

Orange County Business Council

2021 ANNUAL REPORT



RESILIENT OC
ORANGE COUNTY
BUSINESS COUNCIL
THE LEADING VOICE OF BUSINESS

United States Senate

WASHINGTON, DC 20510-0504

<http://feinstein.senate.gov>

January 26, 2021

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

Dear Friends:

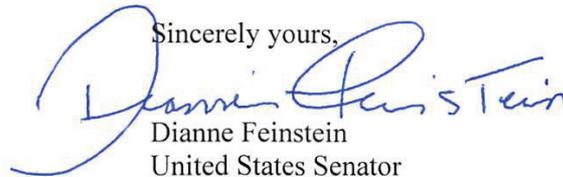
It gives me great pleasure to extend my congratulations to the Orange County Business Council (OCBC) as they release their *2021 Annual Report*.

Since its inception in 1995, OCBC has provided support and a unified voice to the Orange County business community. Through its dedicated advocacy on issues of economic development, infrastructure and workforce development and housing, OCBC has ensured Orange County's business priorities are well represented at all levels of government. During these unprecedented times, OCBC's unwavering commitment to the health of its community and local businesses reflects the resiliency of the Orange County business community. There is no doubt its efforts will continue to benefit countless individuals 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 event.

With warmest personal regards.

Sincerely yours,



Dianne Feinstein
United States Senator

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ABOUT OCBC

FOR MORE THAN 120 Years, Orange County Business Council and its predecessor organizations have served as the leading voice of businesses in America's sixth largest county, which is larger by population than 21 states in the union.

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 include 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.

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 county by leading high-profile, pro-active advocacy programs at the county, state and federal levels.

OCBC accomplishes its 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 four core initiatives: Infrastructure, Workforce Development, Workforce Housing and Economic Development.

As we continue to evolve, new challenges and opportunities arise to meet the priorities of each initiative, but the goal remains the same — enhance the county's economic development and embolden Orange County's innate propensity for **RESILIENCY**.



OCBC'S 4 CORE INITIATIVES FOR SUCCESS

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.

INFRASTRUCTURE

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



WORKFORCE HOUSING

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



WORKFORCE DEVELOPMENT

Create a high quality workforce with a particular emphasis on the development of critical Science, Technology, Engineering, ARTS, and Mathematics (STEAM) skills.



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 2021 Annual Report – **Resilient OC**. In this report, we proudly highlight the successes of 2020 and note the challenges of pivoting in a pandemic world. We include an action plan for success in 2021 and beyond.

Never has Orange County been more globally connected when, as with everywhere in the world, we faced 2020 marked by a once in a lifetime pandemic, economic turmoil and political instability. From the start, Orange County took each hurdle in stride, displaying once again its unique and indisputable capacity for resiliency. As the sixth largest county by population in the United States, Orange County's response to workforce trends, tourism losses, health care system constraints and economic woes serves as a national model of recovery post-pandemic. OCBC played a critical role in supporting the county's response to COVID-19 and its economic fallout, seeking throughout 2020 to champion the moto "Good Health is Good Business." When restaurants needed support, OCBC helped create, working with County leaders and health care officials, to administer SafeDineOC, helping over 2,100 restaurants in Orange County receive reimbursement for safe health protocol practices. \$10 million in federal CARES Act grants were awarded, filling a critical need to help some of the worst hit small businesses stay afloat.

Thanks to the leadership of 2020 Chair Joseph Hensley of U.S. Bank, OCBC and its investors proved again that Orange County is a land of Infinite Possibilities and Innovative Solutions. With a commitment to economic recovery and embracing innovation, OCBC is dedicated to advancing Orange County's business interests into greater economic prosperity and transcending the county's challenges. Looking towards 2021, OCBC and with the leadership of Chair, Jena Jensen, we embrace the theme **Resilient OC** as we work to recover sooner and safer, and assist surrounding regions in thriving. We will foster Orange County as the "capital" of Southern California, a dominant national force and driver of change.



Lucy Dunn

President and CEO

Orange County Business Council



MESSAGE FROM THE CHAIR



After 26 years of steadfast leadership and national influence, Orange County Business Council is uniquely positioned to be a driving force for economic recovery in 2021. With myriad challenges to overcome, no organization is better suited to manifest the resiliency of Orange County and deploy innovative strategies to support this region's growth and influence.

