



The UC Santa Barbara Economic Forecast Project Sponsorship Packet for the Santa Ynez Valley Economic Outlook

Mission Statement

The Economic Forecast Project is a University of California Santa Barbara community-sponsored research unit. The purpose of the Project is to provide detailed economic and demographic data, analysis, and forecasts to citizens, government agencies, businesses, non-profits, and other users. To this end, the Project maintains extensive databases and models of the United States, California, and sub-California regions. Our research is presented to California communities via the Internet, publications, and events held across the State and throughout the year.

California represents over 13 percent of the United States economy. If it were a country, California would rank as one of the top ten economies of the World. Furthermore, California's economy is unique. With its location on the Pacific Rim and its leadership in technology, California is well situated to be a dynamic participant in the 21st Century Global Economy.

Any individual or entity operating in an economy as large and dynamic as California's, needs to be informed of important economic and demographic trends from multiple sources with multiple perspectives. The University of California Santa Barbara Economic Forecast Project exists to provide the data, research, analysis, and forecasts to inform those individuals and entities. We strive to present our work in the clearest, most detailed and understandable manner possible.

Project Staff

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Products and Services

Public Presentations

The Economic Forecast Seminars are annual public presentations featuring invited speakers from the most prestigious business firms, universities, and other organizations throughout the United States.

Special Presentations and Reports

We make frequent special presentations and prepare custom reports and studies for our sponsors and other organizations at their request. Special presentations are made throughout the year. The content updates and expands upon the most recent short and long term forecast.

Custom Research Services

Forecast Models and Databank

Since 1985, the Economic Forecast Project has developed a local databank and a series of forecast models for the Santa Barbara, Ventura, and San Luis Obispo County economies. The econometric models were originally developed by UC Santa Barbara faculty members for use in economics courses. As the models were expanded and improved, the forecasts became useful to the local business and planning community. The long-term econometric forecasting models produce projections of nearly 100 key local economic indicators over a 10 year forecast period. The short term forecasting models generate projections of retail sales, employment, population, housing, and tourism on a quarterly basis over a 3 year forecast period.

The database used to support the models has evolved into the largest historical depository of regional economic, business, and demographic information that presently exists. The database also includes a number of social and environmental indicators that we monitor continuously. By focusing our attention on data and other information specific to the regional economies, we are better equipped to evaluate the local implications of policies pursued by city, county, state, and federal governments, or by uncontrollable events which may affect the region, such as fire or drought.

Consulting Services

We provide custom research, survey, and consulting services to our sponsors who are local businesses, planning organizations, and municipalities. Our custom research frequently results in a final report, an oral presentation, or a published chapter in the annual Economic Outlook.

Survey Research

We regularly conduct specialized industry or market surveys to gather primary data on specific information of interest. We routinely conduct four surveys throughout the year and other one-time surveys at the request of sponsors or other organizations. Our regular surveys include the Business Sentiment Survey, the Industrial Survey, the Home Buyer Characteristics Survey, and the Vintners' Survey of local grape and wine producers.

The **UC Santa Barbara Economic Forecast Project** is a self-supporting research program administered by the Office of the Vice Chancellor for Institutional Advancement. Oversight is provided by an operating Board of Directors representing the various business communities within the Tri-Counties.

The Project regularly provides updated economic and business information to sponsoring organizations. Sponsors fund the project on an annual subscription basis. Organizations are invited to become sponsors of the Economic Forecast Project for the select purpose of:

- developing the Santa Barbara, Ventura, and San Luis Obispo counties' economic, business, and demographic database and forecast models;
- gaining regular access to the statistical databank, formal publications, custom research services, and seminar presentations of the UC Santa Barbara Economic Forecast Project.

UC Santa Barbara Economic Forecast Project

Sponsorship Benefits: 2009 Forecast

These benefits valid for **Santa Ynez Valley** cash sponsors.
In-kind sponsorships negotiated on an individual basis

	Platinum Sponsor \$2,500	Lead Sponsor \$1,250	Advisory Sponsor \$750	Business Associate Sponsor \$500	Corporate Sponsor \$300
Admissions to the annual forecast seminar for Santa Ynez Valley	20	10	6	3	2
Copies of the region's <i>Economic Outlook</i> * hypermedia publication	30 total copies	15 total copies	10 total copies	6 total copies	4 total copies
Recognition in the region's <i>Economic Outlook</i> * hypermedia publication	Full page color (CMYK) ad inside front cover and full page for logo and 450 word company profile in sponsor section of publication	Logo and 350 word company profile in sponsor section of publication	Logo and 250 word company profile in sponsor section of publication	Logo and 250 word company profile in sponsor section of publication	Logo and 150 word company profile in sponsor section of publication
Logo and/or company name on related marketing materials	X	X	X	X	X
Recognition on website and in sponsor slide show at sponsored forecast event	X	X	X	X	X
Recognition in print advertising for the event	X	X			
Online access to region's <i>Economic Outlook</i> *	X	X	X		
Online access to Tri-Counties Monthly Financial Report*	X	X			
Online access to Excel Forecast Spreadsheets for sponsored region*	X				

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Santa Ynez Valley Visitors Association

Star Drug Co. (Stars of SYV)

Union Bank of California

2008 Santa Ynez Valley Board of Directors

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UCSB Economic Forecast Project

2009 Forecast Season

Sponsor information (please type or print):

Organization: _____

Contact: _____ Title: _____

Address/City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Name of Chief Executive or Area Manager (if different than contact): _____

Email Address of Chief Executive: _____

San Luis Obispo County 11/07/08

- Platinum: \$10,000 (exclusive, not available)
- Lead: \$5,000
- Advisory: \$2,500
- Business Associate: \$1,500
- Corporate: \$900
- In-Kind: _____

North Santa Barbara County 05/08/09

- Platinum: \$10,000 (exclusive, not available)
- Lead: \$5,000
- Advisory: \$2,500
- Business Associate: \$1,500
- Corporate: \$900
- In-Kind: _____

Ventura County Session I 02/19/09

Session II 02/20/09

- Platinum: \$10,000 (exclusive, not available)
- Lead: \$5,000
- Advisory: \$2,600
- Business Associate: \$1,750
- Corporate: \$1,100
- In-Kind: _____

Santa Ynez Valley 06/05/09

- Platinum: \$2,500
- Lead: \$1,250
- Advisory: \$750
- Business Associate: \$500
- Corporate: \$300
- In-Kind: _____

Santa Barbara County 04/23/09

- Platinum: \$10,000 (exclusive, not available)
- Lead: \$5,000
- Advisory: \$2,600
- Business Associate: \$1,750
- Corporate: \$1,100
- In-Kind: _____

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Make checks payable to: **UC Regents – EFP**
Tax Payer ID: 95-6006145

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