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United Chamber Advocacy Network – Capital Region

*El Dorado County Joint Chamber Commission; Elk Grove Chamber Commerce; Folsom Chamber of Commerce;
Rancho Cordova Chamber of Commerce; Roseville Area Chamber of Commerce*



April 13, 2018

Hon. Sharon Quirk-Silva
Chair, Committee on Jobs, Economic Development and the Economy
California State Assembly
Legislative Office Building
1020 N Street, Room 359
Sacramento, CA 95814

Re: AB 2596 (Cooley) California Economic Development Strategic Plan – SUPPORT

Dear Chair Quirk-Silva.

The undersigned business and industry organizations **SUPPORT AB 2596**, which requires the development of a statewide economic development strategy that leverages California's success to build a market-based, inclusive economy throughout our great state.

All businesses and all industries exist in a competitive environment. California's businesses compete for market and for investment against companies throughout the US and across the globe. For business and industry in our state to compete and succeed, and provide jobs and economic opportunity its residents, it is critical that the state of California as an entity and as a partner, develop a strategy to best position the state's economic assets, workforce and regulatory and tax structures.

California is a global leader across any industries, but there are serious economic challenges facing our state. California is regularly ranked as the least business friendly state, has the 7th highest income inequality among states, and **almost 20% of Californians live in poverty**. Implementing a statewide strategic economic development plan will create an environment where all communities in California can engage in a cohesive conversation with the state about creating an inclusive, equitable economy with growth opportunities across regions and across industries.

We support AB 2596 because this effort will increase California's economic competitiveness. AB 2596 calls for a critical third-party peer review of the state's competitiveness and brings together a diverse advisory group of local, regional, and industry experts to work with GO-Biz in developing a statewide plan. A statewide strategy that sets strategic goals, examines and measures existing programs, sets industry recommendations and considers economic development by industry sector and at the regional level is critical to our shared success.

Every successful business has to have a business plan. A business plan allows prospective investors to understand a company's strengths, weaknesses, market niche and overall vision for success. And just as every business ought to have a business plan to attract investors, every jurisdiction, including the state of California, ought to have a plan to best position itself against the competition and ensure broad based economic growth and prosperity.

For these reasons and more, we **SUPPORT AB 2596** and respectfully urge your "aye" vote.

Sincerely,

United Chamber Advocacy Network – Capital Region
California Business Roundtable
California Chamber of Commerce
California Manufacturers and Technology Association
California Apartment Association
California Association of Specialty Contractors
California Hotel and Lodging Association
California Association of Boutique and Breakfast Inns
Western Wood Preservation Institute
California Business Properties Association
California Building Industry Association

cc. Assemblymember Ken Cooley
Members, Assembly Committee on Jobs, Economic Development and the Economy
William Koch, Deputy Director, Governor's Office of Business and Economic Development

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