As 2021 Chair of the Board of Directors, I am honored to lead an organization with such a rich history of accomplishments and track record for advancing the business community. OCBC's endeavors will be guided by the 2021 theme, **Resilient OC**, which reflects Orange County's long history of enduring the most challenging of times and emerging as a key influencer, nationally as well as regionally.

2020 solidified OCBC as a go-to organization for government, academia and business on the most pressing challenges at the regional, state and federal levels. Under the leadership of my predecessor, Joseph Hensley of U.S. Bank, OCBC embraced, deployed and clearly demonstrated the theme of **Infinite Possibilities and Innovative Solutions** to steer the county through a truly unprecedented crisis.

Orange County has everything it needs to remain a center of innovation and success. With global leaders exploring vaccines, a world-class medical device industry, nationally leading universities and an outstanding health care system, Orange County and OCBC are poised for economic recovery. For everyone to thrive and prosper, all of Orange County's diverse industry sectors must recover-- from hospitality, energy, logistics, aviation support, business services, and education to our smallest of businesses. OCBC is ready to lead the way.

A handwritten signature in black ink, appearing to read 'Jena Jensen', written in a cursive style.

Jena Jensen
Chief Government Relations Officer
CHOC

RESILIENT **OC**

Resilient

adjective /rə'zilyənt/

Able to withstand or recover quickly from difficult conditions.

Orange County has a reputation for withstanding and recovering quickly, often becoming a national model of leadership and innovation. Through a difficult bankruptcy, housing market downturns, and a pandemic, Orange County has always emerged as one of the strongest and most dynamic economies in California and the nation, becoming a magnet for some of the most innovative industries and companies in the world. **The marquee companies and industries that call Orange County home will drive economic recovery in the months and years ahead, enabling the county to emerge from the pandemic with a renewed sense of purpose and place.**

NATIONALLY LEADING UNIVERSITIES

HEALTH CARE PROVIDERS

TOURISM & HOSPITALITY

MEDICAL DEVICE

BIOPHARMACEUTICALS

HOUSING DEVELOPMENT

ENTERTAINMENT & SPORTS

TRANSPORTATION & INFRASTRUCTURE

ADVANCED MANUFACTURING

CONSTRUCTION & DEVELOPMENT

BUSINESS & PROFESSIONAL SERVICES

INDUSTRY LEADING RETAIL

NATIONALLY LEADING UNIVERSITIES



BEST IN CLASS HEALTHCARE

INTERNATIONAL HUB OF TOURISM



STATE OF THE ART VENUES

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 partnerships 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, an adequate supply and range of workforce housing, and economic development strategies that safeguard a vibrant business community.

2020 SUCCESSES

- Led strong business delegations and engaged 14 state officials and 9 federal officials at virtual Sacramento and Washington, D.C. Summits.
- Advocated to OC Congressional Delegation on COVID-19 response and stimulus funding for businesses, nonprofits (including Chambers), and the arts.
- Elevated need for safe economic re-opening policies to Governor Newsom, with focus on tourism impacts.
- Actively advocated for 75 state bills with an 11% success rate and 85% kill rate—reflective of this year's unprecedented, COVID-focused legislature.
- Developed or joined over 120 position letters on legislation and policies impacting business.
- Testified before numerous public agencies including City Councils, Planning Commissions, SCAG, and Regional Water Quality Control Board.
- Advocated to local, state and federal elected officials and agencies including Caltrans, FHWA, FTA, U.S. Secretary of State, and U.S. Secretary of Labor.
- Advocated for legislation on VMT delay, funding for community colleges and CTE in state budget, transportation solutions, hospitals, housing incentives, CEQA, and AB 5 exemptions.
- Hosted successful meetings with elected officials including, Reps. Porter, Rouda, Levin, and Correa; State Sens. Bates, Chang, Moorlach, and Portantino; and County Supervisors Bartlett, Chaffee, and Steel.
- Co-chaired the R.E.A.L. Coalition, a statewide business coalition of 23 CEO's of national/regional economic development organizations, with Silicon Valley Leadership Group—monthly meetings on infrastructure, housing, economic recovery, CEQA and education reforms.
- Secured or maintained pro-business board and advisory appointments to OC FairBoard, OC Workforce Development Board, AQMD, County of Orange. Assisted California Women Lead for female appointments to boards and commissions.

