



2020 ANNUAL REPORT
Celebrating 25 Years in Orange County



ORANGE COUNTY
BUSINESS COUNCIL



OFFICE OF THE GOVERNOR

February 6, 2020

Orange County Business Council

On behalf of Californians, I am pleased to congratulate the Orange County Business Council (OCBC) on their 25th anniversary.

Since 1995, OCBC has provided a voice for Orange County businesses, unifying numerous diverse industries behind shared goals benefiting the community. The Council's advocacy in advancing its four core initiatives—infrastructure, workforce development, workforce housing and economic development—is to be commended.

Thank you to the Council's Board of Directors, members and staff for their efforts towards making Orange County a vital and innovative economic engine.

Your efforts help make a California for All and I offer my best wishes for many more years of success.

Sincerely,



Gavin Newsom

DIANNE FEINSTEIN
CALIFORNIA

United States Senate

WASHINGTON, DC 20510-0504
<http://feinstein.senate.gov>

COMMITTEE ON THE JUDICIARY
— RANKING MEMBER
SELECT COMMITTEE ON
INTELLIGENCE
COMMITTEE ON APPROPRIATIONS
COMMITTEE ON RULES AND
ADMINISTRATION

February 6, 2020

Orange County Business Council
2 Park Plaza, Suite 100
Irvine, California 92614

Dear Friends,

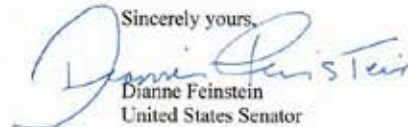
It gives me great pleasure to congratulate the Orange County Business Council as it marks its 25th anniversary.

Since its inception in 1995, OCBC has represented and supported the business community at the local, state and federal levels. Through its tireless efforts to improve Orange County's infrastructure, develop a high-quality workforce and increase the availability of affordable housing, OCBC has made invaluable contributions to the region. There is no doubt that the Council's advocacy, research and collaboration with diverse stakeholders will continue to benefit Orange County for many years to come.

As your United States Senator representing the State of California, I applaud the Orange County Business Council for its tremendous achievements and contributions. Please accept my best wishes for a most memorable anniversary.

With warmest personal regards.

Sincerely yours,



Dianne Feinstein
United States Senator

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WHAT'S INSIDE



- 2** About OCBC
- 4** Messages from OCBC Leadership
- 6&7** 25 Years of Excellence in Orange County
- 10** Advocacy and Government Affairs
- 12** Enhancing Infrastructure
- 14** Advancing Workforce Development
- 16** Increasing Workforce Housing
- 18** Promoting Innovation
- 20** Research and Communications
- 22** Networking and Events
- 24** Executive Committee and Board
- 26** Members and Investors
- 28** Revenue and Expenses
- 29** OCBC Staff
- 30** Join Orange County Business Council

OCBC

ABOUT

This year marks the 25th Anniversary of Orange County Business Council, the region's leading voice of business which, for the past quarter of a century, has advanced pro-business interests to grow the region's economy. OCBC has triumphed as Orange County's most influential business organization by harnessing the county's infinite possibilities - from its deep pool of skilled talent, high quality of life, and a vibrant business community - to fostering innovative solutions to the toughest challenges.

It's in this spirit that for 125 years, Orange County Business Council and its predecessor organizations have promoted economic development countywide and served as a voice for America's sixth largest county, representing global businesses with millions of employees in a worldwide economic ecosystem.

Mission: Orange County Business Council represents and promotes the business community, working with government and academia to enhance Orange County's economic development and growth in order to preserve a high quality of life. By serving pro-business interests, the region's unique and vibrant economy will continue to expand — bringing the benefits of prosperity to every corner of the region.

OCBC accomplishes this mission by leading a high-profile, pro-active advocacy program at the county, state, and federal levels. The organization's actions and priorities are guided by its four core initiatives: Infrastructure, Workforce Development, Workforce Housing and Economic Development.

OCBC formed in 1995 through the merger of the 100-year old Orange County Chamber of Commerce, the Industrial League of Orange County, the Orange County Economic Development Consortium, and the public-private think tank Partnership 2010. OCBC's history of accomplishments includes assisting in reorganizing local governance structures, advancing business-friendly legislation, leading local and regional economic development opportunities, helping charitable partners achieve their financial objectives, promoting high-tech and innovative initiatives, and much more.

Today, OCBC has continued the legacy established by these formative organizations and expanded tenfold, with: **hundreds of member organizations**, consisting of Fortune 500 companies and other impactful organizations; a powerful Board of Directors made up of the county's most prominent business leaders; a major impact on local and state advocacy with an **over 90% kill-rate on bad business** legislation; and a phenomenal track record of shaping the county's workforce, housing and economic development through outstanding leadership, vision, innovation, and bold tenacity.



FOUR CORE INITIATIVES

Four core initiatives guide the organization's actions and priorities: investing in Infrastructure, advancing Workforce Development, securing Workforce Housing and promoting Economic Development with an emphasis on technology and innovation.

1 INFRASTRUCTURE

Increase investment in the construction, management, and maintenance of the county's infrastructure, including water, energy, transportation, and much more.

2 WORKFORCE HOUSING

Increase the supply, choices and affordability of housing for the region's workforce.

3 WORKFORCE DEVELOPMENT

Create a high quality workforce with a particular emphasis on developing STEAM (Science, Technology, Education, Arts, and Mathematics) skills needed by employers.

4 ECONOMIC DEVELOPMENT AND INNOVATION

Retain, grow and attract business and high-paying jobs with a focus on global connectivity, innovation and technology.





MESSAGE FROM THE PRESIDENT

Welcome to Orange County Business Council's **2020 Annual Report - *Infinite Possibilities. Innovative Solutions.*** In this report, we will highlight the successes of 2019, and an action plan for success in 2020 and beyond.

25 years ago, Orange County Business Council was formed from the merger of Orange County's oldest and most institutional organizations. From the start, OCBC was put to the test as the clear voice of business in the face of high-stakes challenges, as that **same year, Orange County became the largest municipality in United States history to declare bankruptcy.**

From the bankruptcy, to many other challenges over the years, OCBC and its key leadership have demonstrated the infinite possibilities and innovative solutions that can be achieved for Orange County when the business community works with government and academia.

Today's Orange County is a success story, stronger than ever before. As the sixth largest county by population in the United States, with the lowest unemployment rate in the state, Orange County has developed into one of the most economically competitive and prosperous regions in the world. For 25 years, OCBC has been and remains at the center of this economic success, advocating on behalf of the region, and bringing the benefits of prosperity to every corner of this thriving metropolitan county.

Thanks to the exceptional leadership of 2019 Chair Robbin Narike Preciado of Union Bank, OCBC and its investors proved again to be a catalyst in these efforts by providing a clear vision and bringing business, government and academia together to tackle the county's most pressing issues.

