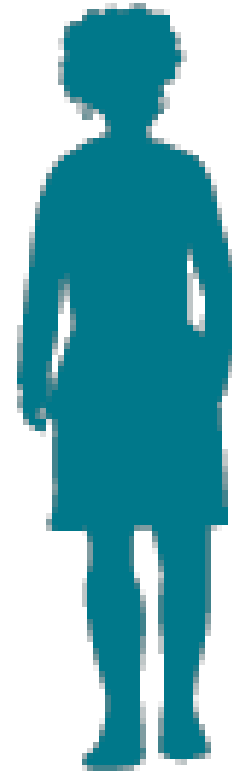
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Call us!

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