2021 GOALS

- Engage new Orange County leadership at county, state and federal levels on pro-business policies.
- Share OCBC's 2021–2022 Legislative Action Guide, advancing pro-business, pro-jobs initiatives.
- Develop OCBC Federal and State Legislative Report Cards for new representatives on matters affecting Orange County's economy and business community.
- Recruit pro-business candidates for regional and state boards and commissions.
- Educate members on effective advocacy during Sacramento and Washington D.C. Advocacy Summits and engage with key legislators and regulators on policies impactful to business.

"In 2021, we have an unprecedented opportunity to strengthen collaboration among business and government leaders, to advocate for the ever-important priorities of housing, infrastructure, and workforce development, and to **navigate Orange County through an economic recovery, emerging stronger and more resilient.**"

- OCBC ADVOCACY AND GOVERNMENT AFFAIRS COMMITTEE CO-CHAIRS



Lisa Haines
Disneyland Resort



Diana Kot
SchoolsFirst Federal Credit Union



Justin McCusker
Segerstrom & Sons and South Coast Plaza

ENHANCING INFRASTRUCTURE

EVERY GREAT METROPOLITAN AREA is comprised of an advanced network of infrastructure. With more than 3 million residents, 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 enhances the quality of life for all residents.

2020 SUCCESSES

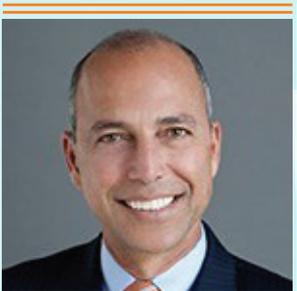
- **Served on the California Transportation Commission** and maintained OCBC's statewide profile while helping OCTA and Caltrans District 12 meet funding requirements for mobility improvements to OC. Chair of CTC's Road Charge task force, and Planning Committee.
- Secured "efficiencies and reforms" with legislature, administration and at Caltrans; continued introductions of private sector innovations to public sector transportation agencies.
- Support **of an OC system of managed lanes including I-405, and support for OC Streetcar in Santa Ana** – OC's first light rail.
- Advocated for federal funding directly from US Transportation and Infrastructure Chairman, Peter DeFazio.
- Advocated for, and support of, **solutions to SR-241/SR-91 traffic congestion backup** – multi-agency agreement achieved!
- **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 Governor's executive orders on an "all electric" future.
- Featured OCBC leadership on 2020 Mobility 21 Board, a public-private partnership of business and transportation agencies for Southern California, and at Annual Summit, the largest transportation conference in the US on mobility.
- Hosted successful meetings with **SNA and ONT leaders on regional airport issues.**
- Supported SCAG's 2045 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) to enable \$1.4 billion in transportation funding for Southern California.
- Advanced water projects including SMWD stormwater reuse, Huntington Beach desalination plant, and Delta Conveyance Project.
- Engaged in regional broadband and digital divide conversations with telecommunications providers.
- Held three high-level **OCMoves meetings with SCAG Executive Director Kome Ajise, FHWA Administrator Nicole Nason, and FTA Deputy Administrator K. Jane Williams.**

2021 GOALS

- Advance innovative mobility solutions to reduce traffic congestion and greenhouse gas reductions, including new technology, telecommute incentives and “Just One Trip a Week.”
- Advocate for effective and efficient local and state managed lanes and toll road system.
- Advance innovative grassroots mobility solutions to reduce traffic congestion.
- Support protection and implementation of Measure M2 provisions.
- Advocate for transparency and accountability measures in funding infrastructure.
- Advocate for water technology innovation, cost-effective desalination, recycling, groundwater replenishment, clean-up and conservation.
- Neutralize negative economic impacts of state’s climate change policies on mobility and housing.

“As Orange County prepares for a period of economic recovery, **strengthening infrastructure through investments in transportation, water, energy, and technology will play a major role in bringing back jobs**, building a competitive business advantage, and paving the way for a sustainable future.”

- OCBC INFRASTRUCTURE COMMITTEE CHAIR



Kevin Haboian
HNTB Corporation

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 an expansion of 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.