There is a famous line that the past is but a prelude to the future. At OCBC, the past is simply a hint of the great things the future will hold. With a commitment to corporate social responsibility and innovation, OCBC is dedicated to advancing Orange County's business interests into greater economic prosperity and transcending the county's success into 2020 and beyond. The best is yet to come.

A handwritten signature in black ink that reads "Lucy Dunn". The signature is fluid and cursive.

Lucy Dunn
President and CEO
Orange County Business Council

MESSAGE FROM THE CHAIRMAN



It is my distinct honor to assume the position as Chair of OCBC's Board of Directors, particularly during such a momentous year marking the organization's 25th Anniversary.

As we reflect on the past and look to the future of Orange County, OCBC's impact shines through as a great beacon. Over the past 25 years, OCBC has significantly grown its base, reached out and attracted new investors, built a distinguished board reflecting the strength and diversity of our business community, and has, therefore, been able to move the key initiatives that will secure improvement in our current business environment.

However, there are still challenges to face as we move into 2020. Maintaining Orange County's competitive edge requires an intense commitment to preserving and enhancing a positive business climate in the evolving global economy, and OCBC is committed to leading the region to continued economic prosperity in the next 25 years, and beyond.

Last year was an artful year for the county and OCBC, soaring to new heights under the visionary leadership of 2019 Chair Robbin Narike Preciado of Union Bank.

As 2020 chair, I pledge to position and protect OCBC's reputation as a leading voice of business, building on the organization's phenomenal track record as connector of companies large and small with government and academia, and demonstrating infinite possibilities and innovative solutions in each accomplishment. I look forward to working closely with OCBC and its valued members to help Orange County thrive in the months ahead. In 2020, Orange County Business Council will highlight the infinite possibilities and innovative solutions emerging from communities across the academic, private and public realms. Looking forward to this year, OCBC will showcase and enrich Orange County's competitive advantage with the theme, ***Infinite Possibilities. Innovative Solutions.***

A handwritten signature in black ink that reads "Joseph C. Hensley".

Joe Hensley
Market President, Orange County
U.S. Bank
2020 Chairman of the Board, OCBC



25 YEARS OF EXCELLEN

ORANGE COUNTY BUSINESS COUNCIL'S ROOTS DATE BACK TO THE



Board of Trade is established with 50 members to help lure businesses to the newly formed Orange County. It helps establish the border with Los Angeles County.



The Chamber is folded into the Associated Chambers of Commerce of Orange County, which "fostered a spirit of county amity and harmony," according to the Santa Ana Daily Register.



Orange County files for bankruptcy. With its pro-business reputation and tradition of involvement in civil affairs, OCBC took decisive action, helping guide Orange County out of the largest municipal bankruptcy in U.S. history.



OCBC leads a regional coalition to provide financial and legislative relief to businesses during the California energy crisis.



OCBC forms Latino Education Attainment Initiative, which educates Orange County's immigrant parents on the skills needed to navigate California's school system.

▶ 1889

▶ 1909

▶ 1994

▶ 2000

▶ 2005

▶ 1893

▶ 1970

▶ 1995

▶ 2003

▶ 2006



Board of Trade is reorganized under the name of the Orange County Chamber of Commerce and has 130 members.



The Greater Irvine Industrial League is formed as an advocate for business and later becomes the Industrial League of Orange County.



Orange County Business Council is formed by combining the Orange County Chamber, Industrial League, and Partnership 2010.



OCBC's Workforce Task Force partners with the Orange County Community Foundation and Orange County's United Way to develop a major initiative to identify and produce funding to improve the math, science, and technology education of Orange County's schools



OCBC led a campaign to renew Measure M, and on November 7, 2006, OC voters responded and approved the renewal of Measure M by almost 70%.

CE IN ORANGE COUNTY.

LATE 1800S. HERE'S A LOOK AT THE ORGANIZATION'S EVOLUTION.



Created OCMOVES as a follow up coalition to the Measure M support group to continue advocacy for fair-share funding and implementation of renewed Measure M.



OCBC co-founds The R. E.A.L. Coalition - Regional Economic Association Leaders of California - a collection of the 18 most-influential business associations in California to work together for REAL solutions to meet California's critical needs.



OCBC commences "Turning Red Tape Into Red Carpet" competition and awards with 35 applicants.



Supported local transportation projects including ARTIC and ARC in Anaheim, high-speed rail, OCTA improvements to the I-405 freeway, and completion of the toll road system.



Disney donates \$5 million to help fund housing for Orange County's homeless

Orange County's business community is partnering with a non-profit housing trust to raise money to build housing for the homeless and other low-income residents.

Reinvigorated the Orange County Housing Trust (OCHT) in partnership with NeighborWorks Orange County to spur development of affordable and permanent supportive housing

▶ 2007

▶ 2009

▶ 2011

▶ 2015

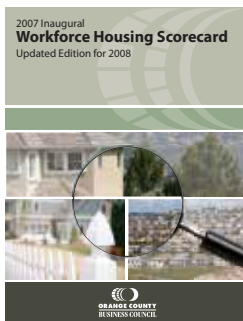
▶ 2019

▶ 2008

▶ 2010

▶ 2012

▶ 2016



Produced Inaugural Workforce Housing Scorecard for Orange County, now being duplicated by Los Angeles and San Diego.



OCBC supports the work of OCTA and California Transportation Commissioner, Lucy Dunn, by helping secure \$457 million in funding for transportation infrastructure projects.



Successfully advocated for a \$15 million grant with business support for OCDE and community college districts. OCBC awarded \$20,000 to add a mapping component to the Location OC website.

Participated in development of new non-profit HOME(FUL), an innovative funding mechanism to end homelessness, developed by Jeff Roos of Lennar.



Received federal "Investing in Manufacturing Community Partnership" designation supporting the aerospace industry.

HOUSING

TRANSPORTATION

Orange County's future prosperity hinges on the region's ability to create a healthy, prosperous economy that promotes both jobs and housing, not one at the expense of the other. Provision of future workforce housing supply will therefore increasingly rely on new home construction. Ultimately, it is up to Orange County cities, working with local builders and developers, to create more sufficient housing options for both Orange County's current and future workforce. Doing so will help the county's economy continue to grow and thrive.

Transportation is crucial to modern, high-income metropolitan areas around the world. Rather than invest in failing systems, Orange County should embrace new technological solutions that fit better with its existing suburban form. The county should also explore investments in new technology-enabled systems that could assist those who cannot afford a car or prefer not to drive. With Irvine's "Just One Trip a Week" campaign as an example, utilizing rewards-based apps to reinforce positive behaviors and promote sustainable methods of transportation has the potential to become a nationwide movement, with OC at the forefront.



LOOKING TO

DIVERSITY

Orange County is becoming increasingly diverse, and by 2060, the county will be a melting pot of different races, ethnicities and backgrounds. This diversity will become one of the county's greatest strengths — as history's most innovative ideas are born from differing knowledge and experience sets, which diversity provides. In addition, our multicultural workforce will continue to give us a competitive edge in an increasingly 21st-century global economy, allowing the region to continue to thrive as a booming metropolis.

