Economic Development in South County

What does economic development mean, and why is it important?

According to the California Association of Economic Development, at its heart, economic development is about building healthy economies in order to have healthy communities. Local economic development should include job development, retention, attraction, business retention, economic diversification, development of local products, strategic land use policy and utilization, investment in entrepreneurs, and quality of life. It all starts with understanding the local and regional economy and then working towards strategic goals of economic viability. South County has 39,035 individuals in the local workforce. Currently the highest wage jobs in SLO County are the energy industry cluster. We know this will change with the decommissioning of Diablo Nuclear Power Plant. Other high wage jobs are in the information and communication industry cluster, biotechnology, medical, public services, water and professional services. Some of South County’s largest private employers are in agriculture, manufacturing and healthcare. Many of South County businesses are supported by tourism. South County has economic opportunities for the region to achieve its full potential. A resilient economy is tied to a strong diversified business community.

The Chambers vision is that our members are the most resilient, diverse and growing businesses in San Luis Obispo County because of the effective stakeholder engagement and advocacy we do. Our Business of the Month below is an example of a local company that has successfully scaled on the Central Coast.

We want to hear from you. We will be sending out a survey and we hope you will take the time to respond. This will provide the Chamber with valuable information as we move forward with our economic development efforts.

August 2019 SCCC Business of the Month: Cloacina

Located in Arroyo Grande, Cloacina is a manufacturer and purveyor of package wastewater treatment plants and industry equipment located on the Central Coast. The company is owned and managed by a family of licensed operators and maintenance mechanics, now four generations deep. Their grandparents knew how to build things that stand the test of time. Cloacina believes in this type of craftsmanship and does not compromise on quality. To streamline production and ensure that level of quality, Cloacina created teams of supervisors and employees who work together on each project. From sweeping the shop floors to facility design and fabrication, every employee understands the importance of each task and how it affects their team and the final product. They look to their team leaders to ensure that, as a company, they can take pride in and stand behind every piece of equipment that leaves their production facility. Their values include pride in craftsmanship, unparalleled ingenuity, and environmental protection.

For more information, visit cloacina.com.

Jocelyn Brennan
President & CEO
South County Chambers of Commerce

August 2019 SCCC Business of the Month: Cloacina

Visit our SCCC website to view the South County Community Events Calendar

Upcoming Chamber Events

Aug 15
Free Event:
Chamber Mixer at The Meeting Place Community Room in Nipomo

Aug 21
Luncheon:
Startups and New Businesses

Aug 24-25
Free Event:
Stone Soup Music Festival, Food, & Street Fair

Aug 28
Free Event:
Chamber Mixer at Willow Kitchen & Cocktails and SeaCrest OceanFront Hotel

Aug 29
Free Event:
Membership Coffee Five Cities Area

Visit our SCCC website to view the South County Community Events Calendar
Welcome New Members

Compass At Home
200 S 13th St Ste 205
Grover Beach

C&H Storage
834 Sheridan Rd
Arroyo Grande

ReGenesis360
2 James Way Ste 212
Pismo Beach

Sue MacCagno

Olde Port Inn Restaurant
3993 Avila Beach Dr
Avila Beach

Inn at the Cove
2651 Price St
Pismo Beach

The Board of Supervisors voted to extend the Hemp Moratorium and discussed a few more important votes at the second Board meeting in July. Here is what the Board did at the July 16th meeting:

- Approved Phase I of the Arroyo Grande Creek Waterway Management Program Project to David Crye General Engineering Contractor, Inc in the amount of $680,102.

- Approved Final Tract Map 2341 and accepted the open-space easement by Monarch Dunes, LLC in the Trilogy Subdivision.

- Recognized July 21-27, 2019 as Probation Services Week in San Luis Obispo County.

- Extended the Hemp Moratorium and gave staff direction and a timeline on when to return with a final permanent ordinance. I believe extending the moratorium was necessary to protect neighbors from the impacts that large hemp grows can cause with odor. The County of San Luis Obispo’s Building and Planning Department and Ag Commissioner’s Office will continue to develop these guidelines and they will return to the Board at a future date (likely Spring 2020).

