



SAMCEDA
San Mateo County Economic Development Association

2019 - 2020 ANNUAL UPDATE



WE WILL NOT GIVE UP

June 2020

To Our Members, Partners and Stakeholders,

The last few months have been beyond challenging to our organizations and to us. The senseless and tragic death of George Floyd on May 25th, the ensuing week of peaceful and violent protests, open rage and silent rage, and attacks on our media have left us questioning who we are and what we stand for. Each day we are asking ourselves repeatedly how can we truly move forward as one people, one neighborhood, one community, and one nation.

The leaders that founded SAMCEDA did so in these words, *"To develop cooperation and unified action in commercial, industrial, civic and cultural fields in San Mateo County particularly and the San Francisco Bay generally. To promote the general welfare of the area."*

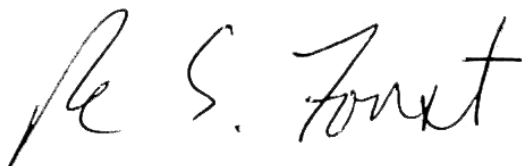
They did not call out one race, religion, or sexual orientation over any other. They did not distinguish individual, community or economic prosperity but *one* prosperity.

In struggling to find the right words to convey a message of hope in this dark time, I turned to the Dalai Lama – *"To remain indifferent to the challenges we face is indefensible. If the goal is noble, whether or not it is realized within our lifetime is largely irrelevant. What we must do therefore is to strive and persevere and never give up."*

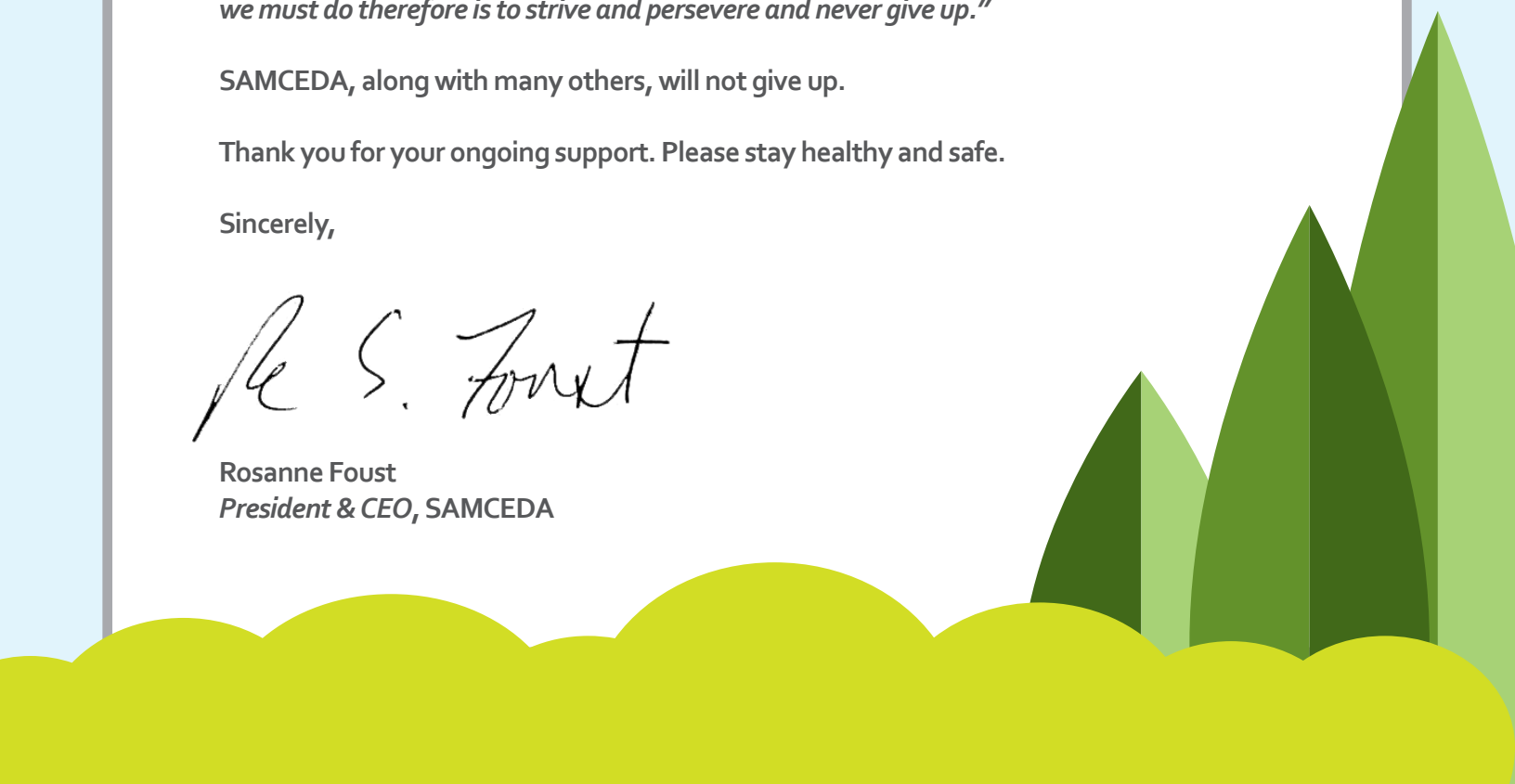
SAMCEDA, along with many others, will not give up.

