How Regional Cooperation Makes Community Marketing Work Harder

Cal Cities Annual Conference & Expo Session

*September 24, 2021*
Regions are facing ECONOMIC TRANSITIONS
Employment Growth in the Knowledge Sector

2x IN NUMBER & IN RATE OF GROWTH
— vs. manual workers —

Source: IEDC Study, Place Matters: The Role of Placemaking in Economic Development, June 2017
Globalization

39% of Global GDP comes from cross-sector transactions in goods, services, and capital.

Sources: Mandelman, Labor Market Polarization and International Macroeconomic Dynamics 2013

Clustering

20 counties account for 50% of US business growth, versus 125 counties two decades ago.

Technology

Industry digital skill intensity correlates to higher mean annual wages, less susceptibility to automation.

Demographics

Labor force growth is driven by more diverse populations, but with lower educational attainment.
How can a region transition its economy and create broad-based prosperity?
only 8/100 cities have achieved inclusive growth since the recession

- Economic growth
- Rising productivity
- Higher wages & unemployment

Those who have not suffer “patchwork metropolis” status

Source: Brookings Institution, A Modern Case for Regional Collaboration, by Liu & Arnosti, February 2018
The playbook for improving economic opportunity and resiliency is MULTI-JURISDICTIONAL

- County
- City
- Urban
- Suburban
- Exurban
- State
How Bakersfield & Kern County Are Making It Happen
A Region With Two Distinct Economies Facing Change
Bakersfield & Kern County 2018 Regional Situation:

1. Extreme pressure from regulators and market forces on the industries that historically drive the region’s economy.

2. A lack of quality jobs – and access to them – that enable residents to be self-sufficient and reach the middle class.

3. The absence of regional unity, as well as fragmented public-private efforts and investment undermine the region’s economic competitiveness.
A Deliberate Process to Determine the Region’s Value Proposition

1. Stakeholder & Community Education
2. Insight Gathering & Research
3. DNA & Strategy Formation
4. Creative Brand & Message Development
5. Brand Action Ideas
Kern County | Strategic DNA

<table>
<thead>
<tr>
<th>Target Audience:</th>
<th>For those seeking a place made of the right stuff,</th>
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<tbody>
<tr>
<td>Frame of Reference:</td>
<td>Kern County, at the intersection of Los Angeles and the Central Valley,</td>
</tr>
<tr>
<td>Point-of-Difference:</td>
<td>is where California is both grounded and boundless</td>
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<tr>
<td>Benefit:</td>
<td>literally and figuratively giving more power to you.</td>
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# Bakersfield | Strategic DNA

<table>
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<tr>
<th>Target Audience:</th>
<th>For those who appreciate the original sound of an authentic welcome</th>
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<tr>
<td>Frame of Reference:</td>
<td>Bakersfield is where Los Angeles becomes the Central Valley</td>
</tr>
<tr>
<td>Point-of-Difference:</td>
<td>and where you find the heart of California’s giving ground</td>
</tr>
<tr>
<td>Benefit:</td>
<td>so everyone has a chance to find something better.</td>
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Telling A Unified Story While Preserving Distinctions
KERN EDC
ECONOMIC DEVELOPMENT CORPORATION

California, WHERE BUSINESS IS BOUNDLESS.
STARTING YOUR JOURNEY TO Better...
About the Chamber

Our business is a better Bakersfield. We're a chamber of leaders, a catalyst for action, and a champion for our community. Join us in Building Something Better.

2021 Beautiful Bakersfield Awards

Let The Countdown Begin!

Only 3 Months Away!

Saturday, November 13

McKinley Park Arroyo, Theater & Convention Center

WE'RE BUILDING Something Better
Cohesive Partners

Kern County
Grounded & Boundless

Bakersfield
The Sound of Something Better

Greater Bakersfield Chamber
Building Something Better

Kern EDC
Economic Development Corporation
California Where Business is Boundless

Visit Bakersfield
California
The Sound of Something Better

BAKPAC
Greater Bakersfield Chamber Political Action Committee
This slide contains a 3:00 minute video that will be played during the session: https://vimeo.com/358841953
More Than Window Dressing....ACTION
Regional Action

Designing A Better Bakersfield And A Boundless Kern

Kern County is a unique place. In this slice of inland California, we are immensely proud of our economy, our history, and a culture that at times sets us apart from coastal California. And we’re strong enough to recognize that our region faces real challenges that must be addressed.

We believe emphatically that inclusive growth is the solution to our region’s economic challenges.

Industries like aerospace and energy, that have been the historic foundation of our growth and economic mobility, are up against significant obstacles from both market and public policy forces.
B3K Prosperity is a public-private collaborative effort to develop a roadmap and investment plan for economic growth and inclusion in Kern County.
“The brand and its strategy has galvanized the city and county. We use it everywhere from Board of Supervisor meetings to here at the EDC. We even revisited our strategic plan and incorporated the brand there.”

“This project brought all parts of Kern together. We started having meetings with East and West Kern. Coming together let us play in the same sandbox even with tricky politics. The branding gives us optimism.”

– Richard Chapman, President & CEO, Kern EDC
Discussion