

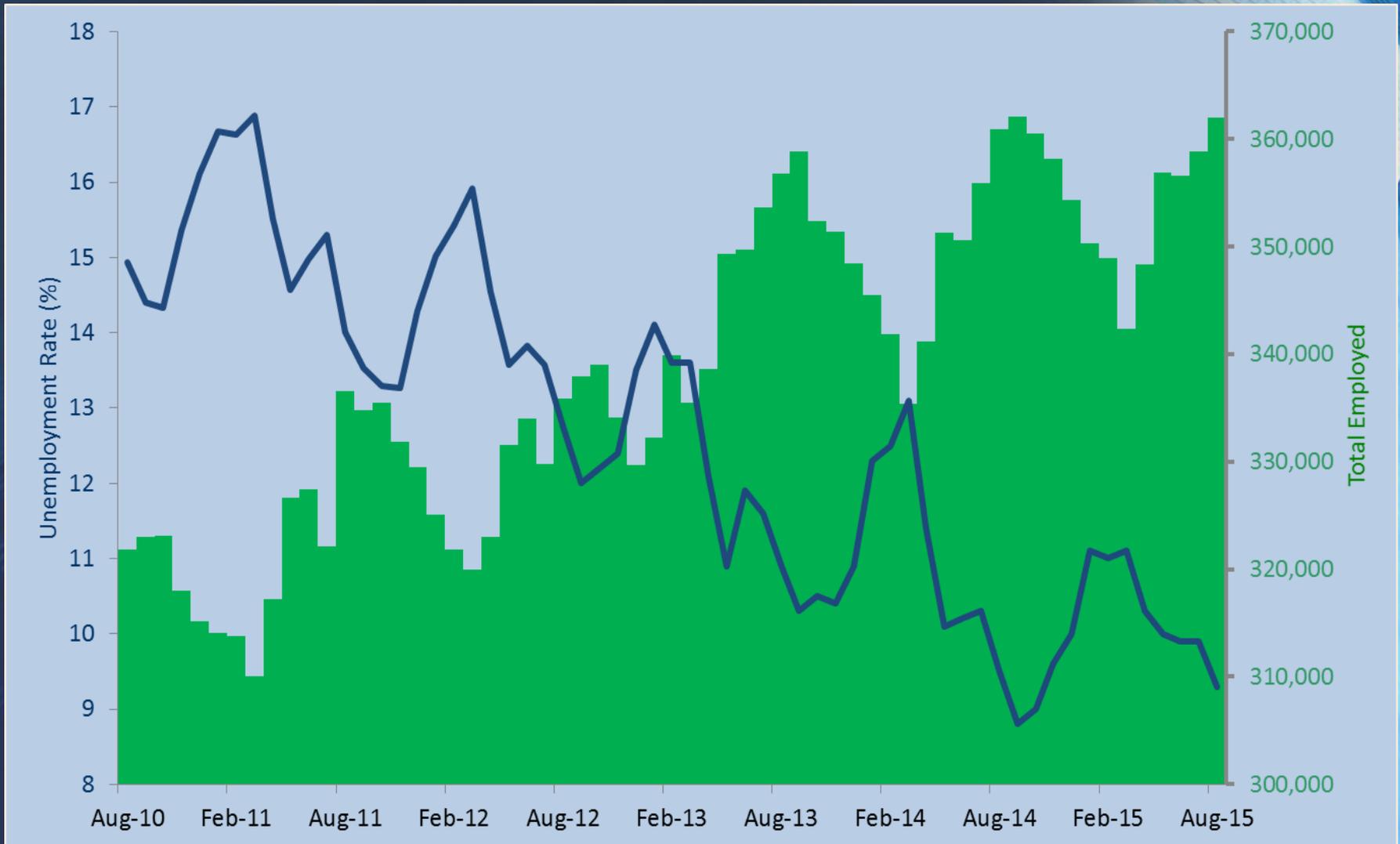


Kern EDC Board Meeting

City of Wasco

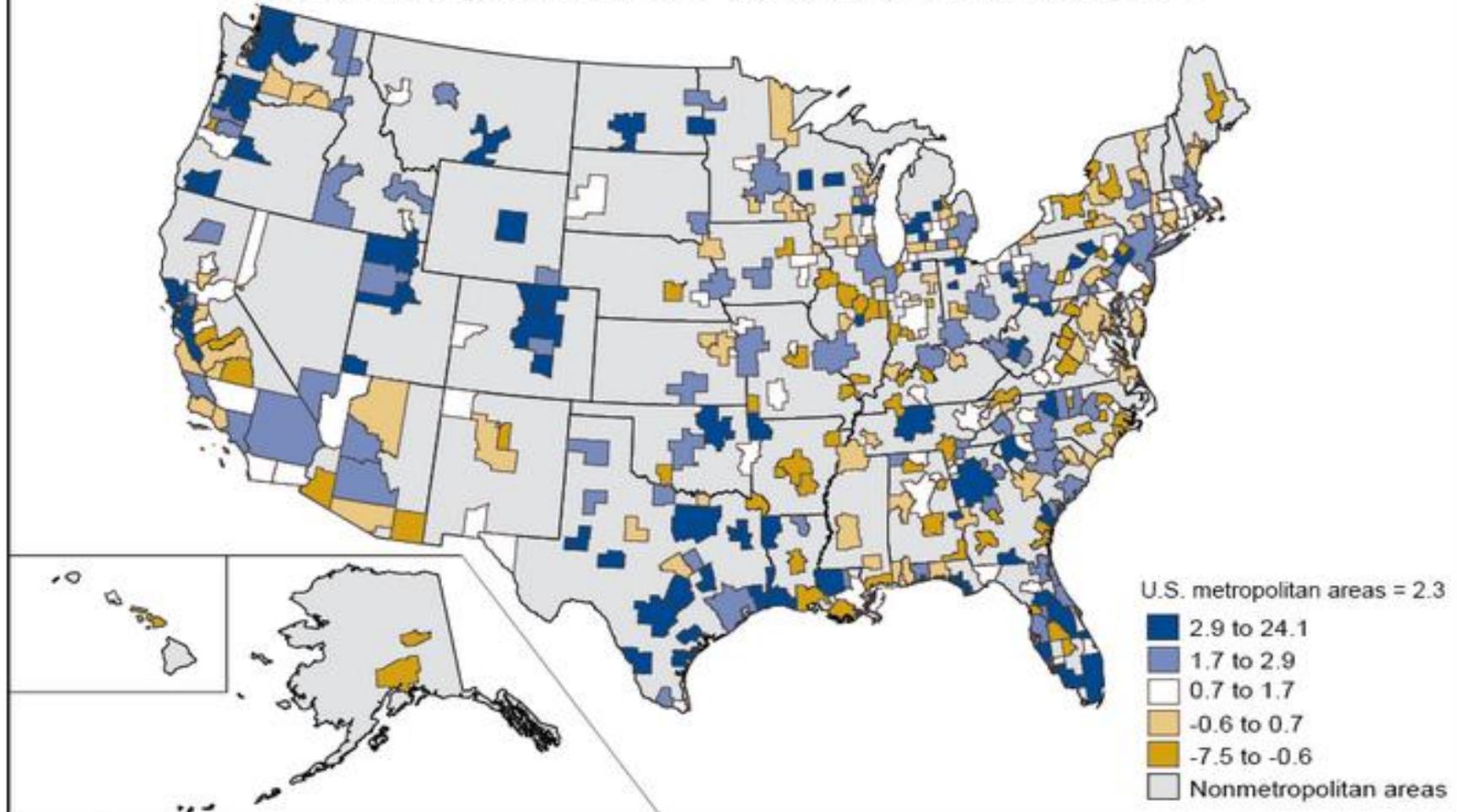
September 24, 2015

Kern County Employment Market (Unemployment Rate/Total Employed, 2010-2015)

