

California Enterprise Zone Program: A Review and Analysis

Monday, October 19, 2009 from 1:00 p.m. to 5:00 p.m.

Jacob Center
404 Euclid Avenue
San Diego, California 92114

FINAL DRAFT AGENDA

This is the third in a series of hearings being held by the Assembly Committee on Jobs, Economic Development, and the Economy on the California Enterprise Zone Program and other geographically- targeted economic development area (G-TEDA) programs. Collectively, the G-TEDA programs represent one of the state's primary economic and workforce development initiatives.

In this hearing, presentations will focus on workforce training, small business development, and methods for measuring the effectiveness of the G-TEDA programs in bringing about positive change in California's economically disadvantaged communities.

I. Welcome, Introductions and Opening Statements

Chairman Pérez and Members of the Assembly Committee on Jobs, Economic Development, and the Economy will give opening statements and frame the key issues to be examined during the hearing. Mr. Tony Young, Councilmember of San Diego will give brief welcoming remarks.

II. Workforce Training and Job Opportunities

- *Brian McMahon, Executive Director, Employment Training Panel*
- *Murtaza Baxamusa, Research Director, Center on Policy Initiatives*
- *Carrie Portis, Executive Director, San Francisco Works*
- *Vicky Lovell, Senior Policy Analysts, California Budget Project*

The G-TEDA programs were established over two decades ago with the expectation that the program would support new job opportunities in lower income and historically overlooked communities. Among other issues, presenters will define the qualities of a successful workforce development program for underserved areas and recommend ways in which the G-TEDA programs could be more effectively integrated into the state's workforce training network.

III. Measuring Success

- *Lydia Moreno, Executive Director, San Diego Enterprise Zone*
- *Michael Bolden, Political and Legislative Advocate, American Federation of State, County and Municipal Employees*
- *Darren Solomon, Pacific Community Ventures*
- *Jim Euphrat, Tax Manager, Government Relations & Business Planning, NASSCO*

Statute provides legislative intent that clearly states that the purpose of the enterprise zone program is to “stimulate business and industrial growth in depressed areas of the State.” Presentations during this panel will discuss the current reporting and auditing requirements of the G-TEDA programs, as well as offer recommendations on other evaluation methods for ensuring public moneys are well spent.

IV. Business Activity within G-TEDAs: Focus on Small Business Development

- *Samuel D. Bornstein, Professor, Kean University School of Business, Union NJ*
- *Daniel Fitzgerald, Executive Director, Calexico-County Enterprise Zone*
- *Matthew Gordon, Owner, Aztec Appliance (invited)*
- *Knight and Carver Wind Group, Small business owner (invited)*
- *Cantaré Foods, Small business owner(invited)*

Small businesses form the core of California's \$1.8 trillion economy. Businesses with less than 50 employees comprise 96.1% of all businesses in the state. Presentations during this panel will discuss how the G-TEDA programs are used or could be better used to support and sustain California's small businesses.

IV. Public Comment

Anyone interested in addressing the Committee may sign up to speak during the public comment period. A sign-up sheet is located at the back of the hearing room.

V. Summation of Key Concepts and Closing Remarks

Assembly Members will highlight key issues and provide recommendations on further actions by the Assembly Committee on Jobs, Economic Development, and the Economy.