2020 SUCCESSES

- Strong advocate on budget preservation for **early childhood education and community college system** in Sacramento.
- Successful 2020 Annual Workforce Development Conference with attendance of over 260 business, educators and legislators, **on achieving greater Diversity, Equity and Inclusion in the region.**
- Latino Educational Attainment (LEA) completes the Fourth Edition of the 10 Education Commandments for Families and the First Edition Trainer's Manual, and **doubling the number of school districts involved** since early 2019.
- OCBC staff serves as member of the Orange County Workforce Development Board.
- Strong push for opportunities for employers to **engage high schools, community colleges, universities and workforce development boards, with mentorships and internships.**

2021 GOALS

- Launch a campaign to promote the benefits of “Hiring Local” that will encourage businesses to offer mentorships, internships and hire new grads from Orange County schools and Universities.
- Expand the Latino Educational Attainment program, aimed at increasing college enrollment and reducing the achievement gap in the Latino community throughout Orange County school districts and beyond.
- Advance K–14 partnerships to develop career technical education programs that advance student employment.
- Advocate for Early Childhood Education Programs.
- Identify and advocate for local control of school districts, funding, education governance reform, and STEAM.
- Assist in development of Healthcare IT pathway programs in the county.
- Promote greater Diversity, Equity & Inclusion within the workforce.

“The impacts of the pandemic-induced recession was borne on lower-skilled, lower-wage workers. **That is why we must do everything we can to reskill and upskill the workforce to jobs that will be more resilient and earn the higher wages needed to thrive in Orange County.**”

- OCBC WORKFORCE DEVELOPMENT COMMITTEE CHAIR AND VICE-CHAIR



Shari Battle
Bank of America



Kathleen Burke, Ed.D.
South Orange County Community College District

INCREASING WORKFORCE HOUSING

AS THE POPULATION CONTINUES TO 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.

2020 SUCCESSES

- Successfully **advocated for new housing development projects** throughout Orange County; media sought-after spokes-organization on housing issues. Advocated local government support on different proposed developments totaling 5,700 new units, including Angel Stadium.
- Advanced **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 funded five projects. OC Council of Governments to seek \$87,000 in grant funding for administration and strategic planning for OCHT.
- Assisted building industry associations, OCAR, OC Apartment Association, served on affordable housing advisory boards, numerous panels and public education on housing.
- Support of non-profit **HOMEFUL Foundation, an innovative funding mechanism to end homelessness.**
- **Support of YIMBY groups** for housing and traffic relief.
- Support of OC United Way's efforts to end homelessness in OC, including participation on the United to End Homelessness Leadership Council.
- **Achieved critical amendments to SCAG's 2045 RTP/SCS regional plans to overcome barriers to housing production in Southern California.**

2021 GOALS

- Secure private sector funding for the Orange County Housing Trust to ensure permanent supportive and affordable housing.
- Support the development of new workforce housing in Orange County and encourage local governments to facilitate diverse housing development that accommodates rising population and workforce levels.
- Advocate for legislation to reduce barriers to housing production and incentivize building statewide.
- Assist OC United Way in eliminating homelessness and HOMEFUL Foundation efforts to fund homeless programs.

“One of the keys to a resilient economy and community is a sufficient supply of affordable housing to support the workforce. **Too many barriers to housing construction are in place locally and statewide**, and so we must continue working toward removing those barriers to ensure Orange County’s continued economic success.”

- OCBC WORKFORCE HOUSING COMMITTEE CO-CHAIRS



Susan Hori

Manatt, Phelps & Phillips, LLP



Ben Rubin

Nossaman LLP

PRIORITIZING INNOVATION

THE COUNTY'S BUSINESS COMMUNITY is leading the state and nation in measurable growth and innovation, as seen by its low 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.

2020 SUCCESSES

- Hosted CSUF/OCBC 26th Annual Economic Forecast Conference, with over 700 guests.
- Held successful **Economic Development Forum** series on ReOpening OC Safely, 5G Technology and the Energy Evolution.
- Successful Tenth Annual **Turning Red Tape into Red Carpet Awards, highlighting key public private partnerships creating jobs and cutting bureaucracy.**
- 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 Governor's Office of Business and Economic Development to **identify opportunities for foreign direct investment.**
- Lead collaborator and successfully moved **United Nations' conference on artificial intelligence** (AlforGood) for Anaheim in 2021.
- Advocated for financial support for Visit Anaheim to promote conferences and tourism when the pandemic subsides, the development of **OCV!be at the Honda Center and the sale of Angel Stadium** for its development.