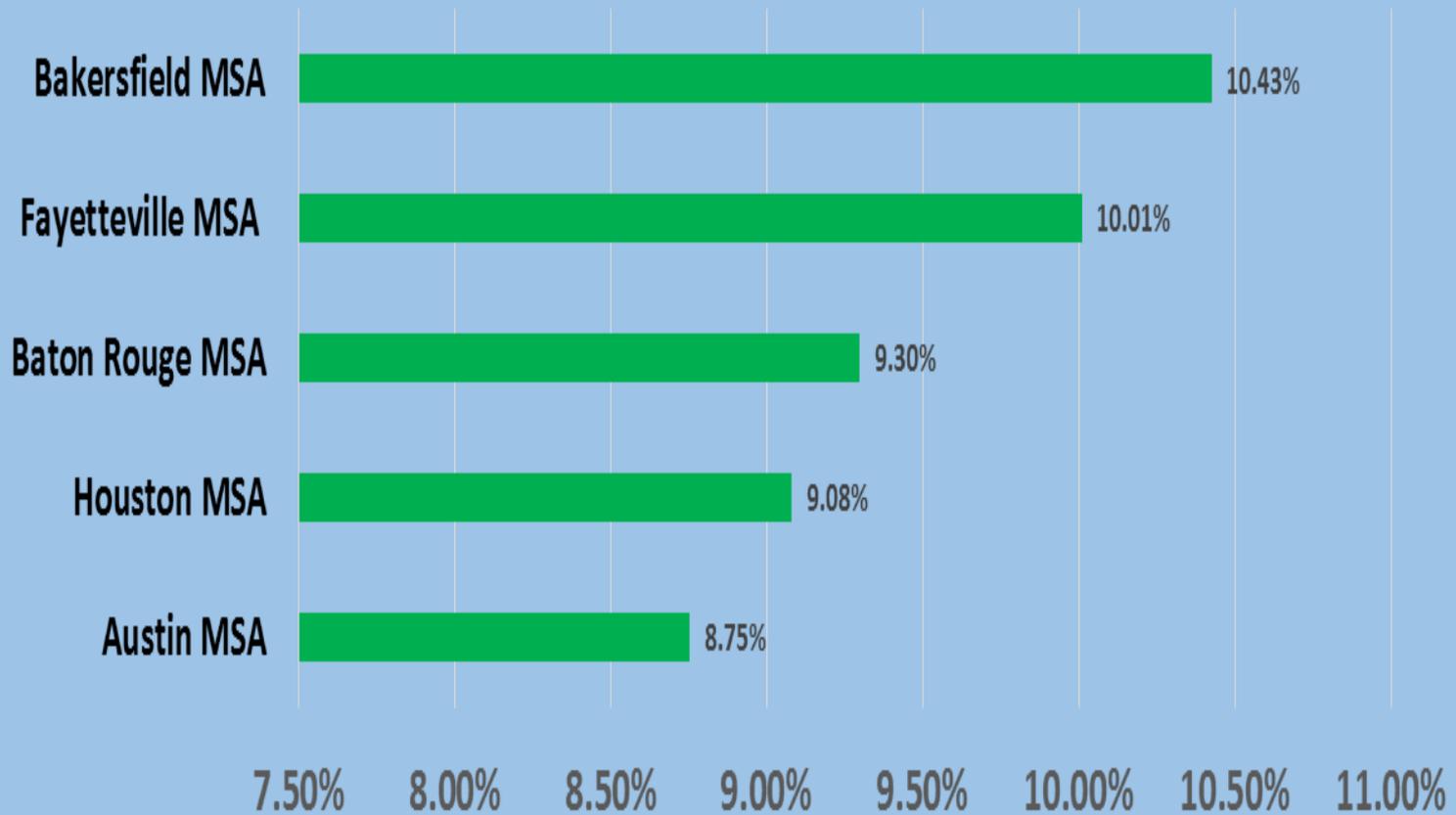


Source: CA Employment Development Department.

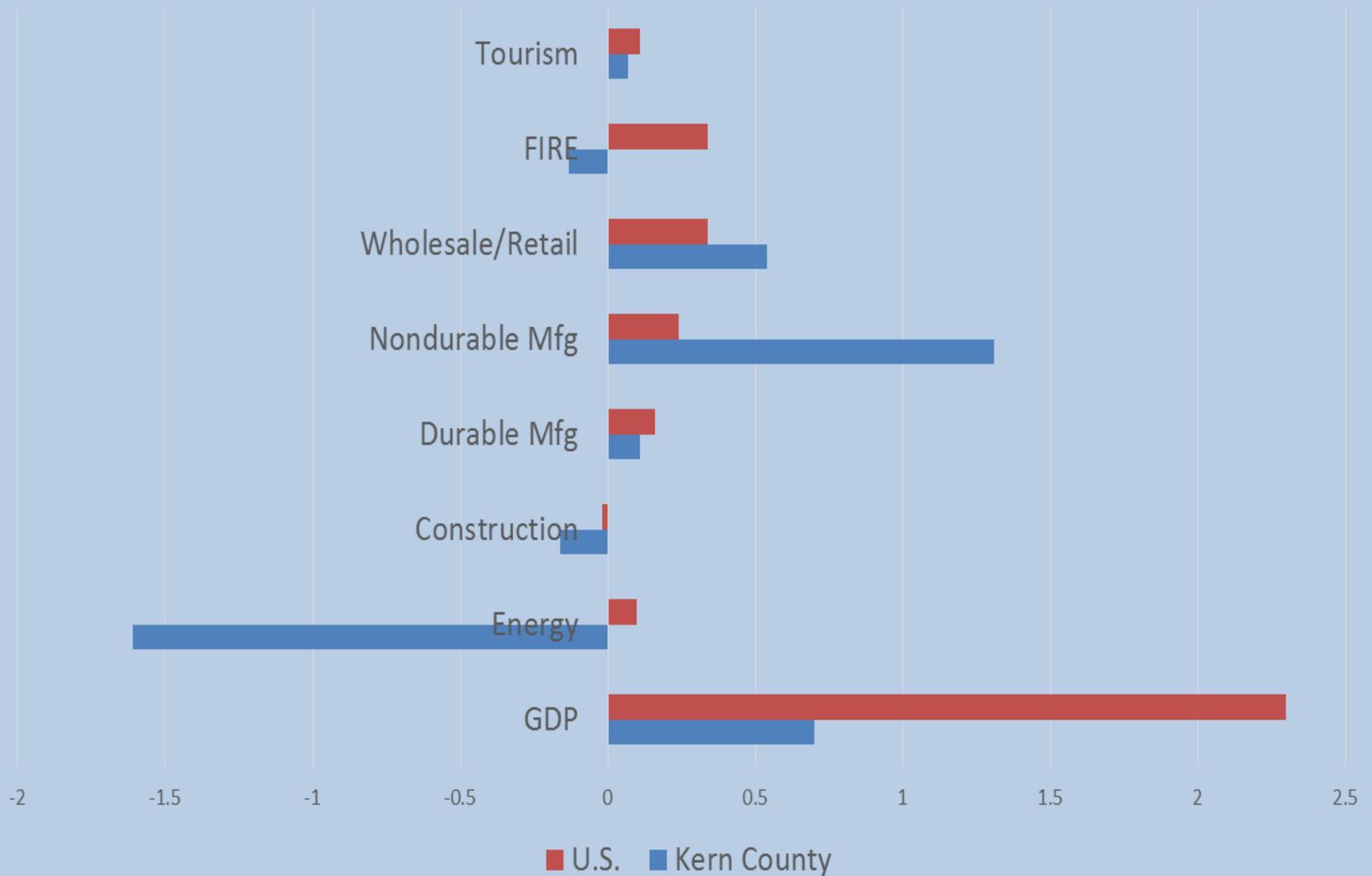
Percent Change in Real GDP by Metropolitan Area, 2014



