



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 —

Globalization



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

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

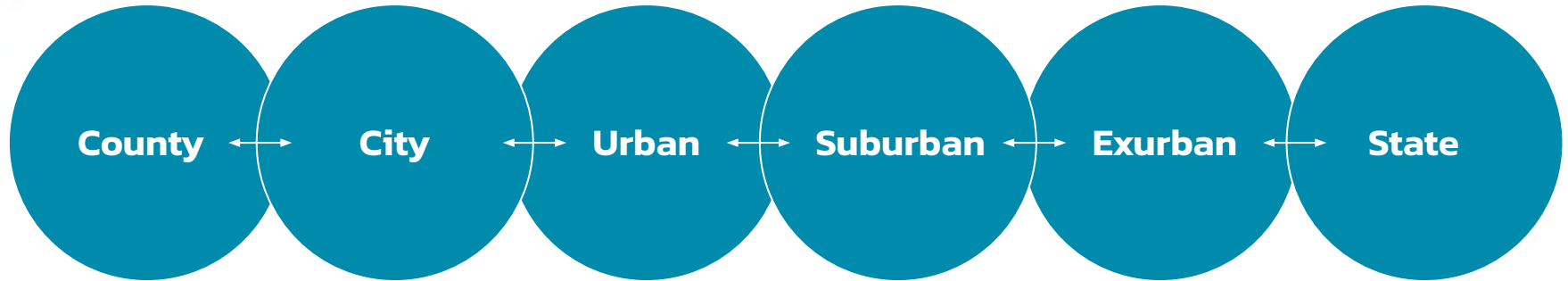
*cities have achieved **inclusive growth** since the recession*

- ✓ Economic growth
- ✓ Rising productivity
- ✓ Higher wages & unemployment

Those who have not suffer “patchwork metropolis” status

The playbook for improving economic opportunity and resiliency is

MULTI-JURISDICTIONAL





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





Kern County | Strategic DNA

- Target Audience:** *For those seeking a place made of the right stuff,*
- Frame of Reference:** *Kern County, at the intersection of Los Angeles and the Central Valley,*
- Point-of-Difference:** *is where California is both grounded and boundless*
- Benefit:** *literally and figuratively giving more power to you.*



Bakersfield | Strategic DNA

Target Audience:

For those who appreciate the original sound of an authentic welcome

Frame of Reference:

Bakersfield is where Los Angeles becomes the Central Valley

Point-of-Difference:

and where you find the heart of California's giving ground

Benefit:

so everyone has a chance to find something better.



Telling A Unified Story While Preserving Distinctions

KERN COUNTY

GROUND  BOUNDLESS



California.
Down to Earth.

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Learn all about what Kern County has to offer at kerncounty.com
or connect with us on our social channels.



**KERN
COUNTY**
GROUND  BOUNDLESS



KERNEDC

ECONOMIC DEVELOPMENT CORPORATION

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ENERGY & NATURAL RESOURCES AEROSPACE & DEFENSE VALUE-ADDED AGRICULTURE TRANSPORTATION LOGISTICS & ADVANCED MANUFACTURING HEALTH-CARE SERVICES

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Kern County is home to the world's largest solar plant, BHE Renewables' **Solar Star Project**. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus facilisis. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore nulla pariatur.

KERNEDC
ECONOMIC DEVELOPMENT CORPORATION
California. WHERE BUSINESS IS BOUNDLESS.

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2019-2020
Kern County Market Overview
& Member Directory


KERNEDEC






BAKERSFIELD

THE SOUND OF *Something Better*




BAKERSFIELD

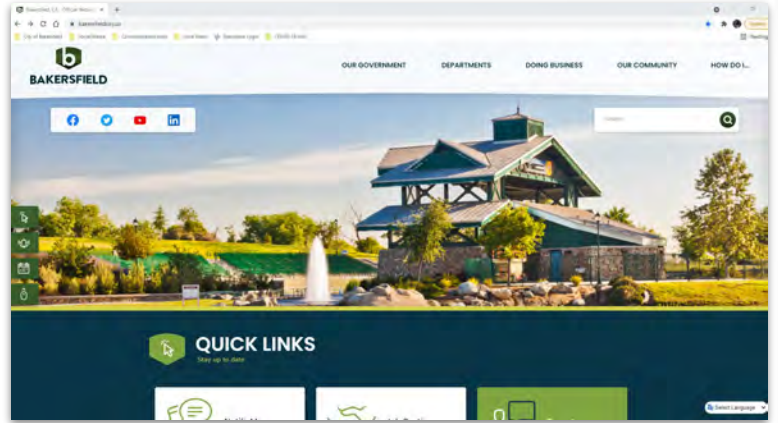
THE SOUND OF *Something Better*



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BUILDING *Something Better*

The collage features a smiling man with tattoos in a coffee shop, a storefront for 'covenant coffee', and a cityscape. The text 'BUILDING Something Better' is overlaid in a mix of white and teal fonts. The background is a teal-tinted cityscape.

BUILDING
Something Better

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METRO

A publication of the Greater Bakersfield Chamber | September 2021

Check out this month's Metro publication and stay informed on how the Chamber is working for you.

[CLICK HERE TO READ](#)

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About the Chamber

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

PROUD MEMBER

GREATER BAKERSFIELD CHAMBER

Something For Everyone

BAKERSFIELD

SUMMER 2019



2021 *Beautiful* BAKERSFIELD AWARDS

Let The Countdown Begin - Only 3 Months Away!

Saturday, November 13

Midtown Bank Arena Theater & Convention Center

GREATER BAKERSFIELD CHAMBER

Building Something Better



Cohesive Partners





*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

HOME ABOUT US OUR WORK NEWS & INSIGHTS DONATE JOIN US CA DREAM INDEXQ

Designing A Better Bakersfield And A Boundless Kern

🕒 JULY 15, 2021 🗺️ KRISTEN BEALL WATSON AND NICK ORTIZ

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(Photo: Dicklyan/Wikimedia Commons)

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