- Received an update and provided direction to staff regarding the affordable housing funding strategy and amendments to the County’s California Environmental Quality Act Guidelines (CEQA). CEQA is a tool for environmental review but has been used to hinder and litigate development and other projects. This increases the price of homes due to the expensive nature of CEQA. While CEQA is not necessarily a negative requirement, it has been used to hold up development and I felt it was necessary to find ways to streamline our interpretation of these laws.

Apply today for Class II of Leadership South County for 2020

Leadership South County is a nine-month community-based leadership development program dedicated to inspiring, educating and empowering tomorrow’s community leaders. There is a two-day leadership retreat and nine leadership development days complete with exciting field trips, behind-the-scenes tours, and engaging conversations with local leaders. If you’re interested in developing the knowledge, skills, and confidence to take your leadership skills to the next level while fostering meaningful relationships with like-minded individuals dedicated to making a positive difference in the lives of others, we invite you to apply today! Visit our Chamber website, southcountychambers.com.

Update from Supervisor Lynn Compton, District 4: Oceano, Nipomo, and Arroyo Grande

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Arroyo Grande News

This week your public safety professionals are hard at work preparing for incidents we hope never happen. I got to observe some of the active shooter training happening at AGHS this week. AG, Grover, Pismo, State Parks, and Five Cities Fire Authority all participated. They even wore equipment during the training that is designed to shock them if they are “shot” so they behave authentically during the exercise. They assured me it actually hurts! I’m so proud of the high level of training happening locally. I had the opportunity to talk with them about adjustments we need to make ahead of the Harvest Festival, in the wake of the shooting at the Gilroy Garlic Festival. The adjustments can’t and won’t be shared (tactics should never be public), but I can assure you that we are taking steps to modernize what we do to keep you all as safe as possible.

Caren Ray Russom, Mayor, City of Arroyo Grande

Officers from the Arroyo Grande Police Department and community members will come together to discuss community issues, build relationships, and drink coffee. August 27 at 8 am and ends at 10 am at Red Dirt Coffee.

Grover Beach News

Last month, I talked about a new fiscal year and public safety/emergency services. This month I would like to continue the theme of public safety and emergency services. As noted previously, the Five Cities Fire Authority was scheduled to transition reserves to full-time firefighters. The Authority recently announced that the positions have been filled and these firefighters will be housed at the Grover Beach station. This continues the transition of reserve firefighters at all three stations with the AG station bringing on full-time firefighters last year and the intent for the Oceano station to be staffed with full-time firefighters as early as next fiscal year.

In addition to the hiring of full-time positions, the Five Cities Fire Authority is participating with County Fire on a mobile app called “Pulsepoint Respond.” This free app can be downloaded at your phone’s “app store” and joining the “San Luis Obispo County Fire Department” agency designation. You can see the FCFA calls for service and approximate service locations by finding units with the “66” prefix. For example, recently E6692 (which designates Engine 2 from the Grover Beach station) provided “Lift Assist” at the intersection of El Camino Real and 12th Street at 10:07 am. With the app, you can see where, when and what types of calls the FCFA crews are responding.

Speaking of responses, both the Grover Beach and AG City Councils recently heard a presentation by PG&E representatives about “Public Safety Power Shutoff” or PSPS. My biggest take-away from the presentation is that everyone can and should be prepared for potential power outages due to natural disasters, extreme weather or wildland fire conditions. Start to become prepared by visiting https://prepareforpowerdown.com/ and learning about ways to stay safe by taking action. Learn more about these situations and how to prepare yourself, your family (and pets), your co-workers, etc. to be aware of their surroundings and how best to respond during emergency situations.