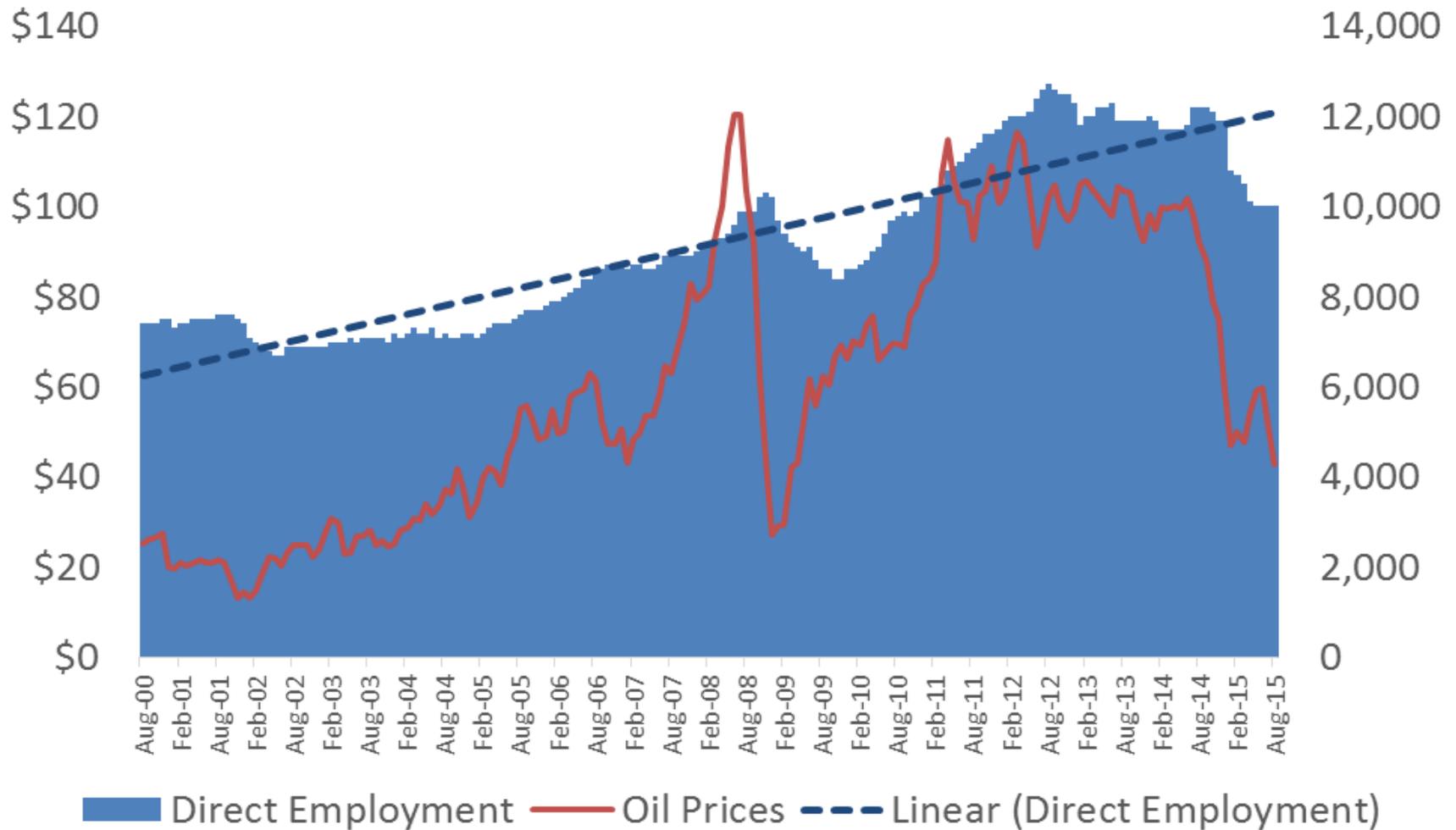
Top Metros-GDP Growth (2001-2014)



2014 Metro GDP Growth



Kern County's Oil Employment vs. Oil Prices (2000-2015)



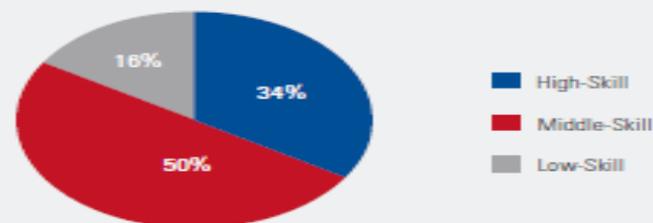
California's Forgotten Middle

Middle-skill jobs, which require education beyond high school but not a four-year degree, make up the largest part of America's and California's labor market. Key industries in California are unable to find enough sufficiently trained workers to fill these jobs.

Demand for Middle-Skill Jobs is Strong

Fifty percent of all jobs in 2012 were middle-skill.

Jobs by Skill Level, California, 2012

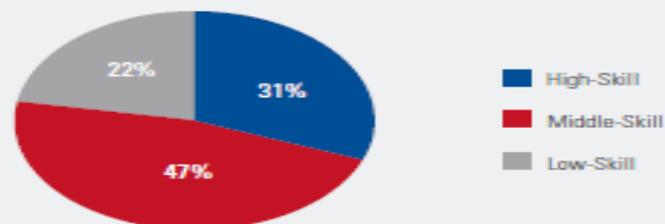


Source: NSC analysis of Bureau of Labor Statistics Occupational Employment Statistics by State, May 2012.

Demand for Middle-Skill Jobs Will Remain Strong

Between 2010-2020, 47 percent of job openings will be middle-skill.

Job Openings by Skill Level, California, 2010-20

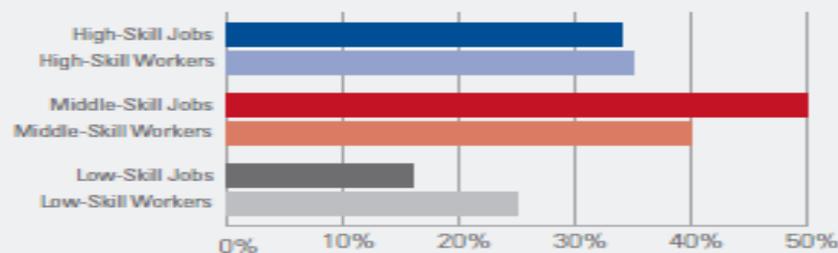


Source: NSC analysis of long-term occupational projections from state labor/employment agency.

A Middle-Skill Gap

Middle-skill jobs account for 50 percent of California's labor market, but only 40 percent of the state's workers are trained to the middle-skill level.