GLOBAL CONNECTIVITY

Moving into 2020, it's clear that we now live in an era of increasing connectivity — people, businesses and governments from all over the world can communicate and transact business in almost an instant. Technology continues to evolve at an accelerated rate, allowing for increased innovation in both products and services that greatly improve quality of life. From smart phones to smart homes, the ability to connect is just a finger tap away. As one of the most diverse counties in the country, a leader in the technology industry, and a hot spot for international trade, Orange County — more than ever before — has a great opportunity to secure its place as a catalyst within the global economy.



THE FUTURE →

Advocacy and Government Affairs

OCBC's advocacy efforts protect Orange County's unrivaled quality of life by working to promote meaningful dialogue and policy solutions that create partnership between businesses and government, ensuring and advancing the business community's interests.

The Government Affairs Program is built around OCBC's four core initiatives: developing a reliable and modern infrastructure system that can move goods and people safely and efficiently, a workforce prepared for a global economy, and adequate supply and range of workforce housing, and economic development strategies that safeguard a vibrant business community.

2019 Successes:

- ▶ Led strong **business delegations to Sacramento and Washington, D.C.**
- ▶ OCBC held a **46% success rate in bills supported; 70% kill rate on bad legislation—in a decidedly progressive, anti-business legislature.**
- ▶ Over **190 letters** in support or opposition to legislation impacting business.
- ▶ Testified before numerous public agencies and commissions including SCAQMD, MWD, County of Orange, City Councils, Planning Commissions, OCTA and SCAG.
- ▶ **Advocated directly to over 35 local, state and federal elected officials** including numerous members of Congress and Senate. Plus, **OCBC held over 50 high-level advocacy meetings.**
- ▶ **Advocated for reform legislation** on transportation funding, housing, CEQA, water, immigration, trade, independent contractor status, CCPA, and education.



▶ 2020 & INTO THE FUTURE



Orange County is home to artistic expression, a business-friendly environment and limitless innovation; however, we are also a community facing issues such as affordable housing, infrastructure and workforce development. In 2020 we will continue to apply ourselves as business leaders and compassionate neighbors to solve these issues and build the best future for Orange County.

- OCBC Advocacy and Government Affairs Chair, Lisa Haines, Disneyland Resort.



- ▶ Educate and engage business leader participation.
- ▶ Outreach to OC Chambers to influence business advocacy from business members and encourage alignment.
- ▶ Increase opportunities for OCBC to be the voice of business on key regulatory or legislative issues.
- ▶ Strengthen coalition of traditional and non-traditional allies to advance legislative agenda.
- ▶ Pursue local, state and federal legislation related to OCBC's core initiatives.
- ▶ Defend against anti-business legislation.



Enhancing Infrastructure

Every great metropolitan area is comprised of an advanced network of roads, energy, water and other infrastructure. With more than 3 million and growing, Orange County must increase mobility options and decrease travel time for the workforce and businesses as the surest way to protect and expand a thriving economy. OCBC works to promote a long-range view – advocating for the construction and maintenance of cutting-edge infrastructure that both secure the county’s connectivity and enhance the quality of life for all Orange County residents.

2019 Successes:

- ▶ Maintained OCBC’s statewide profile while helping OCTA and Caltrans District 12 meet funding requirements for mobility improvements to OC with OCBC CEO’s service on the California Transportation Commission.
- ▶ Secured “efficiencies and reforms” with legislature, administration and at Caltrans; continued introductions of private sector innovations to public sector transportation agencies.
- ▶ Support of **managed lanes strategy on I-405, an OC system of managed lanes, and support for OC Streetcar in Santa Ana.**
- ▶ Advocated for federal funding directly from US Transportation and Infrastructure Chairman, Peter DeFazio.
- ▶ Advocated for, and supported, **solutions to SR-241/SR-91 traffic** congestion backup.
- ▶ **Helped secure hundreds of millions of fair share dollars for Orange County transportation, including new bike lanes, road repairs, highway improvements, synchronized lights, and much more from state, local and federal sources.**
- ▶ Engaged in climate change policy proposals: regional managed lanes, reduced vehicle miles traveled, road charge, greenhouse gas reduction strategies, and City of Irvine agreed to sponsor “Just One Trip a Week” to increase mobility options beyond the single car.



2020 & INTO THE FUTURE

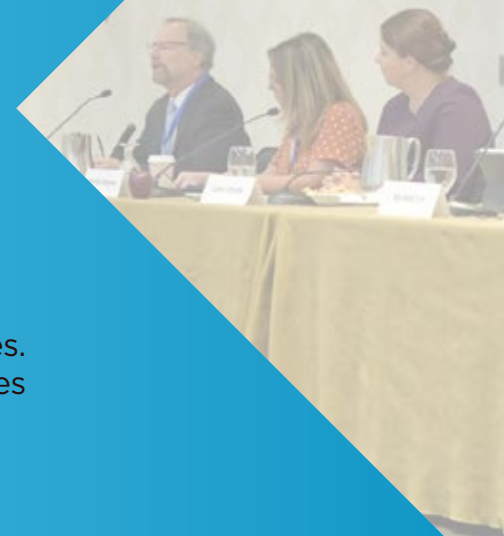


Infrastructure investments lead to jobs, a thriving community and a great quality of life. We need to continually improve our roads, bridges, airports, rail, water and energy infrastructure to address the diverse interests of our community today, tomorrow and for a sustainable future.

– OCBC Infrastructure Chair, Kevin Haboian, HNTB



- ▶ Educate public on need for infrastructure funding accountability together with system reforms.
- ▶ Enhance funding for Orange County from state and federal sources available.
- ▶ Advocate for an effective local/state toll road system, with connectivity and efficiencies.
- ▶ Support protection and Implementation of Measure M2 provisions, review opportunities to assure business-friendly principles are incorporated by OCTA.
- ▶ Promote grassroots “Just One Trip A Week” campaign for climate resiliency.

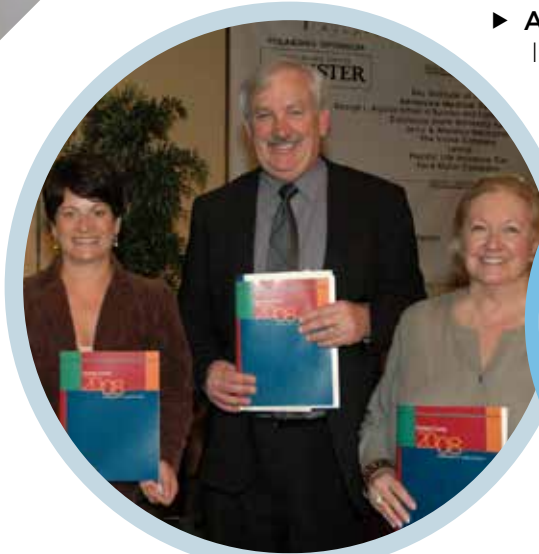


Advancing Workforce Development

Recognizing the demand for a homegrown highly-skilled workforce, OCBC collaborates with community partners to develop strategic solutions to educate students in the skills needed amongst a wide range of emerging industries and businesses. By advocating for a great focus on S.T.E.A.M. disciplines (Science, Technology, Engineering, Arts, and Math), Orange County is preparing students for the innovative jobs of the future and developing the next generation of global leaders.