Mayor Jeff Lee
City of Grover Beach

Thank You Renewing Members

*Pacific Gas & Electric
Diamond Level Chairman’s Circle

*Pacific Premier Bank
Gold Level Chairman’s Circle

Gee Consulting
Little Jocko’s
Century 21 Hometown Realty
United Way of SLO County
VCA Animal Hospitals Inc
Miner’s ACE Hardware - AG
Miner’s ACE Hardware - GB
Premier Inns
South County Sanitary Service
Food Bank Coalition of SLO County
Rotary Club of Grover Beach - Five Cities
Bliss Nipomo DBA
People’s Care
United Staffing Associates
RISE San Luis Obispo County
Community West Bank
Dandy Lion Montessori School
Lucia Mar Unified School District
Burger King
Epic Entertainment
Miss Etiquette
VTC Enterprises
Cider Village Apartments
Recent Ribbon Cuttings

**CASA of San Luis Obispo County**

CASA advocates for the best interests of abused and neglected children within the court system throughout San Luis Obispo County. They also recruit, train, and support community volunteers. Volunteer training classes start in September in Arroyo Grande.

**Blur Hair Studio**

255 N. Wilson St., Suite C, in Nipomo
blurhairstudio.com

Blur Hair Studio is dedicated to providing a unique salon experience. Their team of professionals is committed to offering only the best quality products and services. They constantly increase their skills through training and advanced education. Blur Hair Studio is also very involved in the community.

**Fidelity National Title Company**

fidelityslo.com/Arroyo-Grande

130 W. Branch St. Suite C, Arroyo Grande (Village)

Fidelity National Title Company has been providing successful escrow services on the Central Coast for over 30 years. They are committed to creating an exceptional experience while providing the industry’s leading solutions and dedication to service.

**Raymond James Financial Services**

raymondjames.com/mikefuller
708C E. Grand Ave. in Arroyo Grande

Michael Fuller is the branch manager and a financial adviser for Raymond James Financial Services in Arroyo Grande. He provides financial, education, and retirement planning for his clients who include business owners, retirees, investors, families, individuals, and anyone who acquires sudden wealth.
Placer Title Company of San Luis Obispo County
1401 Dolliver St. in Pismo Beach
placertitle.com/branch/pismo-beach

Placer Title is a full-service title and escrow operation that believes in taking care of each other and their clients. Their company has the distinction of being one of the only independent title insurance and escrow agencies licensed in all 58 California counties. Founded in 1973 in Placer County, they continue to expand their services and products while maintaining their commitment to excellence.

Cloacina • cloacina.com
2385 Precision Dr. in Arroyo Grande

Cloacina is a manufacturer and purveyor of package wastewater treatment plants and industry equipment. They are owned and managed by a family of licensed operators and maintenance mechanics, now four generations deep. At the heart of Cloacina, their values drive the production of each wastewater treatment plant: pride in craftsmanship, unparalleled ingenuity, and environmental protection.

Salon 132 • (805) 481-2739
132 W. Branch St. in Arroyo Grande (Village)

Located in the Village of Arroyo Grande, Salon 132 offers services for hair and nails as well as massage therapy. Their staff includes nine stylists, two manicurists, and one massage therapist. Visit their salon for hair products, jewelry, and local art.

Compass at Home
compasshomehealth.com
200 S. 13th St., Suite 205, In Grover Beach

Based in Grover Beach, Compass at Home provides home health care. For more information about their services, please contact them at (805) 335-8441, or send an e-mail to info@compasshomehealth.com.
COMING SOON!

Desirable New Beach Community in the Five Cities

This neighborhood of just 18 3 to 4 bedroom single family homes will sell out quickly!

Priced from the Low $500,000’s

805-270-4855 / sales@ccbl.net / Sales Center located at 1207 South 13th Street in Grover Beach

Tickets on Sale!
Saturdays | October 12, 2019 | 2-6 PM
Heritage Square Park in the Village of Arroyo Grande

33 Breweries
Food Samples from Local Restaurants

www.Facebook.com/AGBeerFeast

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www.Facebook.com/AGBeerFeast
The Clark Center for the Performing Arts
487 Fair Oaks Avenue, Arroyo Grande, Ca 93420

**SEPT**
14  The Purple xPeRleNCE - Marshall Charloss recreates the magic of Prince.

**NOV**
16  Four Italian Tenors - Young stars of Italian opera in their USA Debut.
23  Little Texas - Country Band Reunited!
24  Harlem 100 - Celebration of the Harlem Renaissance.