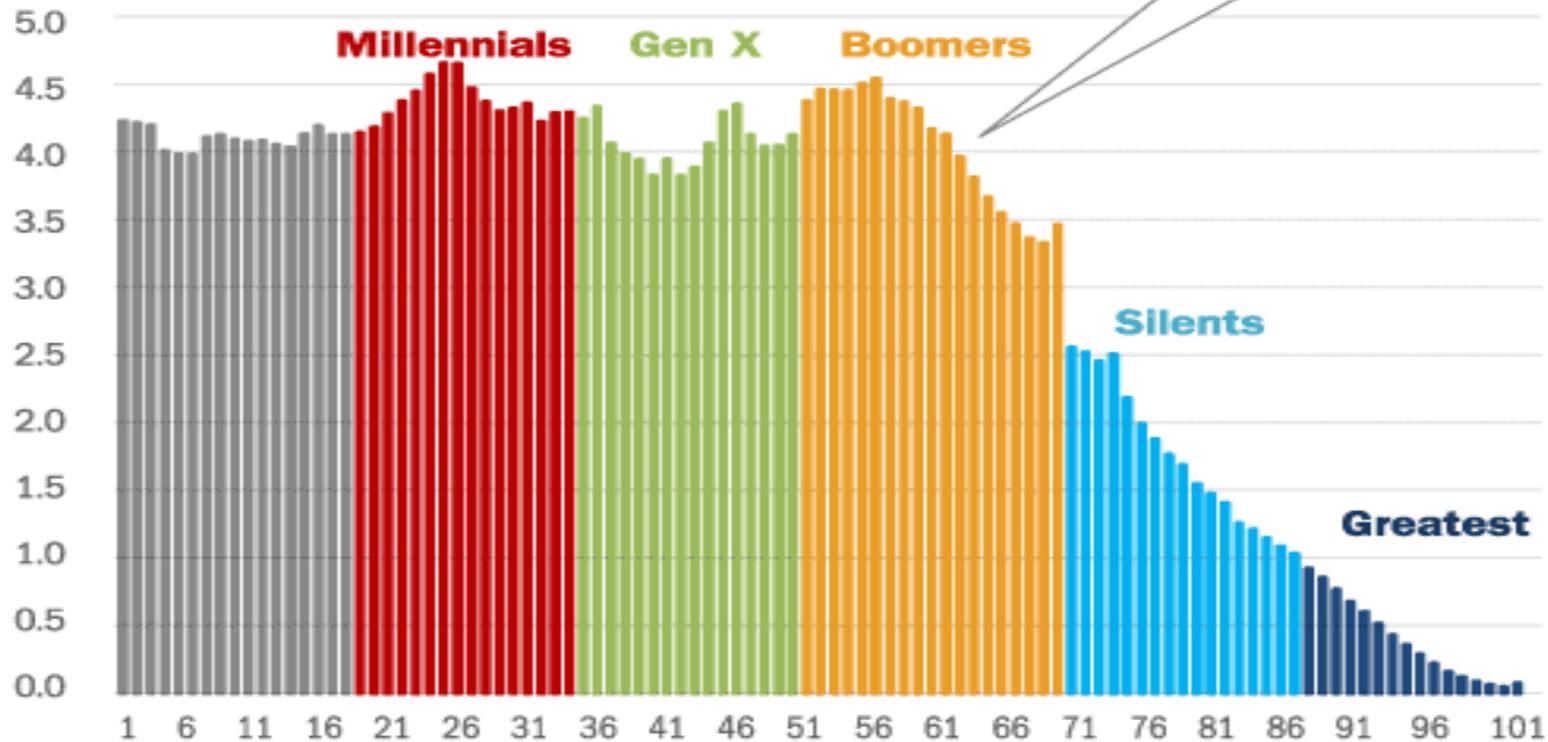
Jobs and Workers by Skill Level, California, 2012



Source: NSC analysis of Bureau of Labor Statistics Occupational Employment Statistics by State, May 2012 and American Community Survey data, 2012.

The Future is Now

Population of the U.S. by generation
(in millions of residents)



Most Important Product Characteristics for Millennials

UNIQUENESS (DIFFERENTIATION)



WARBY PARKER
eyewear



MEANINGFULNESS (PURPOSE)



INNOVATION



TopGolf

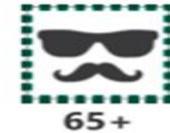


AUTHENTICITY



Differences between Millennials and Other Generations

(% agree)



When nothing is occupying my attention, the first thing I do is reach for my phone

