

The logo for Economic Development Collaborative (EDC) consists of the letters 'EDC' in white on a dark blue square background.

ECONOMIC  
DEVELOPMENT  
COLLABORATIVE

A photograph showing three people in a meeting. A man in a blue shirt is pointing at a laptop screen displaying a bar chart. A woman with long brown hair is looking at the screen. Another person is partially visible on the left. The scene is set in a modern office with a wooden desk and a window in the background.

# EDC NEWS



## IN MEMORIAM: LAUREL SHOCKLEY

Clients, Partners and Stakeholders, it is with sadness and regret we write to share the heartbreaking news that our Board Member Laurel Shockley has passed away following a couple of years of health challenges that never dampened her spirit or wit.

Laurel was one of our longest standing members, representing Southern California Edison as their Economic Development Manager for a multi-county area. In addition to supporting our work in Ventura County, Laurel exercised leadership in communities from the San Gabriel and Antelope Valleys through Santa Clarita and into Kern and Tulare Counties. Never daunted by that enormous territory, it was always all of our experience that if you needed her help on a project or as a friend she was right there for you in every way.

In her passing we've lost not only a great friend and ally, but our profession will carry on without one of our most expert and knowledgeable professionals. Laurel had previously served as the Southern California 8 county area director for the California Trade & Commerce Agency, then moved on to work with KPMG and LA EDC before taking her position with Edison. Laurel was expert in all aspects of siting a business, was masterful in navigating permits and personalities, and never expected or took any credit but was essential to every deal she touched. She had a particular gift for crafting economic impact analyses, irreproachable both for the integrity of the data as well as for interpreting its real world value. Laurel never failed to understand and convey how our work connects to people and the quality of our lives.

Laurel will be missed by many.

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## EDC ASSISTS OJAI BUSINESSES IN PARTNERSHIP WITH SBA

The EDC has received a grant from the U.S. Small Business Administration to assist businesses within the Ojai Valley. The grant is designed to assist economic development priorities within communities that have been impacted

by disaster. To read more about our efforts within the Ojai Valley check out the recent coverage in the [Ojai Valley News](#).



### EDC RELEASES NEW STUDY ON BUSINESS MIGRATION DYNAMICS ON THE CENTRAL COAST

EDC has released a report in partnership with Xopolis: Urban Analytics that studies business migration in Ventura, Santa Barbara and San Luis Obispo Counties. The data challenges the commonly held understanding of “business exodus” from California.

The full report, including the data tables, is attached and may be downloaded at: <https://edcollaborative.com/wp-content/uploads/2019/06/Business-Migration-Report.pdf>. Coverage of the material by the *Pacific Coast Business Times* may also be found at [www.pacbiztimes.com/](http://www.pacbiztimes.com/).

### A DISCUSSION ON THE GIG ECONOMY

July 15, 2019 6:00 pm to 7:30 pm  
Camarillo Public Library  
Community Room  
4101 Las Posas Road  
Camarillo, CA 93010



Join us for a discussion with Ray Bowman, Director of the Small Business Development Center and Bill Bartels, Business advisor in organizational communications and development, who will discuss the levers of engagement to play in this gig arena. They will be covering aspects of consumers, workers and methods of connections in the gig economy. They will also look at the strengths and leveraging of reputation, demand, and referral, as sources and resources for both workers and consumers.

[REGISTER HERE](#)

### DESIGN A BUSINESS AND LIFE YOU LOVE

July 23rd 6:00 pm to 7:30 pm  
Camarillo Public Library  
Community Room  
4101 Las Posas Road  
Camarillo, CA 93010

EDC Communications Director and entrepreneur Clare Briglio, combines soul direction with years of expertise in business coaching and ownership to help begin to uncover the life you were designed to live. This class is designed for anyone who is looking for a more fulfilling and abundant business, career and life.



[REGISTER HERE](#)

### NEW SPANISH RESOURCES AVAILABLE: EDC ESPANOL

The EDC has released new resources for Spanish speaking clients online. Information on our programs and how to become a client are also available. For further information, please visit our [website](#).