2019 Successes:

- ▶ Strong advocate for higher education in Sacramento.
- ▶ Successful 2019 Annual Workforce Development Conference with attendance of over 275 businesses, educators and legislators, on **developing a 21st-century workforce.**
- ▶ **OCBC 2020 OC Workforce Indicators Report** successfully released.
- ▶ Supported CTE and talent pipelines through OCDE OC Pathways, the LA/OC Regional Consortium, and local Community Colleges with Strong Workforce curriculum and targeted business roundtables.
- ▶ Conducted a regional healthcare industry council to analyze and develop programs for skills gaps in healthcare.
- ▶ **Latino Educational Attainment (LEA) expands to Westminster School District, Buena Park School District and Latino Youth Leadership Orange County.**
- ▶ LEA manual completed to teach program to school districts and non-profits.
- ▶ OCBC staff is a board member of the Orange County Workforce Development Board.
- ▶ **Advocated 5 education bills signed by the Governor** and successfully opposed a UC-opposed bill to limit campus local control for outsourcing contracts.



2020 & INTO THE FUTURE



Orange County Business Council connects regional business leaders with education and policy leaders to ensure the talent pipeline is robust with skilled workers ready to take on the careers of the 21st century. Engaging with the training and development of the current and future workforce is a strategic priority to ensure a strong labor force and keep our locally trained talent in Orange County.

- OCBC Workforce Development Chair, Richard Porras, AT&T



- ▶ Enhance existing partnerships with identified OCBC programs.
- ▶ Keep OCBC's Workforce Committee focused on cutting-edge issues and alignment between business and education, with emphasis on STEAM and CTE.
- ▶ **LEA Initiative:** Enhance community coalitions and a countywide communications program aimed at conveying to Latino, Asian, and other parent skills to ensure successful students, increase college enrollment and reduce the achievement gap in their community.

Increasing Workforce Housing

As population and jobs grow, the county must evolve from traditional models and look to provide the homes of the future for the workforce of the future – whether it's a single family detached home, a new high-rise condominium, or apartments built into a traditional commercial zone. An adequate and affordable supply of housing for the workforce is critical to the long-term success of Orange County's business community. OCBC continues to work with cities and community partners to meet this demand by planning for growth that reflects the need and preference for housing at all socio-economic levels.

2019 Successes:

- ▶ **OCBC's 2019-20 OC Housing Scorecard** successfully released, advocating for increased housing supply throughout So Cal and hosted follow up housing roundtable to discuss actionable housing solutions.
- ▶ Successfully **advocated for new housing development projects** throughout Orange County; media sought-after spokes-organization on housing issues.
- ▶ Reestablished the **Orange County Housing Trust (OCHT) in partnership with NeighborWorks Orange County** to spur development of affordable and permanent supportive housing units. In its first year, OCHT has generously received donations from the Disneyland Resort, Brookfield Residential, Union Bank and Wells Fargo. OCHT has already provided support for three projects totaling almost 250 units.
- ▶ Assisted building industry associations, OCAR, OC Apartment Association, served on affordable housing advisory boards, numerous panels and public education on housing.



2020 & INTO THE FUTURE



Orange County is known for its high quality of life and excellent economic climate. Orange County Business Council is hard at work planning for continued economic growth. In order to attract and maintain a dynamic and skilled workforce we need to ensure a range of homes affordable to all levels of the workforce.



- OCBC Workforce Housing Co-Chair Ben Rubin, Partner, Nossaman LLP

- OCBC Workforce Housing Co-Chair Susan Hori, Partner and Co-Chair, Manatt, Phelps & Phillips, LLC



- ▶ Secure a sustainable source of funding for Workforce Housing.
- ▶ Disseminate and elevate OC Housing Scorecard results and findings to the community.
- ▶ Secure support for housing by OC cities.
- ▶ Revise and reformat Housing Tool Kit as a policy resource center for cities and builders to increase housing supply.
- ▶ Advocate for new OC housing projects.
- ▶ Encourage decrease in “Millennial Flight” from Orange County.



Promoting Innovation

The county's business community is leading the state and nation in measurable growth and innovation, as seen by its falling unemployment numbers, rising quality of life, and thriving startup culture. Thus, OCBC works to promote economic development solutions fostering global strategic partnerships and growth in key burgeoning industries, including high tech, manufacturing and international trade.

2019 Successes:

- ▶ Hosted CSUF/OCBC 25th Annual Economic Forecast Conference.
- ▶ Focus on trade, tariffs, NAFTA renegotiation, China impacts on OC business.
- ▶ Held successful **Economic Development Forum** on leveraging international markets to drive economic growth.
- ▶ Cybersecurity Task Force featured experts, education and tools to help business stay cyber-savvy.
- ▶ Successful Ninth Annual **Turning Red Tape into Red Carpet Awards** that **generated a record number of applicants**.
- ▶ Advocated for Orange County as a competitive metropolitan region for a global brand's new business venture.
- ▶ In conjunction with GO-Biz, **distributed more than seven site location leads to OC cities or commercial brokers and supported new businesses entering Orange County**.
- ▶ Collaborated with the Los Angeles Chamber and five counties in the LA Designated Market Area to **identify opportunities for foreign direct investment**.
- ▶ Lead collaborator to secure a **United Nations Conference on Artificial Intelligence** in Anaheim.



2020 & INTO THE FUTURE



Orange County is experiencing the strongest job market in decades and 2019 looks to provide sound fundamentals to continue our economic growth. This year, the Economic Development Committee will tackle the changing dynamics of Orange County, including new technologies and innovation in a growing smart region, communities retaining vital millennial talent in the region, and how Orange County can leverage our trade infrastructure, economic corridors, and opportunity zones to create new investments in our region.

- OCBC Economic Development Chair, Rick Nogueira, JPMorgan Chase & Co.

- ▶ Economic Forecast Conference – conduct in collaboration with Cal State Fullerton to provide economic trends affecting Orange County businesses and provide information for management’s strategic planning process.
- ▶ Support local incentives for growth and development including city economic development and smart city plans incorporated into general planning efforts.
- ▶ Support development of key and emerging OC industry clusters.
- ▶ Pursue grant opportunities relating to strategic industry cluster growth opportunities.
- ▶ Maintain current economic research and strategies to grow OC and California economy.
- ▶ Enhance OCBC presence in global connectivity and international trade.
- ▶ Enhance members’ knowledge and business cyber-security.