77%

10%

I check my phone at least every 30 minutes

52%

6%

The last thing I do before I go to bed is check my phone

73%

18%

I often use other devices while watching TV

79%

42%



1900

books
plays
journals



1950

television
radio
movies



1980

video games
computers
walkmans



2000

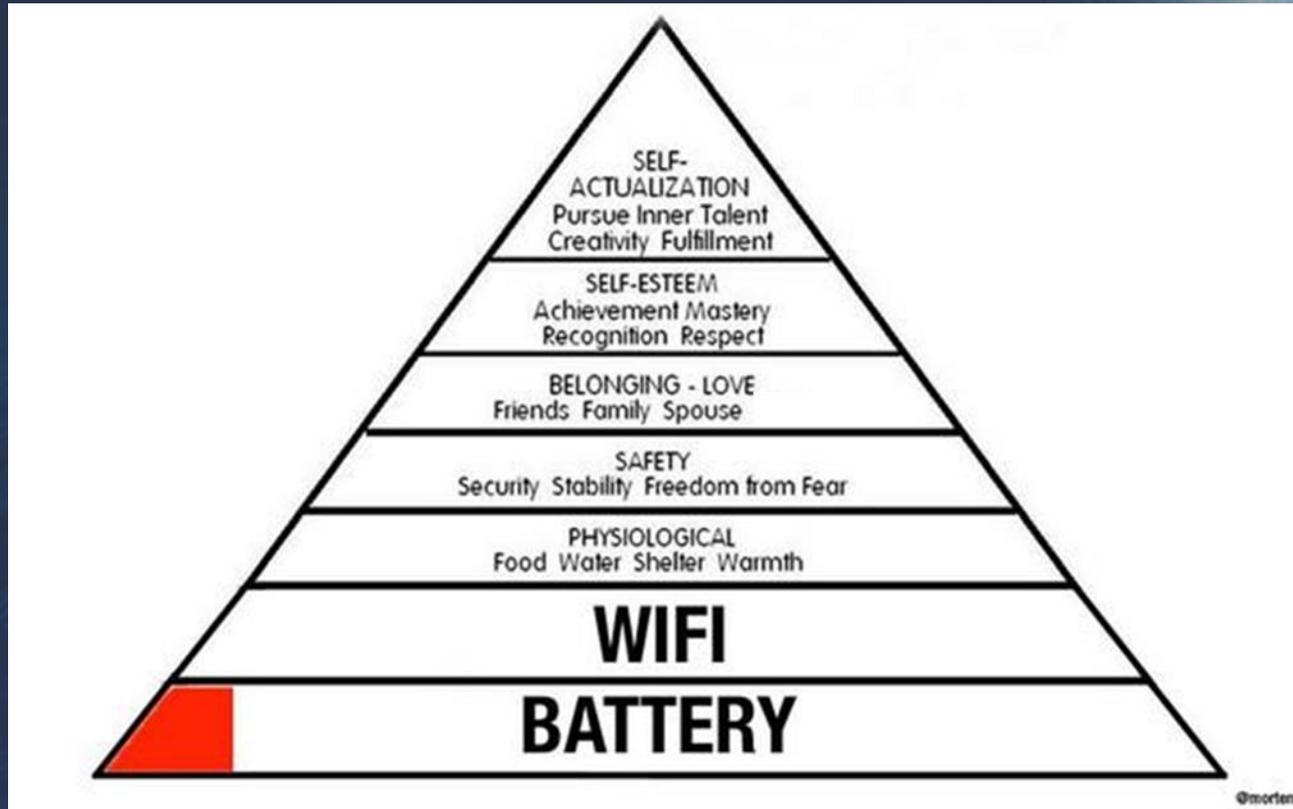
email
texting
Internet



2010

web 2.0
social media
smart phones

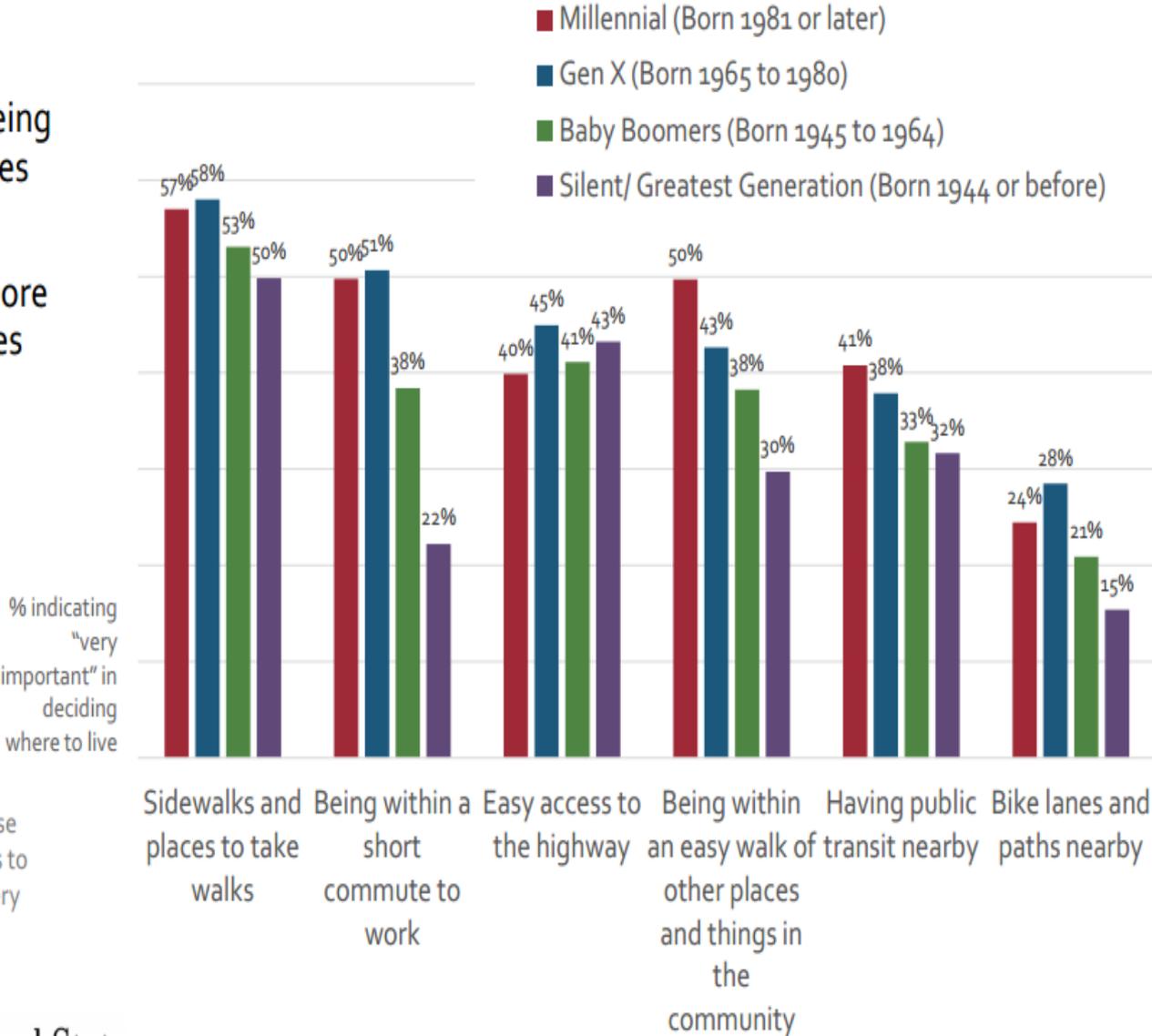
Maslow's "New" Hierarchy of Needs



Some preferences vary by generation

Millennials are more interested in being within easy walking distance of places and having public transit nearby.

Both Millennials and Gen Xers are more interested in sidewalks and bike lanes and paths

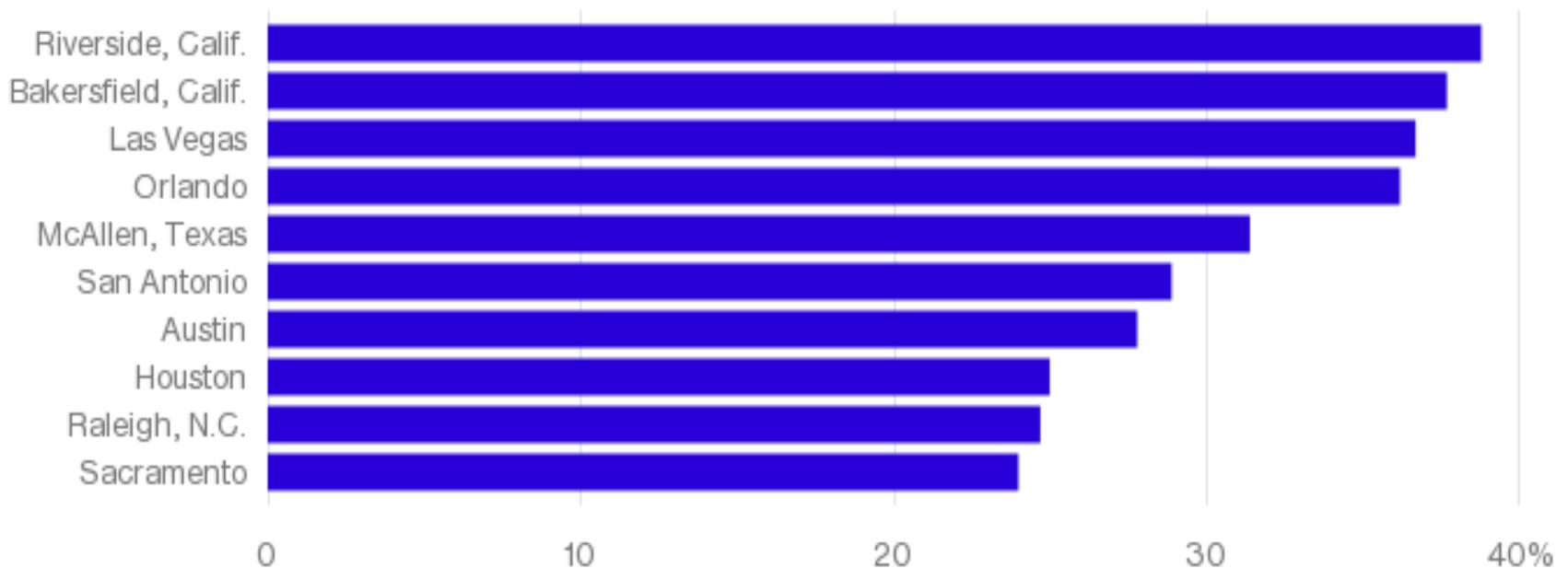


Q10-16. If you were deciding today where to live, please indicate how important having each of the following is to you - is it very important, somewhat important, not very important, or not at all important.