**JAN**
23  The Peking Acrobats - Triumphant Return!
26  Steep Canyon Rangers - Bluegrass Stars!

**FEB**
  7  Remember When Rock Was Young: The Elton John Tribute
15  Riders in the Sky - Cowboy Music & Humor

**MAR**
  5  Dinosaur World Live! - Family show with giant puppets.
  7  Live from Laurel Canyon - Classic LA Rock!
14  Glenn Miller Orchestra - The Big Band of All Big Bands.
28  Jay White is Neil Diamond

**APR**
  4  The Drifters - Classic 60’s Group reunited!
18  Desperado - The Eagles Tribute

**MAY**
  2  Best of San Francisco Stand-Up Comedy
  9  Stunt Dog Experience - Family Show with rescue dogs.

Get your tickets starting August 1st! 805-489-9444 | www.clarkcenter.org
Stone Soup
MUSIC FESTIVAL
FOOD & STREET FAIR

Saturday
August 24
&
Sunday
August 25

TOMMY TUTONE
headlining at 8PM on Saturday

THIRTEEN BANDS - 2 STAGES - KID ZONE - CRAFTS - FOOD

Ramona Garden Park
-Grover Beach-

for more info:
call (805)489-1488
or visit:
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REGISTER TODAY!

THE MASTER CLIMB
PSYCHOLOGY, TACTICS, AND ATTAINMENT

In this online course, you will learn:

- How to assess for areas needing improvement to generate life satisfaction
- How to identify your core non-physical feelings and what drives them.
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- How to listen to and honor your core beliefs and the values that drive your decision making.
- How to operate from a place of intuition opposed to being emotionally charged.
- How to balance all 8 life categories that generate a complete life balance.
- To get centered and grounded in any moment.
- The art of pause so you can become responsive versus instinctually being reactive.
- To expand your consciousness, recognize patterns and monitor your stance.
- Where you reside on the locus of control so you can become internally driven instead of externally derailed.
- How to implement filtering boundaries, set appropriate limits and embrace empowering limitations.
- The ability to tolerate and accept.
- How to discover what truly comforts you.
- How to interpret events, describe your emotions and gain control of urges to act.
- To let go of painful emotions and pay attention to positives.
- To reduce your vulnerability to negative emotions.
- To Build Your Life Skills with Mastery

www.turningleavesrecovery.com
JOIN US FOR OUR NEXT
MEMBERSHIP COFFEE
THURSDAY, AUGUST 29 • 8:30 - 9:30 AM
SOUTH COUNTY CHAMBERS OF COMMERCE
FIVE CITIES-AREA OFFICE
800A WEST BRANCH ST • ARROYO GRANDE

Learn about all the benefits of being a Chamber member with South County Chambers of Commerce.

RSVP:
audreysouthcountychambers.com, or call (805) 489-1488.
Star Wars: Episode IV
A New Hope
With Special Guest
Ken Napzok
August 24th
6:00 pm
Clark Center

The Central Coast Film Society is honored to host, expert appreciator of Star Wars and AGHS alumnus, Ken Napzok, to introduce Star Wars: Episode IV A New Hope and participate in a post-screening Q&A. VIP Ticket holders have reserved seating and attend a pre-screening Meet & Greet with Ken Napzok, including a signed copy of "Why We Love Star Wars: The Great Movements That Built a Galaxy Far, Far Away". Purchase tickets at: https://clarkevent.org/events

SLO South County
Volunteer to Change a Child’s Life.
Help a child in foster care.
Daytime training classes begin in September
at Grace Bible Church, Arroyo Grande
www.slocasa.org | 805.541.6542

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FREE SEMINAR
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August 29th, 10:00-11:30 a.m.
Learn the pros and cons about aging in place during this 90 minute lively and informative panel discussion. Our event panelists will share with you some of the most effective strategies and resources available to living independently in your home as you get older.