Research and Communications

As the leading voice of business in Orange County, OCBC maintains an aggressive and cutting-edge communications program to share critical information with members, the public and media—solidifying OCBC as the go-to source for business news and resources. OCBC’s Research Department, led by Wallace Walrod, Ph.D., Chief Economic Advisor, provides an objective bridge between policymakers and community and business leaders, ensuring informed decision making regarding OCBC’s core strategic initiatives.

2019 Successes:

- ▶ **Over 100 speaking engagements**, panels and events, promoting OCBC’s four core initiatives.
- ▶ Dr. Wallace Walrod as a key economic advisor to the Southern California Association of Governments.
- ▶ Produced the **2020 Orange County Workforce Indicators Report**.
- ▶ **Led the development and release of 2019-20 OC Community Indicators Report**, with focus on region’s evolution, and actionable strategies needed to maintain Orange County’s prosperity and high quality of life.
- ▶ Produced the **2019-20 Workforce Housing Scorecard**.
- ▶ **Extensive media coverage** through editorials, blogs, press releases, quotes, podcasts, event coverage, television, newspaper and radio interviews.
- ▶ Expanding reach as the “go to” economic voice for Southern California.
- ▶ Numerous completed research projects on education, economic development, transportation, business attraction.
- ▶ **Produced in-house cameo videos of guest speakers and participated in numerous outside videos as community leaders.**



2020 & INTO THE FUTURE



Orange County Business Council is undoubtedly the leading voice of business throughout Southern California and the state as a whole, producing robust and critical economic and policy research utilized by public and private sector decision-makers. The influence of Orange County Business Council's business, economic, workforce, demographic, and policy research goes well beyond county lines, establishing it as one of the state's leading business voices. OCBC research gives employers, civic leaders, educators and other decision-makers the information and insight necessary to plan for the future and contribute to overall regional competitiveness and prosperity.

- Chief Economic Advisor to OCBC and Head of Research Wallace Walrod, Ph.D.



- ▶ Continue to partner with key public agencies and community organizations in publishing an annual Community Indicators Report, emphasizing economic issues, quality of life measurements, and trends in education, health care, environment and infrastructure.
- ▶ Increase quality and quantity of communications to educate members, public and influence decisions.
- ▶ Educate investors and prospective members on advocacy issues via web and social media.
- ▶ Cultivate and expand alternative outlets for OCBC messages.

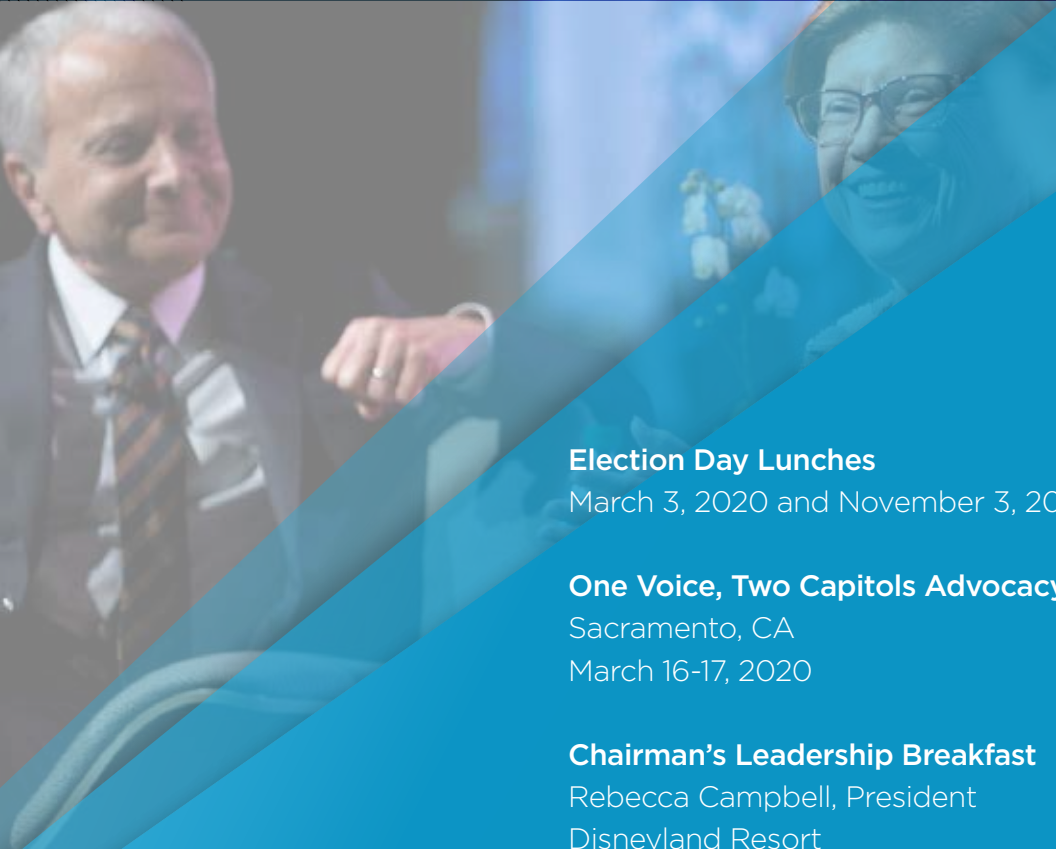
Networking and Events

OCBC provides a forum for Orange County's leaders to network with the business and public sector communities to proactively address the overall economic, political and academic climate. Whether it's an intimate Chairman's Leadership Breakfast that highlights a timely issue, or OCBC's Annual Dinner bringing together 700 business and community leaders, OCBC strives to provide innovative, informative and fun networking opportunities to the nation's sixth largest county.

OCBC's numerous high-level, innovative events in 2019 featured the following speakers:

- ▶ Carl St. Clair, Pacific Symphony
- ▶ Dr. Jim Doti, Chapman University
- ▶ Paul Musco, Gemini Industries Inc.
- ▶ Emile Haddad, FivePoint Holdings, LLC
- ▶ Joann Leatherby, Leatherby Family Foundation
- ▶ Brian Calle, Irvine Weekly & LA Weekly
- ▶ Kevin Demoff, Los Angeles Rams
- ▶ Paula Tomei, South Coast Repertory
- ▶ David Ivers, South Coast Repertory
- ▶ Dr. Wallace Walrod, Orange County Business Council
- ▶ Steve Churm, FivePoint Holdings, LLC
- ▶ Robbin Narike Preciado, Union Bank
- ▶ Chris Schwarz, University of California, Irvine
- ▶ Marvin Martinez, Rancho Santiago Community College District
- ▶ Todd Harmonson, Orange County Register
- ▶ Tom Phelps, Manatt, Phelps & Phillips
- ▶ Kathy Kramer, OC Fair & Event Center
- ▶ Shelley Hoss, Orange County Community Foundation
- ▶ Sue Parks, Orange County United Way
- ▶ Lenny Mendonca, Office of Governor Gavin Newsom
- ▶ Jay Burress, Visit Anaheim
- ▶ Brian Chuan, South Coast Plaza
- ▶ Atif Elkadi, Ontario International Airport
- ▶ Paul Sanford, Wincome Hospitality
- ▶ Mark Thorpe, Ontario International Airport
- ▶ Maggie O'Sullivan, J.P. Morgan
- ▶ Richard Gannotta, UCI Health
- ▶ Jeremy Zoch, St. Joseph Hospital
- ▶ Tammie Brailsford, MemorialCare
- ▶ Mark Costa, Kaiser Permanente Orange County
- ▶ Michael Ricks, Hoag
- ▶ Fawn Lopez, Modern Healthcare
- ▶ Al Mijares, Orange County Department of Education
- ▶ Cathy Wietstock, Faculty, California State University, Fullerton
- ▶ Richard Porras, External Affairs, AT&T
- ▶ Dr. Gabriela Mafi, Garden Grove Unified School District
- ▶ Lisa Haines, The Disneyland Resort
- ▶ Mark Steiman, CHOC Children's
- ▶ Buky Famosa, Experian
- ▶ Dr. Gustavo Chamorro, Los Angeles Orange County Regional Consortium
- ▶ Jim Vanderpool, City of Buena Park
- ▶ Dave Bartlett, Vice President, Brookfield Residential
- ▶ Lisa Bartlett, 5th District, Orange County Board of Supervisors
- ▶ The Honorable Trevor O'Neil, City of Anaheim
- ▶ Juan Basombrio, Dorsey & Whitney
- ▶ Seshu Neervannan, Allergan
- ▶ Fram Virjee, California State University, Fullerton
- ▶ Joseph Hensley, U.S. Bank
- ▶ Joseph Otting, U.S. Comptroller of the Currency
- ▶ Dr. Anil Puri, Woods Center for Economic Analysis and Forecasting, CSUF
- ▶ Dr. Mira Farka, Woods Center Economic Analysis and Forecasting, CSUF
- ▶ Dr. Michael Caligiuri, City of Hope
- ▶ Annette Walker, City of Hope
- ▶ Sean Morrison, Evrlink
- ▶ Amy Kaufman, K14 Strong Workforce Program
- ▶ Dr. Micah Weinberg, California Forward
- ▶ Tom Hatch, County of Orange
- ▶ Mark Salkeld, Cox Business and Cox Media
- ▶ Adetokunbo Toks Omishakin, Caltrans Director
- ▶ Neil Faden, Manatt, Phelps & Phillips
- ▶ Mario Cuevas Zamora, Mexico-Orange County Consulate
- ▶ Zaib Shaikh, Consul General of Canada in Los Angeles
- ▶ Dan Schnur, USC/UC Berkeley
- ▶ Steve Linthicum, Orange County Community Colleges
- ▶ Donna Woods, California Cyberhub
- ▶ Michael Hellbusch, Rutan & Tucker
- ▶ Kim Goll and Tiffany Alva, First 5 OC
- ▶ Gen Waiton, Waterfront Beach Resort
- ▶ Diana Kotler, Anaheim Resort Transit
- ▶ Elton Murakami, PCL Construction
- ▶ Christian Kamier, Sustany Capital
- ▶ Doug Chaffee, 4th District, Orange County Board of Supervisors
- ▶ Congressman Harley Rouda
- ▶ Congressman Peter Defazio
- ▶ Congresswoman Katie Porter
- ▶ Congressman Gil Cisneros
- ▶ Senator Tom Umberg
- ▶ Senator John Moorlach
- ▶ Assemblymember Cottie Petrie Norris
- ▶ Fiona Ma, California State Treasurer
- ▶ Legislative Secretary Anthony Williams
- ▶ Governor John Hickenlooper
- ▶ Transportation Secretary David Kim

▶ JOIN OCBC IN 2020



Election Day Lunches

March 3, 2020 and November 3, 2020

One Voice, Two Capitols Advocacy Trip

Sacramento, CA
March 16-17, 2020

Chairman's Leadership Breakfast

Rebecca Campbell, President
Disneyland Resort
March 31, 2020

One Voice, Two Capitols Advocacy Trip

Washington, D.C.
April 21-23, 2020

Latino Educational Attainment Reception

May 2020

Economic Development Forum

June 18, 2020

Health Care Forum

July 22, 2020

Chairman's Leadership Breakfast

3rd Quarter

Orange County Community Indicators

August 2020

Workforce Development Conference

Hotel Irvine
October 13, 2020

25th Economic Forecast Conference

Hotel Irvine
October 22, 2020

Turning Red Tape into Red Carpet

Center Club
November 19, 2020

Holiday Reception

December 10, 2020

EXECUTIVE COMMITTEE & BOARD

20

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Joe Hensley
Market President, Orange County
U.S. Bank

Chair Elect

Jena Jensen
Chief Government Relations Officer,
CHOC Children's

Treasurer

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Vice President, Land Entitlement
Brookfield Residential, Southern California

Immediate Past Chair

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Regional President and Managing Director
Union Bank

President, CEO and Secretary

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President and Chief Executive Officer
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Disneyland Resort

Diana Kot
Vice President, Membership Development & Advocacy
SchoolsFirst Federal Credit Union

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Sr. Executive
C.J. Segerstrom & Sons and South Coast Plaza

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Region Manager, Middle Market Banking,
OC & Inland Empire
JPMorgan Chase

Vice Chair, Economic Development

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Vice President
Cox Business, Orange Coast

Chair, Infrastructure

Kevin Haboian
Chief Business Development Officer
and Sr. Vice President
HNTB Corporation

Chair, Membership and Investor Relations

Jena Jensen
Chief Government Relations Officer
CHOC Children's

CEO Leadership Caucus

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Executive Vice President, Public Affairs
FivePoint Holdings, LLC

Chair, Legal Affairs

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Partner and Co-Chair International Group
Dorsey & Whitney LLP

Chair, Research and Communications

Abigail Lovell
Sr. Vice President, Global Corporate Responsibility
Experian, North America

Chair, Strategic Planning

Robbin Narike Preciado
Regional President and Managing Director
Union Bank

Chair, Workforce Development

Richard Porras
Asst. Vice President, External Affairs
AT&T

Vice-Chair, Workforce Development

Shari Battle
Sr. Vice President, OC Market Manager
Bank of America

Co-Chairs, Workforce Housing

Susan Hori
Partner and Co-Chair, Land Use
Manatt, Phelps & Phillips, LLP

Benjamin Rubin
Partner, Land Use & Development
Nossaman

Chair, OCMoves

Michael Kraman
Chief Executive Officer
Transportation Corridor Agencies

Chairman's CEO Leadership Caucus

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President & CEO, HOAG Memorial Hospital Presbyterian

Joe Brennan
Vice President & General Manager, Fluor Enterprises, Inc.