Kern County #2 for Millennial Job Creation

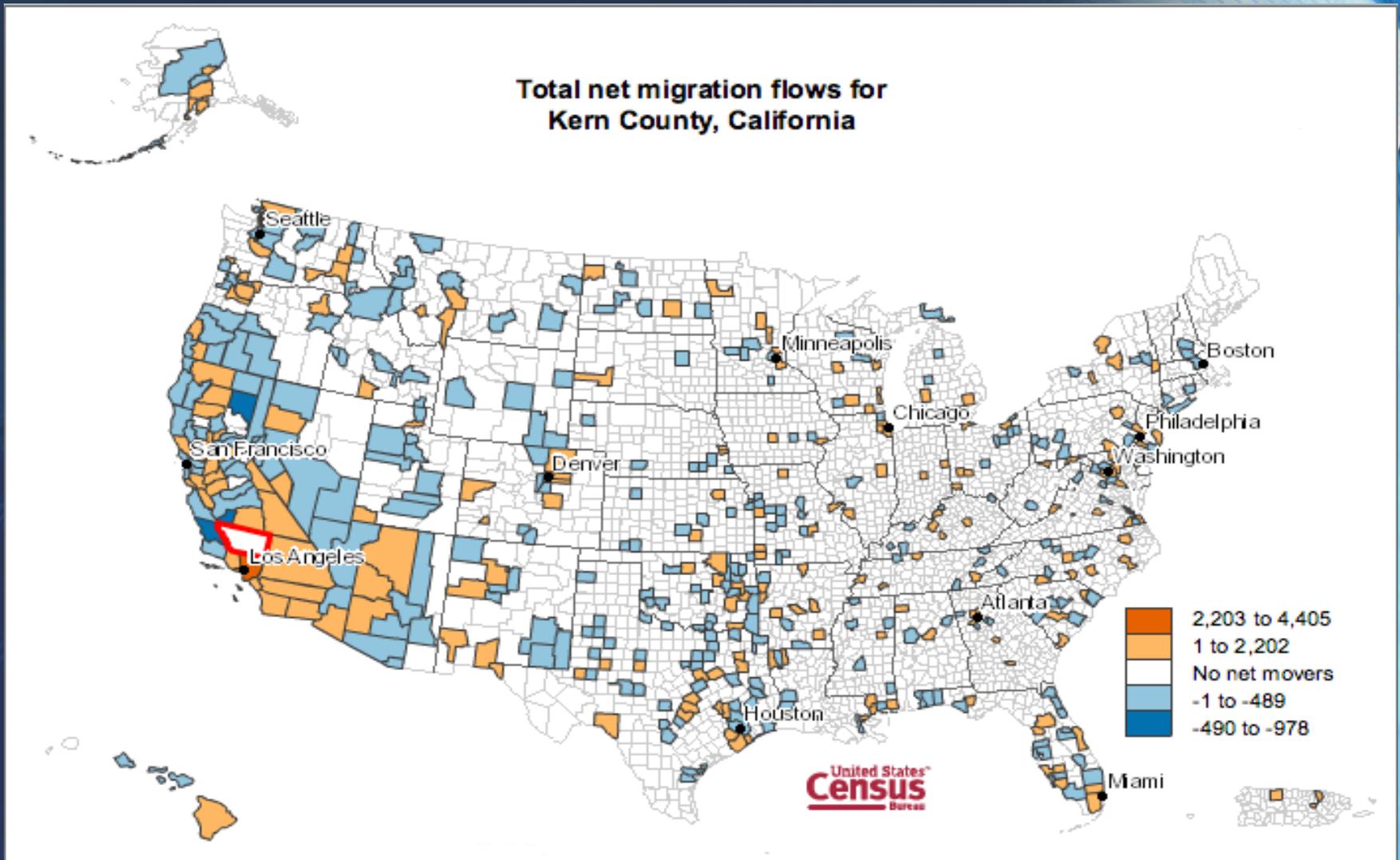
Youth Movement

The U.S. cities with the greatest increase in millennial population from 2010 to 2013



Source: Bloomberg LP, U.S. Census

County Migration Data Shows Influx from LA to Kern



What \$350,000 will buy you in San Francisco



Google Maps



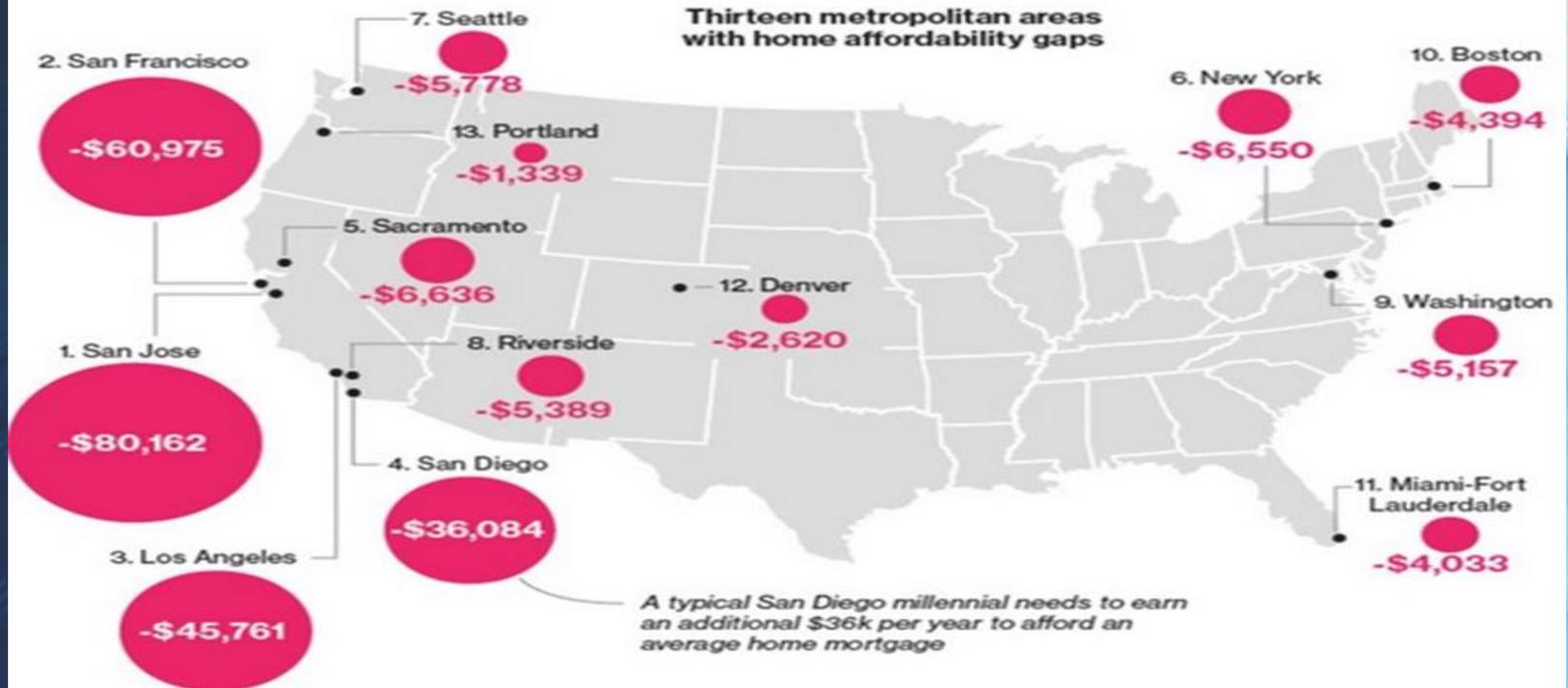
Vanguard Properties / Via vanguardproperties.com

Located in the city's Outer Mission district, this, um, house with two bedrooms and one bathroom has been vacant for eight years. But be warned: "The home is barely standing," according to real estate agent Brian Tran.