Location:
Hilton Garden Inn
601 James Way
Pismo Beach, CA 93449

Hosted by:
Nancy Puder & Associates

RSVP call or text 805-710-2415
15TH ANNUAL HEALTH & LIFESTYLE FAIR

50+ EXPO

Showcasing health, finance, leisure, fitness, personal safety, and business services for adults over the age of 50 and caregivers

Wednesday, October 9
9 a.m. to 1 p.m.
South County Regional Center
800 West Branch St. • Arroyo Grande

☑️ FREE SEASONAL FLU SHOTS  ☑️ GIVEAWAY ITEMS, RAFFLES, & SNACKS
☑️ FREE HEALTH SCREENINGS   ☑️ TRAVEL & VOLUNTEER OPPORTUNITIES
☑️ BREAKFAST BURRITOS PROVIDED BY 5-CITIES MEN’S CLUB

For more information, please call South County Chambers of Commerce at (805) 489-1488.
ReGenesis 360 is an evidence-based life enhancement center, helping you to bring mind and body together in harmony, with the latest scientific research in body performance & optimization.

The R360 Experience is creating the perfect venue for the growing population focused on the preservation of optimal human function and quality of life. Our model delivers measurable; and life-changing outcomes—using breakthrough technologies, customized modalities, and evidence-based protocols.

Our clients experience overall improvements in: cellular regeneration, energy and mental acuity, sleep and body composition, muscular strength and cardiovascular health, bone density, sexual health and skin tone. At the same time, you also experience a significant decrease in the risk of age-related disease.

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Learn how you too can get stronger, build lean muscle tissue, increase bone density, and tone your body in as little as 22-minutes, once a week!

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- Each Client is Assigned A Personal Coach
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We care deeply about providing genuine, top-notch, individual support. That's why all workouts are supervised, focused and performed in a private, one-on-one setting.

**Detoxification, Beauty and Immune System Enhancement – Simplified!**
- Toxicity and Inflammation Reduction
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- Accelerates Healing and Regeneration
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- Increases Metabolism
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- Improves Circulation
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- Reduces Hypertension
- Normalizes Cholesterol Levels
- Normalizes Hormone Levels
- Reduces Inflammation

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www.regenesis360.com
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AUGUST CHAMBER LUNCHEON:

Startups and New Businesses

Wednesday, August 21 / 11:30 AM - 1 PM
South County Regional Center
800 West Branch Street / Arroyo Grande

Lunch will be catered by Pismo Coast Village Grill. Register today at southcountychambers.com, or call (805) 489-1468. $20 Chamber members or $25 nonmembers

EVER WONDER HOW SUCCESSFUL NEW BUSINESSES GET STARTED?

Judy Mahan from HotHouse in San Luis Obispo will share how new ventures get launched right here in our county. At the SLO HotHouse, she leads the programming to assist in the business development of the 21 current incubating companies. On the SBDC side, Judy manages the pool of 27 expert consultants who support SBDC clients. With her experience as a corporate and securities attorney, Judy also provides legal guidance to more than 200 company clients within the SLO County SBDC network.
Chamber Mixer

Wednesday, August 28, from 5-7 PM

Enjoy an evening of networking with an ocean view. Start at Willow Kitchen & Cocktails in Pismo Beach at 5 p.m. Pick up a passport and walk next door to SeaCrest Oceanfront Hotel to enter into a prize drawing. Tastings from multiple local wineries, bites, and live music will be provided at the hotel. Mixers are a free benefit of South County Chambers of Commerce members and their employees. Members are encouraged to invite a nonmember business colleague as a one-time guest.

Please RSVP online at southcountychambers.com, or call (805) 489-1488.