Thank you for your ongoing support. Please stay healthy and safe.

Sincerely,



Rosanne Foust
President & CEO, SAMCEDA



JULY 2019
- TO -
FEBRUARY 2020



BUSINESS & ECONOMY

More than the
BOTTOM LINE



MORE THAN THE BOTTOM LINE
SAMCEDA's *More than the Bottom Line* show features local game-changing company leaders in Silicon Valley. The show highlights all that our members are doing with and for our local communities—*more than the bottom line*. Visit samceda.org to watch episodes.

EVENTS

- *Public Policy & Housing, Land Use and Transportation Committees*
- *Birdies for Business - Golf Tournament*
- *BizJournal's Peninsula Structures*
- *Connect19*
- *Economic Outlook '20*
- *Success Summit at Skyline College*
- *BizJournal's Mentoring Monday*
- *Innovators: SAMCEDA Awards of Excellence*
- *"THRED" Talks - Weaving Our Region Together*



INNOVATORS AWARD WINNERS:



DAVID D. BOHANNON MEMORIAL AWARD WINNER



Stacey Wagner
Director of Public Affairs



Redwood City Medical Center



STRONGER TOGETHER



EDUCATION ADVOCACY



SAN MATEO COUNTY
COMMUNITY
COLLEGE DISTRICT



College of San Mateo



COMPLETE COUNT COMMITTEE FOR CENSUS 2020

Every ten years, the federal government is required to count everyone living in the United States. The decennial census is a cornerstone of our democracy, ensuring equitable political representation, and fair allocation of resources at all levels of government. Census data is also used by local governments, businesses, and nonprofits to make important policy, program, and budget decisions.



COMPLETE COUNT COMMITTEE CO-CHAIRS

#EVERYONECOUNTS

HOUSING & TRANSPORTATION ADVOCACY



SAMCEDA MEMBER PROJECTS



The background of the entire page features a stylized landscape. In the foreground, there are several green hills and trees of varying shades of green. The middle ground consists of a solid yellow band. The background is a light blue sky. A dark blue banner is positioned in the top left corner.

COVID-19

MARCH 2020

- TO -

JUNE 2020

On March 16, 2020, our lives personally and professionally changed forever with the Bay Area health orders to *Shelter-in-Place*. There has never been a period quite like this in SAMCEDA's 67-year history. For the past three months, we have ensured that SAMCEDA has maintained our focus on the existing priorities and supported the direct needs of our members, while pivoting to work directly with the County of San Mateo and its 20 cities and towns on crisis response to the COVID-19 shutdown.

**“YOU SHOW YOUR HUMANITY BY HOW YOU
SEE YOURSELF NOT AS APART FROM OTHERS
BUT FROM YOUR CONNECTION TO OTHERS.”**

- ARCHBISHOP DESMOND TUTU

SAMCEDA SUPPORTING THE COUNTY'S COVID-19 RECOVERY & RELIEF EFFORTS



THANK YOU TO OUR
HEALTHCARE COMMUNITY
FOR ALL THAT YOU DO!



