



Economic Analysis
Market Assessment
Primary Market Research

City of Vallejo

Economic Development Strategic Plan

And Strategic Marketing Plan

Prepared by:

RDA Global Inc.

In Partnership with

DCI – The Leader in Marketing Places

September 11th, 2012

Acknowledgements

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Stakeholder Team Overseeing Creation of the Economic Development Plan

Robert Bloom	Executive Director	Workforce Investment Board (WIB) of Solano County
Joe Callahan	Principal	Callahan Property Company
Chuck Eason	Director	Solano College Small Business Development Center
Marilyn Hopkins	Provost and Chief Operating Officer	Touro University California
Gerald Jakubowski	President	Cal Maritime Academy
Dale Kaetzel	Park President	Six Flags Discovery Kingdom
Dennis Klimisch	Owner, Klimisch's Inc. Collision Repair Specialists	Vallejo Chamber of Commerce Representative
Clint Leon	Project Manager, Resources and Energy	Transfield Services
Ursula Luna-Reynosa	Director	City of Vallejo Economic Development Department
Russell (Sy) Neilson	Regional Marketing Supervisor	Sutter Health
Randolph Peterson	Owner	Mare Island Rail
Olivia Rebanal	Loan Officer, Grow America Fund	National Development Council
Tom Sheaff	General Manager	Lennar Mare Island, LLC
Annette Taylor	Senior Community Development Analyst	City of Vallejo Economic Development Department
Victor A. Zayas	President	Earthquake Protection Services
Interview Participants *		
Marisela Barbosa	President	Solano County Hispanic Chamber of Commerce
Ed Blackman	Vice President	Meyer Corporation
Peggy Cohen	President	Solano County Black Chamber of Commerce
Terry Curtola	Former Mayor	City of Vallejo
Tom Edigio	Former President	Vallejo Chamber of Commerce
Pete Friesen	Resident	Vallejo Resident
Terry Glubka	CEO	Sutter Health
Kenneth Kirkey	Director, Sustainable Communities	Association of Bay Area Governments
Dr. Jowel Laguerre	President	Solano College
Sandy Person	President	Solano Economic Development Corporation
Perla Rodriguez	Business Development Manager	Mi Pueblo Foods
Bill Savoy	Vice President	Transfield Services Resources and Energy
Lisa Travis	Napa-Solano Public Affairs Manager	Kaiser Permanente

Consulting Partners

Erin Bodine	Account Director	Development Counselors International
Dr. Ray Duch	President	RDA Global
Chancy Edwards	Analyst	RDA Global
Chris Seals	Economist & Partner	RDA Global

*Partial list of interview participants. Over 50 additional topical interviews were held with subject matter experts and key informants. The Vallejo Economic Development Division extends sincere appreciation to all who contributed to this plan.

About Vallejo Economic Development Division

The Economic Development Division supports economic growth in Vallejo. The division's services include new business recruitment, technical assistance for existing Vallejo businesses, business retention, site selection assistance for new and existing businesses, asset management of City of Vallejo property and related projects. The primary goals of the division are to increase the tax base and employment opportunities in Vallejo.

For further information about the organization, visit www.ci.vallejo.ca.us.