According to the California Association of Realtors, only one in five households can afford the cost of the median home in the Bay Area (roughly \$804,000).

Here's Where Millennials Are Priced Out of the Housing Market

The typical millennial in 13 U.S. metropolitan areas doesn't earn enough to buy a home.

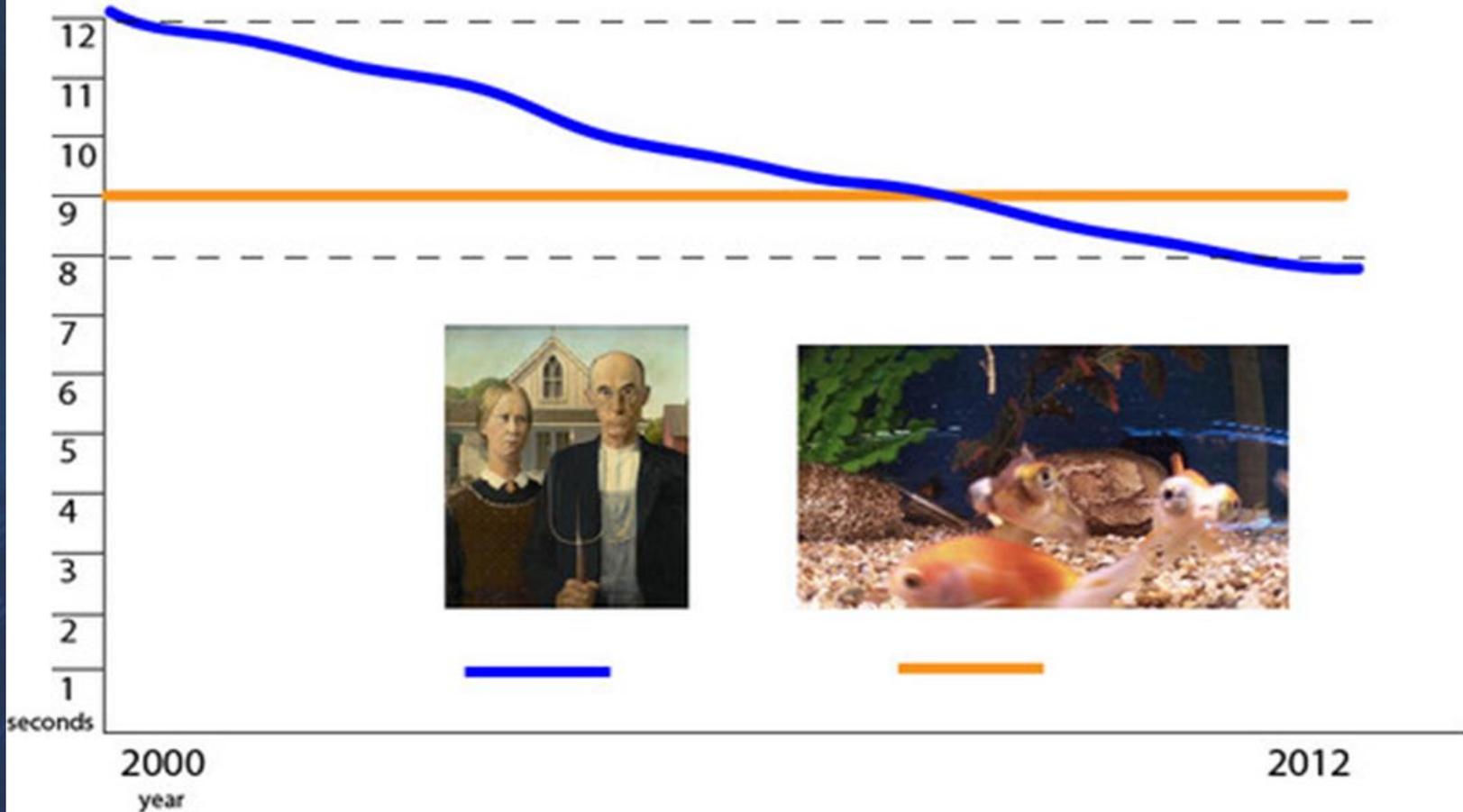


Note: The affordability gap is the difference between the median incomes for 18- to 34-year-olds in each city and the minimum salary required to buy a home.

Sources: Bloomberg calculations using data from U.S. Census Bureau, Zillow Group Inc., Bankrate.com

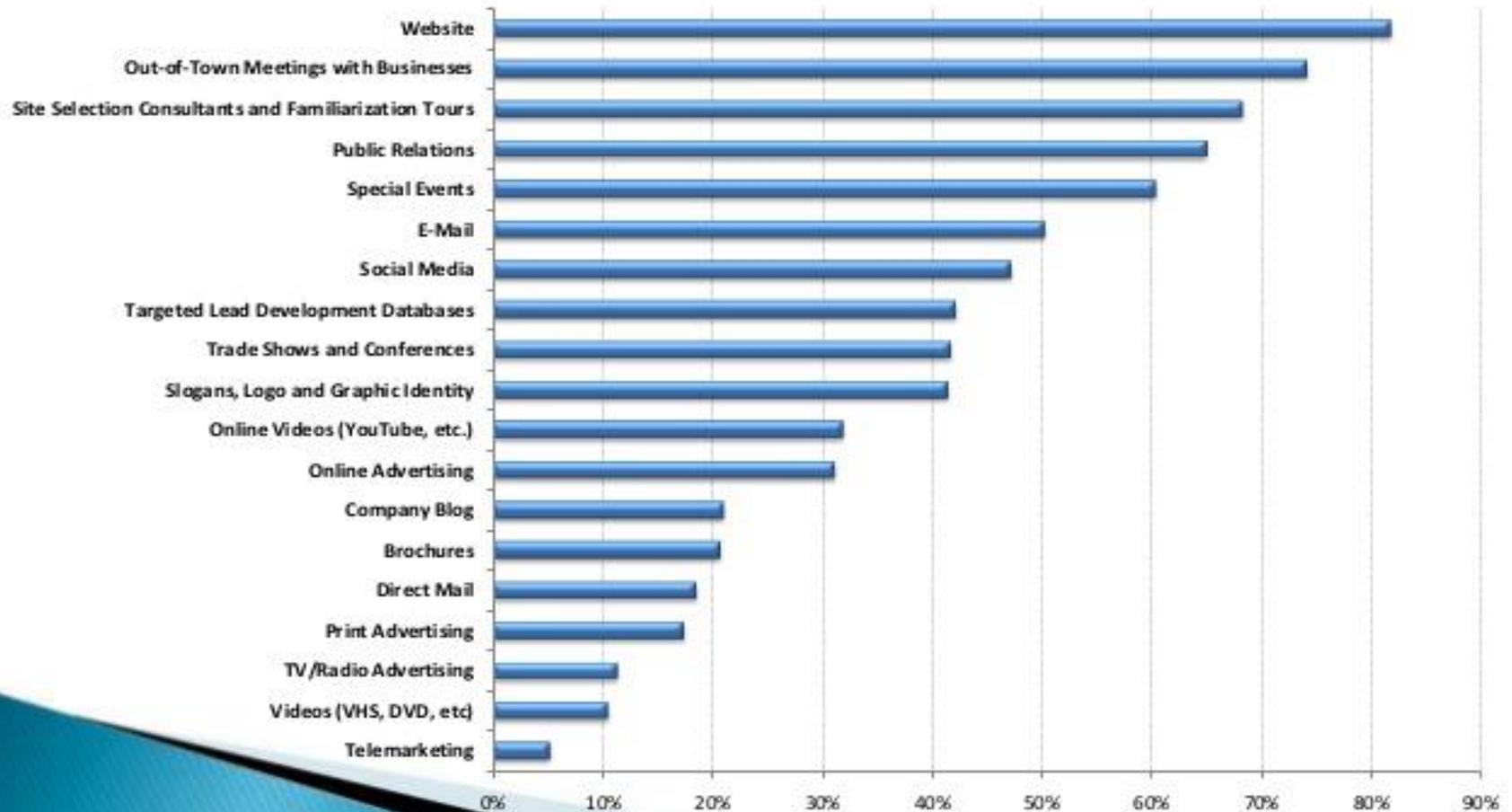
Do I Still Have Your Attention?