## DISASTER RECOVERY RESOURCES



U.S. Small Business  
Administration

### SBA DISASTER LOAN DEADLINE APPROACHING

If your business suffered economic injury due to the effects of the Hill/Woolsey fires, the deadline for applying for a loan through the SBA is August 12, 2019. Clients who have been impacted by the Hill/Woolsey Fire and are interested in government assistance (either FEMA or SBA) should apply online at [DisasterAssistance.gov](http://DisasterAssistance.gov) or by phone at 1-800-621-3362. The toll-free numbers are open 7 a.m. to 10 p.m. seven days a week. If you need further assistance and wish to speak to one of our EDC SBDC small business advisors, please call our [Business Recovery Hotline \(805\) 409-9159](tel:8054099159) to request an appointment.

### FREE INDIVIDUAL AND GROUP THERAPY OFFERED FOR THOSE IMPACTED BY THE THOMAS AND HILL/WOOLSEY FIRES

California Lutheran University (CLU) Community Counseling Centers, is offering free counseling services to individuals, couples, families, and groups impacted by the Thomas fire and resulting mudslides. Centers are located in Oxnard (2200 Outlet Center Dr. #470) and Westlake Village (31416 Agoura Rd. #115).



If you have been impacted either directly (e.g., lost home, loss of employment, etc.) or indirectly (e.g., relative or co-worker of survivor, business owner dealing with long-term effects, etc.), please contact the CLU Community Counseling Center office at (805)-493-



**CREATIVE COMMUNITY  
THOMAS FIRE GRANTS  
AVAILABLE- APPLY BY  
AUGUST 1ST!**

Ventura County creatives - artists, writers, musicians, performers, designers, sculptors, teachers, filmmakers. If you or your creative career were impacted by the Thomas Fire or Montecito Debris Flow, you may be eligible for relief

funding.

The Creative Community Thomas Fire Grant is intended to help those that experienced physical or economic losses to meet basic needs or invest in their creative practice.

Award amounts: \$250 to \$2,500. Visit [www.VCArtsCouncil.org](http://www.VCArtsCouncil.org) for info and to Apply.

Application deadline: August 1st, 2019, 11:59pm

## EDC PARTNER NEWS

**EDD EMPLOYEE OR  
INDEPENDENT CONTRACTOR TAX  
SEMINAR**

August 14th 9:00 AM to 12:30 PM  
Ventura EDD Tax Office  
4820 McGrath Street, Ste 200  
Ventura, Ca 93003



Learn how to distinguish between an employee or independent contractor in this FREE seminar hosted by the EDD. To make reservations call 1.866.873.6083 or visit the [EDD website](#).

**EDD STATE LABOR LAW AND PAYROLL TAX  
SEMINAR**

August 22nd 9:00 AM to 3:30 PM  
Thousand Oaks Score Office  
516 Pennsfield Place, Ste 206  
Thousand Oaks, Ca 91360



Learn how recordkeeping and reporting requirements necessary for labor and tax compliance and employer and employee rights in

this FREE seminar hosted by the EDD. To make reservations call 1.866.873.6083 or visit the [EDD website](#).

**WOMEN'S ECONOMIC VENTURES  
ORIENTATION/INFORMATION  
SESSION**

If you own a small business, or are considering starting a business, register for this FREE one-hour orientation/information session. You'll

learn about WEV business training, support, loans, consulting and other resources to help your business grow. Why go it alone? WEV helps you gain the knowledge and skills to grow your business with confidence. Information sessions will be held on 7/9, 7/17, 7/25 or 7/31.

Register online at:



<https://www.wevonline.org/training/orientations/>  
Ventura WEV office location, 290 Maple Court, Suite 268  
Questions? Email [info@wevonline.org](mailto:info@wevonline.org) or call 805-965-6073.

VISIT OUR WEBSITE