2021 GOALS

- Promote Orange County's 2019–2023 Comprehensive Economic Development Strategy and Retail E-volution Report.
- Recruitment of companies outside of Orange County in key and emerging industry clusters, including manufacturing, information technology, high tech and clean tech sectors.
- Support local incentives for growth and development including city economic development and smart city plans incorporated into general planning efforts.
- Conduct 2021 Economic Development Forum and Economic Forecast Conference to provide industry and economic trends affecting Orange County businesses and further inform management's strategic planning process.
- Educate local CEOs engaged in economic development and topline OC issues.
- Promote OC global connectivity and international trade via strategic partnerships, delegation briefings, and guest speakers.

"In addition to ensuring the health and safety of the community, we must also continue to **safeguard Orange County's economic recovery so that it works for everyone.** This year's Economic Development Committee will focus on restoring Orange County's economy by supporting local businesses, creating opportunities for new businesses and job growth, and working with leaders across all industries to ensure Orange County remains resilient and prepared for the future."

- OCBC ECONOMIC DEVELOPMENT COMMITTEE CHAIR AND VICE-CHAIR



Rick Nogueira
JP Morgan Chase & Co.



Jodi Duva
Cox Business, Orange Coast

COVID-19

THE GREATEST DISRUPTOR IN A GENERATION

CCOVID-19 has impacted every area of Orange County's economy, forcing the closure of local businesses and entire industry sectors. While the impacts are severe, there are opportunities for Orange County's businesses to innovate and meet the challenge head on, and in doing so, lead the way for regional change and improvements that will last well beyond the pandemic. OCBC continues to advocate for Orange County's economic recovery under the mantra "Good Health is Good Business."

2020 SUCCESSES

- Adopted a mission of **"Good Health is Good Business"** to keep businesses open and practice healthy protocols.
- Adapted communications daily e-newsletter publication with the latest information to assist Orange County residents.
- Developed new weekly communication **"TLC for OC"** to share up to date information on food, child care, pet and vet info, mental health, physical health, COVID testing, and other social programs. OCBC's communications have been universally praised for "news-you-can-use," thoughtful content. OCBC staff personally responded to requests for food delivery to seniors, blood donation drives, COVID testing sites, and other community engagement.
- Served as a member of Orange County's business task force under the OC Board of Supervisors regarding health protocols for OC Health Care Agency.
- Retooled OCBC's website **"ReOpen OC Safely"** to list resources and guidelines for industry sectors in one location.
- Early support for, and advocacy countywide of, health protocols including **#MaskUP!** and **#MaskUP2Reopen!**
- Developed **webinars with OC Health Care Agency health officer, Dr. Clayton Chau**, to help businesses comply with new health orders.
- **Coalesced OC's chambers, county economic development professionals, and 34 city managers on health protocols and business openings.**
- Sought financial incentives for restaurants to reimburse them and incentivize compliance; Dr. Chau presented to the OC Board of Supervisors and secured \$10 million in CARES Act funding.
- Developed application website, all compliance documentation, (including "Attestation" used by all businesses), worked with US Bank as fiscal agent, legal and tax authorities, and **implemented County's SafeDineOC restaurant program to distribute \$10 million CARES Act funding**—95% approval for applying restaurants, highly successful, all funding committed—to help OC's COVID numbers be the lowest in Southern California.
- Assisted CHOC in securing PPE, assisted the County in locating PPE for nursing homes in order to meet state standards for reopening, distributed over 50,000 masks to OC community and businesses thanks to generous donation from the Nixon Library.
- **Serve on OC's Vaccine Task Force** with Dr. Chau to prepare community for protocols and safety concerns of new COVID vaccine to come soon.
- Partnered with Cox on "Meet the Need Computer Drive" connecting students with equipment; assisted OC Department of Education on computer and digital needs for online learning; began coalition to **end "digital divide" among vulnerable communities.**
- Promoted business, government and academic services, communications and resources to advance low infection rates.
- Coalition and media engagement to **educate community and administration on safety protocols at theme parks** for reasonable state reopen guidelines.

2021 GOALS

- Advocate for policies and COVID-19 response plans that focus on the principle “Good Health is Good Business.”
- Develop partnerships to further support the business community.
- Position Orange County as a regional leader in COVID-19 policies and vaccine distribution.
- Support the business community with reopening information that allows them to open sooner and safer.
- Serve as a leading advocate for vaccine use within the business community.