Average Attention Span: Humans vs Goldfish, year 2000 to 2012



Now: Most Effective Marketing

Most Effective Economic Development Marketing



Source: National Survey of Economic Developers, GIS Planning Inc. 2012

© GIS Planning Inc.

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Coast
Economic
Powerhouse**

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- Short permit process, measured in days or weeks rather than months or years
- Strategic location on three major routes, I-5 and State Hwy 99 & Hwy 58
- Cost of doing business is 94% of the U.S. average
- Affordable & productive workforce ready to help your business

KERN ECONOMIC DEVELOPMENT CORPORATION
To learn more, visit KEDC.com or call (661) 862-5150



Audience Overview

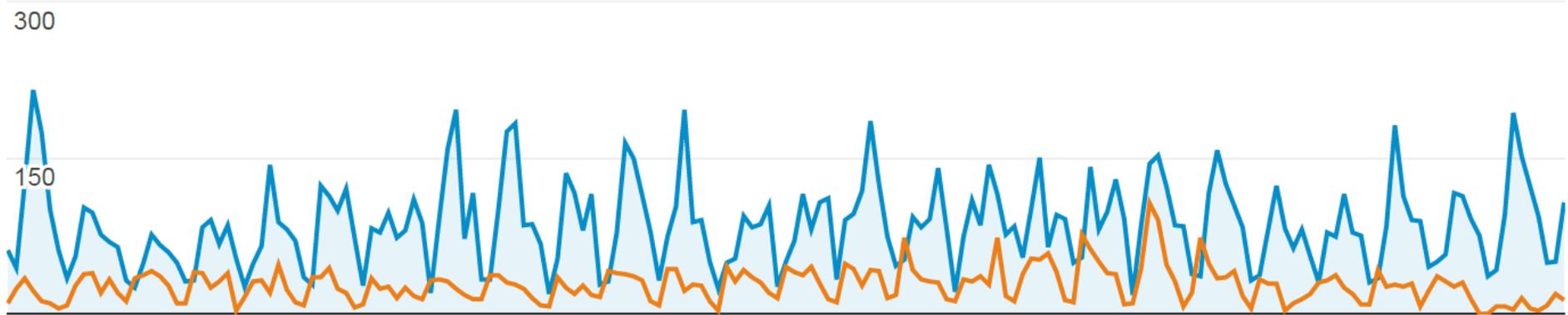


Google
Analytics

For Kern EDC Website

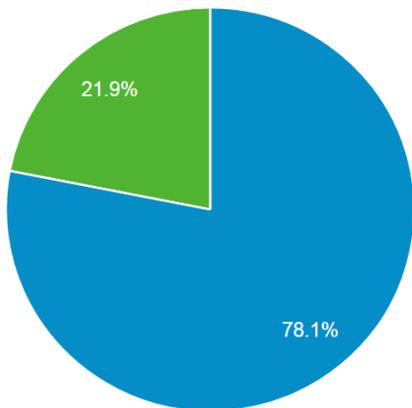
Mar 21, 2015 - Sep 21, 2015: ● Sessions

Jun 30, 2013 - Dec 31, 2013: ● Sessions

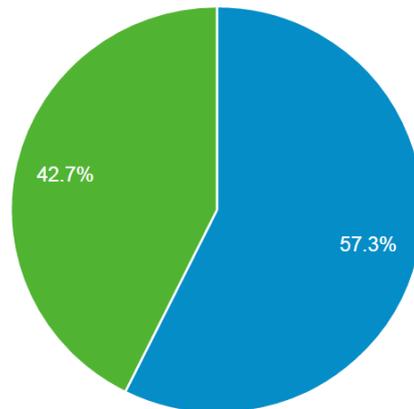


■ New Visitor ■ Returning Visitor

Jan 1, 2014 - Sep 15, 2015



Apr 18, 2012 - Dec 31, 2013



Sessions

389.34%

34,342 vs 7,018

Period time a user is actively engaged with website, i.e. Visitors.

Pageviews

563.69%

86,100 vs 12,973

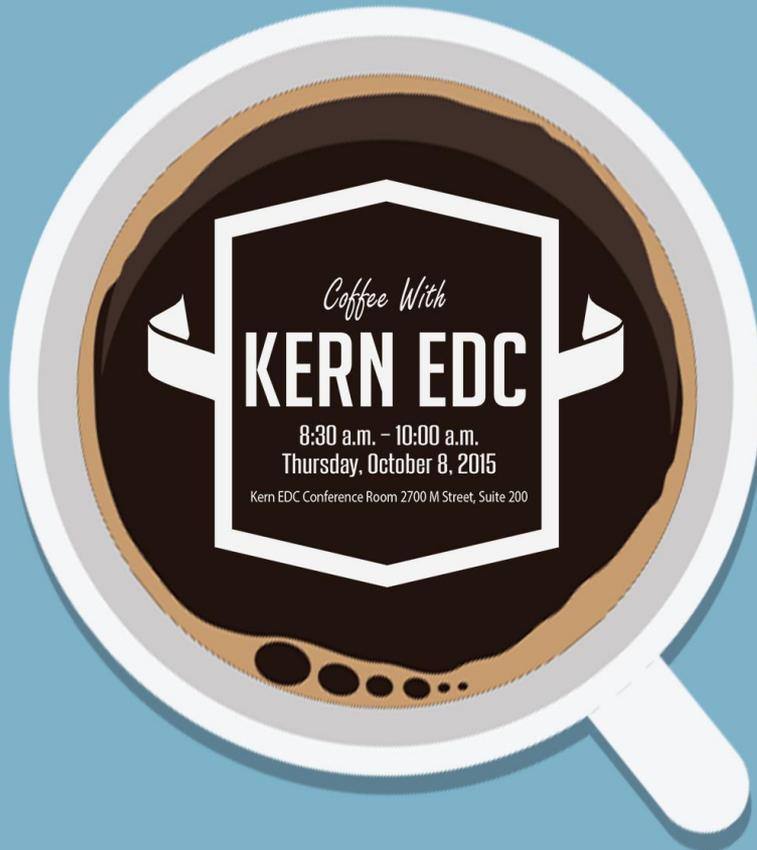
Total number of pages viewed.

% New Sessions

36.22%

78.03% vs 57.28%

Estimate of the percentage of first time visits.



**YOU ARE INVITED TO JOIN
KERN ECONOMIC DEVELOPMENT CORPORATION
PRESIDENT RICHARD CHAPMAN FOR
*"Coffee With Kern EDC"***

We want to hear what's brewing at your business, along with what challenges and opportunities you foresee for your business in the next six to twelve months. Richard will fill you in on what's happening at Kern EDC and will provide an overview of the current economic landscape.

This is an invitation-only small group roundtable, however if you have a business colleague you would like to introduce to Kern EDC, please feel free to bring them along.

**TO RSVP, RESPOND TO THIS EMAIL
OR CALL TAMARA AT (661) 862-5054.
WE HOPE YOU CAN MAKE IT!**