Andrew Cecere
Chairman, President and CEO, Retired, U.S. Bancorp

Rebecca Campbell
President, Disneyland Resort

Kim Cripe
CEO, CHOC Children's

Adrian Foley
COO, Brookfield Residential, California and
President, Brookfield Homes Southern California

Emile Haddad
Chairman and CEO,
FivePoint Holdings, LLC

Paul Kaufman
West Segment Manager, JPMorgan Chase & Co.

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Executive Chairman of the Board,
First American Financial Corporation

Tom McKernan
CEO, Automobile Club of Southern California

Steven Nichols
Managing Partner, Rutan & Tucker LLP

Victor Nichols
CEO, Experian

Jeff Roos
Regional President, Lennar Homes

Fram Virjee
President, California State University, Fullerton

Annette Walker,
President, City of Hope Orange County

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20

Christopher Abel

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Southern California Edison

Mario Aguirre

Director, Gas Distribution Projects, Planning, Engineering
& Work Management,
Southern California Gas Company

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Sr. Vice President, Governmental Relations,
Rancho Mission Viejo

Robert Bein

Chairman Emeritus
Michael Baker International, Inc.

Nina Boyd

Associate Superintendent, Governance, Leadership
& Community Partnerships
Orange County Department of Education

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Executive Vice Chancellor of Academic Affairs
and Provost
Brandman University

Kathleen Burke

Chancellor
South Orange County Community College District

Brian Calle

Chief Executive Officer and Publisher
Irvine Weekly/LA Weekly

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MemorialCare Health System

Les Card

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Kaiser Permanente Orange County

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Allergan

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IdeaHall

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Southern California News Group and
The Orange County Register

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and Alumni Relations
University of California, Irvine

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Orange County Transportation Authority

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The Mayer Corporation

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City of Hope Orange County

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Chevron Corporation

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California State University, Fullerton

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CalOptima

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Sr. Vice President, Human Resources,
Public Affairs & Publishing
Automobile Club of Southern California

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Goodwill of Orange County

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Vice President of Civilian, State and Local
Perspecta

Lisa Weaver

Chief Integration and External Relations Officer
Providence St. Joseph Health, Southern California

Boeing

Vacant

The Irvine Company

Vacant

Hoag Memorial Presbyterian

Vacant

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Eddie Northen

Thomas Phelps

Richard Porras

Robbin Narike-Preciado

Bill Ross

John Schueler

Peter Villegas

Wayne Wedin

INVESTORS & MEMBERS

2020

PLATINUM



GOLD

Allergan
Automobile Club of Southern California
Bank of America
Brookfield Residential Southern California
C.J. Segerstrom & Sons and South Coast Plaza
CalOptima
Chapman University
Charter Communications
Chevron Corporation
CHOC Children's
Cox Business Orange Coast
Dorsey & Whitney, LLP

H & S Ventures
HNTB Corporation
Hoag Memorial Hospital Presbyterian
Idea Hall
JPMorgan Chase and Co.
Kaiser Permanente Orange County
KPC Healthcare Inc.
The Mayer Corporation
MemorialCare Health System
The Orange County Register and Southern California News Group
Orange Coast Memorial Medical Center

County of Orange
Perspecta
Rancho Mission Viejo LLC
Rutan & Tucker, LLP
Saddleback Memorial Foundation
San Diego Gas and Electric
SchoolsFirst Federal Credit Union
SoCalGas
South Orange County Community College District
Southern California Edison
Transportation Corridor Agencies
US Bank

SILVER

Association of California Cities-
Orange County
AECOM
Akin, Gump, Strauss, Hauer & Feld, LLP
Anaheim Transportation Network
Angels Baseball
AT&T
The Boeing Company
Brandman University
California State University, Fullerton

Coca-Cola North America
Crown Castle
First American Title Company
Goodwill of Orange County
HDR Engineering, Inc.
Jacobs
John Wayne Airport
Lennar Homes
Los Angeles Chargers
LSA Associates, Incorporated

Majestic Realty Company
Manatt, Phelps & Phillips, LLP
Michael Baker International
Moffatt & Nichol
Nossaman, LLP
Ontario International Airport
Orange County Department
of Education
Orange County's United Way
Pacific Symphony

Parsons
Southwest Airlines Co.
St. Joseph Health System
Union Bank
United Parcel Service, South California
District
University of California, Irvine
Wells Fargo, Orange County Region

BRONZE

ACEC - OC
ACI Jet
Advanced Microgrid Solutions
Aera Energy, LLC
AES Huntington Beach
American Career College & West
Coast University
Atkinson, Andelson, Loya, Ruud & Romo
Atlantic Aviation
Avenue of the Arts Hotel
Barclays Capital - Public Finance
Base 11
Burns & McDonnell
Cadiz, Inc.
Caribou Industries, Inc.
Center Club
Chrysalis Center
City of Aliso Viejo
City of Anaheim
City of Huntington Beach
City of Irvine
City of Lake Forest
City of Mission Viejo
City of Santa Ana
City of Tustin
City Ventures

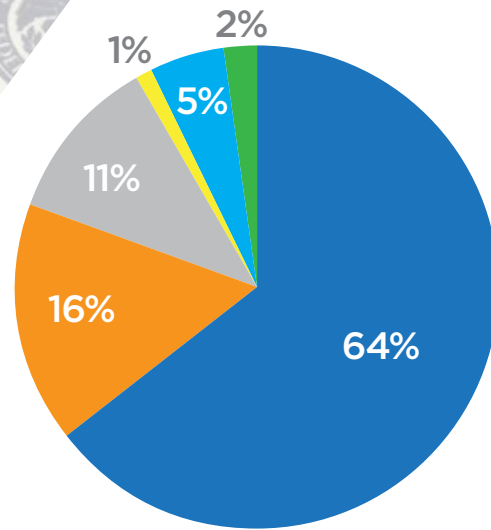
Clay Lacy Aviation
Coast Community College District
Curt Pringle & Associates
Discovery Cube
DMI DIRECT
Faubel Public Affairs
First 5 Orange County
FSB Core Strategies
Gallade Chemical, Inc.
GardenWalk Hotel I, LLC
Girl Scouts of Orange County
Griffin Structures, Inc.
Guida Surveying, Inc.
Horowitz Management, Inc.
Hotel Irvine
Human Options
Irvine Ranch Water District
Irvine Weekly
Kimberly-Clark Corporation
KP Public Affairs
Langan
Latham & Watkins
Leighton
Mesa Water District
Metrolink

Metropolitan Water District Southern
California
Municipal Water District Orange County
National Community Renaissance of
California
North Orange County Community
College District
OHL USA, Inc.
Orange County Association of Realtors
Orange County Automobile Dealers
Association
Orange County Bar Association
Orange County Local Agency Formation
Commission (OCLAFCO)
Orange County Sanitation District
Orange County Transportation Authority
Orange County Taxpayers Association
Pacific Life
PBF Energy Western Region
PCL Construction
PIMCO
Port of Long Beach
Poseidon Water
Psomas
PTS Advance
R.D. Olson Development

Rancho Santiago Community College
District
Reed & Davidson, LLP
Regional Center of Orange County
(RCOC)
Saunders Property Company
Shook Hardy & Bacon LLP
Shopoff Realty Investments, L.P.
Signature Flight Support
South Coast Air Quality Management
District
Southern California Partnership for Jobs
Suzanne's Catering & Event Planning
THINK Together
Todd Priest and Associates
Uber Pacific Southwest Marketplace
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Venture Strategic, Inc.
Verizon
ViewSonic
Vineyard Development Corp (VDC)
Western States Petroleum Association
WSP
Yorba Linda Water District
Ytel, Inc.