“From the start of the pandemic, Orange County took each hurdle in stride, displaying once again its unique and indisputable capacity for resiliency. **We have everything we need in order to emerge from the pandemic with a renewed sense of purpose and place**, focused on fostering Orange County as the “capital” of Southern California, and a dominant national force and driver of change.”



Lucy Dunn

President and CEO
Orange County Business Council

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. Advisor, provides an objective bridge between policymakers and community and business leaders, ensuring informed decision making regarding OCBC’s core strategic initiatives.

2020 SUCCESSES

- **Over 100 speaking engagements**, panels, committees and events, promoting OCBC’s four core initiatives.
- **Led the development and release of 2020-21 OC Community Indicators Report**, in collaboration with United Way, Orange County Community Foundation, CalOptima and First 5. This report will serve as a tool for business, academia and government to understand the region’s evolution, enabling industry and community leaders to put in place actionable strategies needed to maintain Orange County’s prosperity and high quality of life.
- Promoted the findings of the 2019-20 Workforce Housing Scorecard.
- **Extensive media coverage** through editorials, blogs, press releases, quotes, podcasts, event coverage, television, newspaper, digital, and radio interviews.
- Expanding reach as the “go to” economic voice for Southern California and the region.
- Secured OCBC communications published in numerous trade publications and association newsletters.
- Numerous completed **research projects on education, economic development, transportation, business attraction**, for public and private sectors.
- Website activity, e-news subscriptions and visits increased over last year; infographics, Twitter, hash tags at events increased.
- **Enhanced membership communications**, including reoccurring **member spotlight in e-news**, with open-rates well above industry standards.

2021 GOALS

- Continue to conduct innovative research that supports OCBC's initiatives and strengthens OC's economy, including research on housing, retail, and the workforce.
- Continue to grow OCBC's prominent social media presence.
- Cultivate and expand alternative outlets for OCBC's messages, including regional, state and national publications.
- Produce 2021/22 OC Community Indicators Report with regional partners
- Develop and publish a study highlighting the transformations in the retail industry.
- Work with the Southern California Association of Governments on regional economic research and coming trends.

"Orange County Business Council, a leading voice for business at both the region and state levels, produces business, economic, workforce, housing, demographic, and public policy research that guides both public and private sector leaders and decision-makers. This role is even more important in the time of COVID-19 and OCBC will continue to give stakeholders, elected officials and policymakers the **information they need to navigate Orange County, the Southern California region, and the state of California through its recovery.**"

- CHIEF ECONOMIC ADVISOR TO OCBC AND HEAD OF RESEARCH



Wallace Walrod, Ph.D.

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 in the nation's sixth largest county.

OCBC's numerous high-level, innovative events in 2020 featured:

- Kimberly Reed, EXIM Bank
- Dr. Gary Matkin, UCI
- Connie Leyva, State Senator
- Dr. Jeff Hittenberger, Orange County Department of Education
- Allison Edwards, OC Human Relations
- Peter Villegas, Coca-Cola
- Dr. Douglas Haynes, UCI
- Dr. Lisa Kirtman, CSUF
- Dr. Robin Avelar La Salle, Orenda Education
- Dr. Nicole Chavez, Orange County Department of Education
- Philip June, Boeing
- Joe Ran, Southern California Edison
- Joe Avila, Southern California Gas Company
- Ed Randolph, California Public Utilities Commission
- Richard Porras, AT&T
- Robbin Narike Preciado, Union Bank
- Seth Benzel, Chapman University
- Jodi Duva, Cox Business
- Dan Schweizer, Crown Castle
- Saul Panduro, Verizon
- Steve Churm, FivePoint
- Fred Barvarz, City of Anaheim
- Ken Wink, Ware Malcomb
- Lori Ann Farrell Harrison, City of Costa Mesa
- Paulette Fischer, Waterfront Hilton
- Denton Knapp, Goodwill OC
- Laura M. Booth, Shook, Hardy & Bacon
- James Bui, U.S. Census Bureau
- Laura Archuleta, CEO, Jamboree Housing
- Secretary of State Mike Pompeo
- Secretary of Labor Eugene Scalia
- U.S. Senator Dianne Feinstein
- CA Attorney General Xavier Becerra
- CA Secretary of State Alex Padilla
- Rep. Harley Rouda – CA 48th District
- Rep. Mike Levin – CA 49th District
- Rep. Katie Porter – CA 45th District
- Rep. Lou Correa – CA 46th District
- Rep. Alan Lowenthal – CA 47th District
- Rep. Gil Cisneros – CA 39th District
- Rep. Mark Takano – CA 41st District
- Nicole Nason, Federal Highway Administration
- K. Jane Williams, Federal Transit Administration
- Scott Stump, Assistant Secretary, U.S. Department of Education
- CA Lieutenant Governor Eleni Kounalakis
- State Senator Scott Wiener – 11th District
- State Senator Connie Leyva – 20th District
- State Senator Anthony Portantino – 25th District
- State Senator Ling Ling Chang – 29th District
- State Senator Pat Bates – 36th District
- State Senator John Moorlach – 37th District
- Assemblymember Chris Holden – 41st District
- Assemblymember Patrick O'Donnell – 70th District
- CA State Controller Betty Yee
- CA State Treasurer Fiona Ma
- Toks Omishakin, Caltrans Director
- David Kim, CalSTA Secretary
- Kate Gordon, Governor's Office of Planning and Research
- Anthony Williams, Governor Newsom's Legislative Secretary
- Lourdes Castro Ramirez, Secretary, Business, Consumer & Housing
- Gustavo Velasquez, Director, CA HCD
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- Supervisor Don Wagner – 3rd District
- Supervisor Doug Chaffee – 4th District
- Supervisor Lisa Bartlett – 5th District