- Liaison to the San Mateo County Manager's Office for the business community
- Reimagined *SAMCEDA.org* with factual information on business resources
- Designed *Business Continuity Action Plan* for small business
- Launched *San Mateo County COVID-19 Business Economic Impact Survey* and *San Mateo County COVID-19 Small Business Reopening and Recovery Survey*
- Facilitated the development and launch of the *San Mateo County Strong Fund*, including COVID-19 PSAs, multilingual messaging, targeted donation outreach to companies, individuals and cities/towns
- Information conduit with Cities/Towns, Chambers of Commerce, Convention & Visitors Bureau, Labor, Education, Non-Profits, Elected Officials, and Other Stakeholders

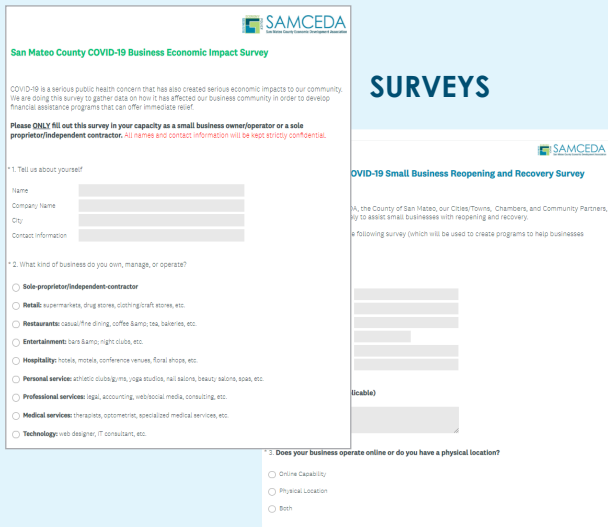
SAMCEDA CONNECTS, CONVENES, AND CONTRIBUTES



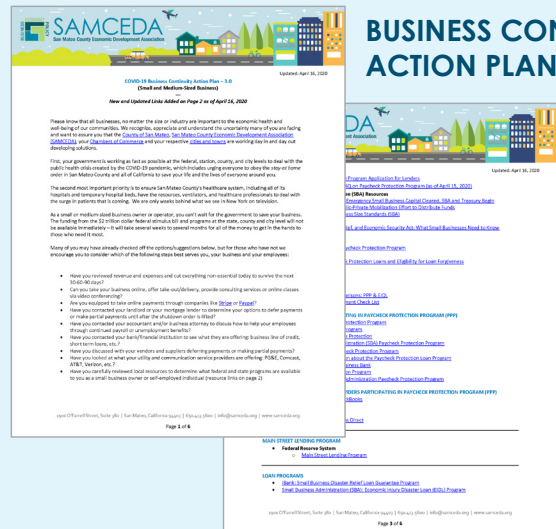
SOCIAL MEDIA



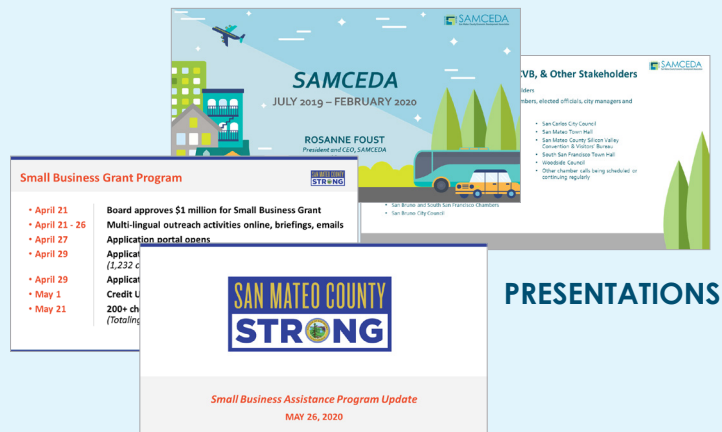
SURVEYS



BUSINESS CONTINUITY ACTION PLAN



DAILY NEWSLETTERS



WHAT SAMCEDA OFFERS

- An influential voice and a seat at the table on issues that affect business, education, non-profits, and residents
- Direct communication with top federal, state, regional, and local political leaders and other stakeholders
- Established relationships with regional partnerships throughout the Bay Area including the Bay Area Council, Joint Venture, Silicon Valley Leadership Group, the San Mateo County – Silicon Valley Convention & Visitors Bureau, the Redwood City-San Mateo County Chamber of Commerce, the San Mateo Area Chamber of Commerce, and SPUR
- Access to valuable information on a timely basis regarding budgetary and fiscal stability with the state, regional, and local jurisdictions, policy initiatives on multiple topics including transportation, housing, education, workforce development, technology, environment, healthcare, land use/zoning, and economic development that directly impacts how business is done
- Up-to-date economic research prepared both internally and externally and drawn from multiple independent sources on San Mateo County, the greater Bay Area, and the State of California

PLATINUM CHAIRMAN CIRCLE



SAMCEDA

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