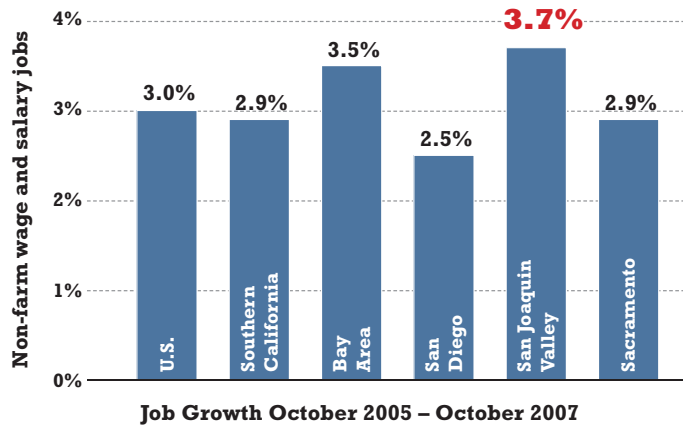


HOW CAN WE STIMULATE ECONOMIC OPPORTUNITY?

The Challenge

Attracting high quality jobs to the Fresno Area



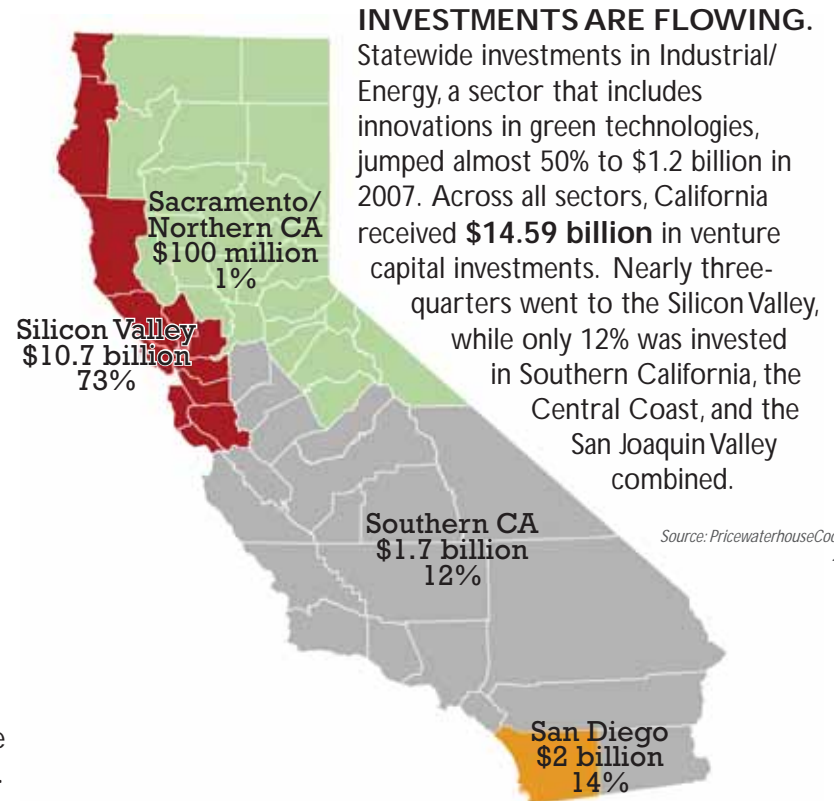
Source: Center for the Continuing Study of the California Economy, 2007

JOBS ARE GROWING. Job growth in the San Joaquin Valley is outpacing all regions in California, and the national average. However, most of new jobs aren't in the innovative sectors that hold great potential for economic stimulus.

The Fresno Regional Jobs Initiative has targeted 10 industry clusters in which Fresno has a competitive advantage. These include both traditional and innovative industries, from health care and food processing to energy and water technology.

Growth in green industries and services are producing high-quality jobs at all levels.

Source: U.S. Bureau of Labor Statistics, 2007



INVESTMENTS ARE FLOWING.

Statewide investments in Industrial/Energy, a sector that includes innovations in green technologies, jumped almost 50% to \$1.2 billion in 2007. Across all sectors, California received **\$14.59 billion** in venture capital investments. Nearly three-quarters went to the Silicon Valley, while only 12% was invested in Southern California, the Central Coast, and the San Joaquin Valley combined.

Source: PricewaterhouseCoopers, 2008

Building on Local Strengths

Fresno has a range of assets to attract industry and create jobs. Growing industry clusters, educational programs, and geographic location all play a part in defining Fresno's future.



Source: www.calstate.edu

RENEWABLE ENERGY. Plans for two major utility-scale solar farms, and other key potential assets such as biomass generation, position Fresno to lead in energy technology.



Source: www.sagonow.com

CENTRAL LOCATION. Fresno's location is advantageous for goods distribution, while the proposed high speed rail can make for easy connections to the north and south.



HIGHER EDUCATION. A broad range of educational programs at CSU Fresno encourage entrepreneurship and support workforce development.



Source: flickr - mistergolota

AGRICULTURAL BASE. Fresno's primary industry holds potential for developments in agricultural technology, energy generation (using waste as biomass), food processing, and other related fields.

How can SEGA help?



ATTRACTING NEW INVESTMENT WITH GREAT COMMUNITIES. SEGA's new communities will present a range of amenities to appeal to businesses, employees, and residents.



Source: Forest City Enterprises



Source: Forest City Enterprises

PROVIDING PLACES THAT SUPPORT INNOVATIVE EMPLOYMENT. The SEGA will accommodate employment in its centers and advanced industrial areas (colored areas in map at left). Mixed-use development and proximity to transit offer key benefits for the innovative industries that Fresno is trying to attract.