



ECONOMIC  
DEVELOPMENT  
COLLABORATIVE

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## **EDC Announces Launch of Business Forward – A Countywide Initiative and Business Resource Hub**

*“Business Forward Ventura County” provides a virtual business resource hub and real-time support to the regions’ thought leaders, innovators, and entrepreneurs.*

**CAMARILLO, Calif.** – The Economic Development Collaborative (EDC) announced the official launch of Business Forward Ventura County on Tuesday July 7, 2020. Coined “Ventura County’s Business Resource Hub”, Business Forward provides a bridge for The County of Ventura and its ten cities, the Workforce Development Board, and the EDC to collaborate in the production and delivery of the resources and services needed for local businesses and entrepreneurs to thrive.

Supported in real-time by the Ventura County Business Liaison, the Business Forward website – [www.businessforwardvc.com](http://www.businessforwardvc.com) – serves as a central online platform that exhibits the rich diversity of Ventura County business associations and incubators, Chambers of Commerce, government organizations, and other resources that both provide assistance and prioritize the improvement of industry, economy, and equity for the region.

“Business Forward originated as an initiative to further support the [Ventura County Economic Vitality Strategic Plan](#) (EVSP),” stated EDC President and CEO, Bruce Stenslie. “Spearheaded by Ventura County CEO Mike Powers, the EVSP was engineered to create targeted, sustainable business opportunities that support and improve the quality of life for Ventura County residents while remaining responsive to the evolving needs and opportunities of the local economy.” When asked what the EDC hopes will evolve from Business Forward specifically, Stenslie remarked that he and participating stakeholders are confident it will become the business community’s “go-to virtual resource” to access and learn about all the business-related support the county has to offer.

Outside of current county residents, Stenslie also commented that the initiative serves to educate and attract potential new business and entrepreneurial capital to the region.

The Business Forward website is officially live and accessible to the Public at [www.businessforwardvc.com](http://www.businessforwardvc.com).

For media inquiries or interview requests, please contact the EDC’s local media liaison, Lexie Smith, at [Lexie@theprbarinc.com](mailto:Lexie@theprbarinc.com).

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## **About the Economic Development Collaborative**

A private nonprofit, the EDC was founded in 1996 with funding from the County of Ventura, the 10 cities in the county and key private-sector companies to provide a pathway to business growth, economic prosperity and high quality of life for all.

Today, in partnership with the Small Business Development Center, the EDC is a regional asset for economic vitality in Ventura, Santa Barbara and Los Angeles counties, giving businesses, community partners and civic leaders the resources they need to succeed. By leveraging public and private funds, the EDC has become a key player in delivering business consulting, funding and strategic initiatives that support the regional economy. For further information visit [www.edcollaborative.com](http://www.edcollaborative.com).