

# Marketing and Communications

## August 2024

### Team Members

- Aleena Decker, Conference and Communications Coordinator
- Katherine DiPasqua, Director

### Economic Development Collaborative Announcement

The Board of Supervisors approved the change of the department's name from Sonoma County Economic Development Board to Sonoma County Economic Development Collaborative on Tuesday, August 13<sup>th</sup>. With the approval, a series of announcement messages and posts were published.

#### **PRESS RELEASE**

The following press release went out to the County of Sonoma's media list and was posted to EDC's website:

#### **For Immediate Release**

Sonoma County Economic Development Board unveils new name, focus on strategic partnerships as Economic Development Collaborative

August 13, 2024



The Economic Development Board, which is the County agency focused on growing a healthy economy by helping local businesses, today announced it has changed its name to the Sonoma County Economic Development Collaborative. The Sonoma County Board of Supervisors approved the name change on a unanimous vote today. The organization's new name represents an evolution and increase in the agency's role of convening business and community organizations around critical elements for Sonoma County's economic health, such as increasing quality wage jobs and creating housing affordability in Sonoma County. EDC officials believe the new name communicates the department's growth, partnerships and desire to connect with the broader community.

"Today's social, economic and environmental headwinds require us to work better together to boost upward mobility, grow quality jobs and make our communities more affordable and adaptable to economic shocks," said Supervisor Lynda Hopkins, vice chair of the Board of Supervisors.

"Collaboration is a key ingredient for success in accessing capital, applying for incentives and

meeting regulatory requirements. This name change represents a focus on meaningful partnerships that support economic prosperity for all in Sonoma County.”

“In the past decade, we’ve worked toward and recognized the strength of our community partnerships across diverse sectors and the increasingly important role these collaborations play in our collective regional economic well-being,” said Ethan Brown, executive director for Sonoma County Economic Development Collaborative. “We believe this name change reflects, captures and communicates these efforts.”

The name change follows the Board of Supervisors’ recent adoption of the [EDB 3.0 Action Plan](#), which was created with guidance from community and business leaders to chart a path for Sonoma County’s economic development future. A key component of the 3.0 Action Plan is to enhance the agency’s role as a convener of stakeholders to align and collaborate on pressing economic goals, such as workforce retention and attraction, building resiliency for all businesses and community members, and restoring an affordable cost of living. The evolution in name, brand and message are designed to reflect that collaboration, where anyone can see their business ideas and creative endeavors become reality. Currently work is being accomplished through connecting partners in education and workforce development, jobs and business development, and housing and community development.

The name change also marks an expansion of the agency’s core services including one-on-one business assistance and economic research and reports. These services are accessed by thousands of businesses, organizations, academics and individuals.

“Access and belonging are so important to our overall health and future, and this name change reflects and aligns with our long-term goals as an organization. We want to make sure that everyone has the right to economic opportunities and resources to pursue their dreams and live to their fullest potential. Our community depends on it.” said Kathryn Hecht, board chair of the Sonoma County Economic Development Collaborative.

Input from business and community partners, the department’s advisory board and staff were included in the process of changing the agency’s name.

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## COMMUNITY MESSAGE

The following message was sent to EDC’s email list, social media pages (Facebook and LinkedIn), and to the website. Homepage of the website features the announcement of the new name and directs users to this message.

### Evolution to EDC



### Why Now?

We are excited to announce our new name, Sonoma County Economic Development Collaborative

(EDC). This evolution represents a more prominent focus on meaningful partnerships and our commitment to creating economic prosperity for all in Sonoma County. As we progress into our next chapter, collaboration is a key ingredient in our community's economic development success.

Since its inception, the Economic Development Board has supported new businesses in accessing capital, applying for incentives, and meeting regulatory requirements. While vibrant businesses remain a cornerstone of economic growth, today's social, economic, and environmental headwinds require us to work better together to boost upward mobility, grow quality jobs, and make communities more affordable and adaptable to economic shocks, and the needs of residents and businesses.

As we expand our outreach, we must evolve into a stronger, more authentic representation of who we are through our visuals and how we communicate with our community. As we grow as an organization, we want to cement ourselves as a resource that is accessible and available to all. Our new name, Economic Development Collaborative, and brand will invite our broader audience in, no matter who they are, and represent us as a responsive partner, ready to help redefine and educate what economic development means to the community.

We look forward to continuing our work with you and creating new collaborations.

## Black Cod Week – October 18<sup>th</sup> – 27<sup>th</sup>

In collaboration with Supervisor District 5, Sonoma County Tourism, and Chef Dustin Valette, we are putting together Sonoma County's first ever Black Cod Week. Popular fisheries that have been a staple for the blue economy, such as Chinook salmon and Dungeness crab, have significantly limited to no fishing season in recent years due to environmental factors. The goal of the event is to help increase consumer demand for black cod, a more sustainable fishery that is not as impacted by Sonoma County's changing climate.

During Black Cod Week, October 18<sup>th</sup> – 27<sup>th</sup>, residents and visitors are encouraged to dine at Sonoma County restaurants and eateries serving local black cod or purchase local black cod at Sonoma County markets to cook at home.

To help restaurants, eateries, and markets prepare, EDC is hosting two webinars covering:

- How to register.
- Marketing resources and digital marketing tool kit.
- Resources on where to buy Sonoma County black cod.
- Pointers from Black Cod Week Champion, Chef Dustin Valette, on how to build a black cod menu.

Webinar Dates and Registration:

Wednesday, September 4<sup>th</sup>, 2:00 pm:

[https://sonomacounty.zoom.us/webinar/register/WN\\_vZujjJxhTUmbjKXNnMMdfA](https://sonomacounty.zoom.us/webinar/register/WN_vZujjJxhTUmbjKXNnMMdfA)

Thursday, September 12<sup>th</sup>, 11:00 am:

[https://sonomacounty.zoom.us/webinar/register/WN\\_6e\\_XK\\_OKQ-i03G7EiS\\_n8w](https://sonomacounty.zoom.us/webinar/register/WN_6e_XK_OKQ-i03G7EiS_n8w)