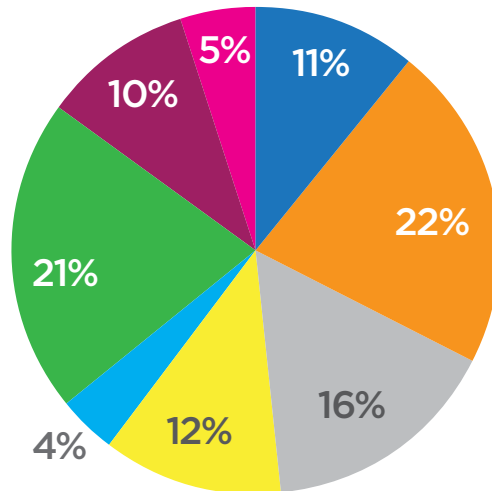
REVENUE & EXPENSES

2019



▶ REVENUE

- Investments and Dues
- Events
- Research/Investment
- Government Affairs Programs
- Workforce Development Programs
- Economic Development Programs



▶ EXPENSES

- General and Administrative
- Events and Committees
- Business Development & Investor Relations
- Research
- Economic Development
- Government Affairs
- Communications
- Workforce Development

OCBC STAFF



Lucy Dunn
President and CEO



Wallace Walrod, Ph.D.
Chief Economic Advisor



Natalie Rubalcava
Chief Operating Officer



Danette Parente
Chief Financial Officer



Vicki Blaser
Director, Accounting
and Investor Sales



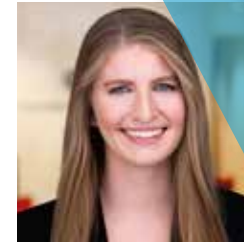
Rachel Rolnicki
Vice President, Government Affairs



Jesse Ben-Ron
Director, Workforce and
Economic Development



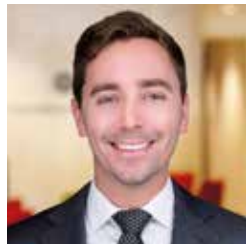
Catherine Harper
Communications Manager



Lauren Martin
Events Manager



Connor Medina
Government Affairs Specialist



James Alley
Communications Specialist



Nicolet Alegado
Executive Assistant to
the President and CEO



Alice Park
Program and Office Specialist

REGIONAL ECONOMIC DEVELOPMENT

Engage in regional economic development efforts and learn about the latest projects and initiatives.



BUSINESS DEVELOPMENT

Develop new business opportunities and enhance your network with high level business and opinion leaders.

COALITION BUILDING

Learn about critical issues impacting business and build a coalition to influence elected officials that will deliver results benefiting companies and the county.



CORPORATE SOCIAL RESPONSIBILITY

Demonstrate good corporate social responsibility and leadership by investing in Orange County's economy to preserve a high quality of life.

For more information on becoming an OCBC member, contact Natalie Rubalcava, Chief Operating Officer, at nrubalcava@ocbc.org or **949.476.2242**.

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ECONOMIC DEVELOPMENT



WORKFORCE DEVELOPMENT



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BUSINESS COUNCIL**

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in Orange County

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THANK YOU

TITLE



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EDISON
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Southwest

verizon

BRONZE

Anaheim Public Utilities
Bank of America
Brandman University
California State University, Fullerton
Chapman University
Coast Community College District
Cox
Idea Hall

Jamboree Housing
North Orange County Community College District
Orange County Register
Southern California News Group
Rancho Mission Viejo
SCAG
SchoolsFirst Federal Credit Union
SDG&E/SoCal Gas

South Orange County Community
College District
TCA
The Boeing Company
The Irvine Company
The Mayer Corporation
UPS
Wells Fargo



RESEARCH

ORANGE COUNTY BUSINESS COUNCIL PRODUCES CUTTING-EDGE RESEARCH REPORTS TO ELEVATE THE REGION'S ECONOMY, SPOTLIGHT ISSUES AND PROVIDE SOLUTIONS **TO CREATE A MORE DYNAMIC MARKETPLACE.**

CUTTING-EDGE TOOLS & CUSTOM REPORTS

- » Inside Orange County's Retail E-Volution
- » OC Workforce Indicators Report
- » OC Community Indicators Report
- » OC/LA Workforce Housing Scorecard
- » OC Sustainable Communities Strategy
- » The State of Orange County's Infrastructure
- » M2 Triennial Performance Assessment Report
- » SCAG Economic Recovery and Job Creation Strategy
- » Getting Connected for Economic Prosperity and Quality of Life
- » Fueling California: Projected Outlook for Alternative Fuels in California
- » Orange County Comprehensive Economic Development Strategy
- » Business and Economic Impacts of Health Care Reform Implementation
- » Fueling California: What Makes the California Fuel Environment Different in Terms of Policy, Cost, and Vulnerability?
- » OCTA M2 Early Action Plan: Market Conditions Analysis and Readiness and Absorption Capacity of Public Agencies



Orange County Business Council's research allowed Experian to develop thoughtful economic strategies based on sound science. Dr. Walrod and his team consistently produce cutting-edge data that guides the county's planning and resource allocation.

Abigail Lovell
Experian



OCBC's insightful research served to not only inform and advance our business interests, but also better connect us to the community in which we serve. Dr. Walrod's research team consistently provides top-of-its-class data for businesses.

Steve Churm

- FivePoint Holdings, LLC

ABOUT THE RESEARCH TEAM



Orange County Business Council's Research Team is led by Dr. Wallace Walrod. With over 25 years of experience, Dr. Walrod has led research projects with many prominent organizations including Toshiba America Information Systems, Hitachi Chemical, Bank of America/Merrill Lynch, The Irvine Company, First American Corporation, California Emerging Technology Fund.

OCBC's work includes developing, analyzing, and researching strategies and policy solutions for private industries, government, and private foundations. Our signature products include the Orange County Community Indicators Report, Workforce Indicators Report, Workforce Housing Scorecard, Orange County Comprehensive Economic Development Strategy, plus many more projects.



ORANGE COUNTY

BUSINESS COUNCIL

THE LEADING VOICE OF BUSINESS

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