



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



September 7, 2018

Hon. Edmund G. Brown, Jr.  
Governor, State of California  
State Capitol Building  
Sacramento, CA 95814

**Re: AB 2596 (Cooley/Kiley/Quirk-Silva) – Request for Signature**

Dear Governor Brown:

The undersigned business and industry organizations respectfully request your signature on Assembly Bill 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 many industries, but there are serious economic challenges facing our state. 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. 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.

The bill has received unanimous, bipartisan support in both houses of the Legislature. For these reasons and more, we urge your signature on this this important piece of legislation.

Sincerely,



Advocate

United Chamber Advocacy Network – Capital Region  
El Dorado County Joint Chamber Commission  
Elk Grove Chamber of Commerce  
Folsom Chamber of Commerce  
Rancho Cordova Chamber of Commerce  
Roseville Area Chamber of Commerce

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  
NFIB - National Federation of Independent Business

cc. Assemblymembers Ken Cooley, Kevin Kiley and Sharon Quirk-Silva  
William Koch, Deputy Director, Governor's Office of Business and Economic Development