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- Vartan Djihanian, Western Region Manager, U.S. Chamber
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- Jim Herberg, Orange County Sanitation District
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- Brett Barbre, Yorba Linda Water District
- Felipe Monroig, Charter Communications
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- Donna DeMartino, LOSSAN Rail Corridor Agency
- Marc Campopiano and Nikki Buffa, Latham & Watkins
- Sarah Jepson, Planning Director, SCAG
- Jim Beil, OCTA
- Diana Kotler, Anaheim Transportation Network
- Joseph Fillipelli, Wells Fargo (partial listing)

JOIN OCBC IN 2021

- **Annual Dinner**
February 4, 2021
- **Health Experts Talk Vaccines: Part 2**
March 4, 2021
- **Chairman's Leadership Breakfast**
March, 2021
- **Sacramento Advocacy Summit**
March 30-31, 2021
- **Washington, D.C., Advocacy Summit**
April 27, 2021
- **Chairman's Leadership Breakfast**
May, 2021
- **Health Care Forum**
July, 2021
- **Economic Development Forum**
August, 2021
- **Chairman's Leadership Breakfast**
September, 2021
- **Orange County Community Indicators**
September 16, 2021
- **Workforce Development Conference**
October 7, 2021
- **27th Economic Forecast Conference**
October 20, 2021
- **Turning Red Tape into Red Carpet**
November 4, 2021
- **Holiday Reception**
December 9, 2021

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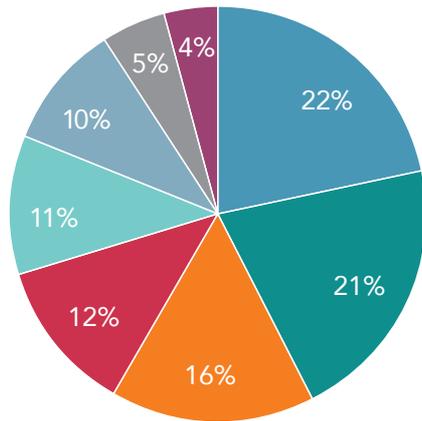
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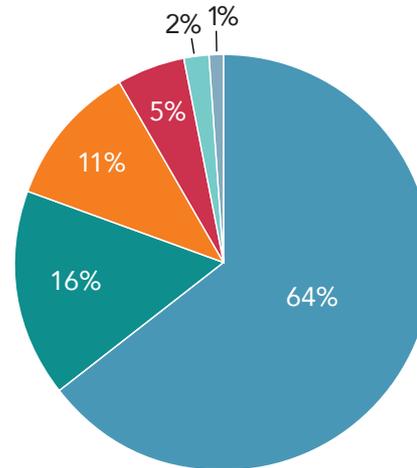
EXPENSES AND REVENUE

2020 EXPENSES



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

2020 REVENUE



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

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Vicki Blaser
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Lauren Martin
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Connor Medina
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