



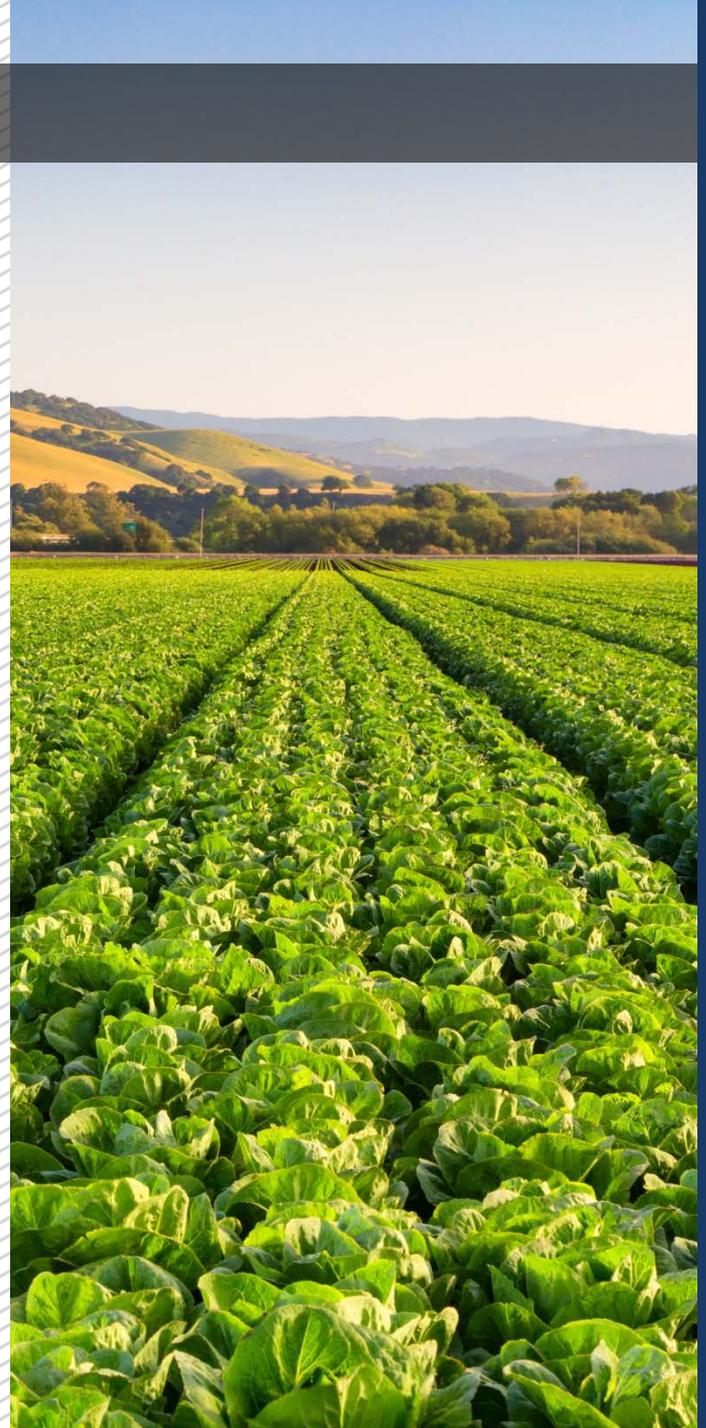
# CITY OF SALINAS

## NATIONAL MARKETING CAMPAIGN

PROGRESS REPORT  
PRESENTED BY:  
DEVELOPMENT COUNSELLORS INTERNATIONAL  
APRIL 4, 2017

# AGENDA

1. About DCI
2. 2016-2017 Highlights
3. Biggest Wins Over Past 4 Years
4. What's Next



56  
YEARS  
SPECIALIZING

IN  
ECONOMIC  
DEVELOPMENT  
&  
TOURISM  
MARKETING

450+ CITIES  
STATES  
Regions  
& COUNTRIES  
REPRESENTED

4

IN

OFFICES

New York, Denver, Los Angeles and Toronto

53 With [ A PASSION  
FOR PLACES ]  
Dedicated Professionals

## DCI PROGRAM GOALS

1. Elevate Salinas' profile nationally & regionally
2. Position Salinas as a global ag-tech hub
3. Help correct misperceptions about Salinas
4. Assist in bringing new business to the city by building relationships with site selectors



# Highlights

2016 – 2017

**Inc.**



**WIRED**

*San Francisco Chronicle*

**SAN FRANCISCO  
BUSINESS TIMES**

**星島日報**

S I N G T A O D A I L Y

**CHINA DAILY**

中國日報

# 2016 INBOUND PRESS VISIT: CNBC





CBCnewsWORLD

## Rural reboot: Salinas, Calif., turning crop pickers into computer programmers

The next generation of farm workers from the 'world's salad bowl' is now helping grow crops with apps

By Kim Brunhuber, CBC News | Posted: Sep 29, 2016 5:00 AM ET | Last Updated: Sep 29, 2016 5:17 AM ET



Adilene Constante, the daughter of crop pickers, is among the first graduates of a program that helps a new generation embrace technology to escape a life of back-breaking labour in the fields. (Kim Brunhuber/CBC)

CGTN  
AMERICA



GOING GREEN

Innovation & education bring farming into the future

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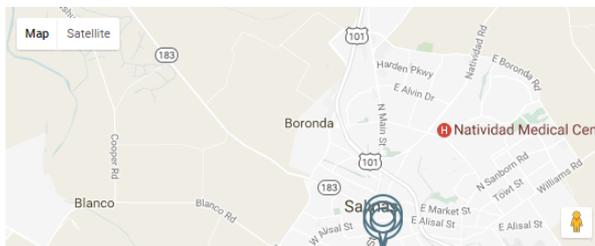
GLOBAL  
BUSINESS

CCTV America



SALINAS, CALIFORNIA

## Where Farming Meets The Future



### The Epicenter of AgTech

Salinas, California — also known as the “Salad Bowl of the World” — is quickly transforming into a global hub for agriculture technology.

From drones in the fields to robots packing lettuce, farms are getting smarter — and Salinas is rife with opportunity for

## News

### CATEGORIES

Blog

Events

News



#### This agtech startup brings harvesting data to your smartphone

Nathan Dorn isn't your typical tech entrepreneur. For his Salinas-based startup, Food Origins, Dorn rarely spends his weekdays cooped up behind a computer in a corner office. Instead, you'll see him each morning with the other hardworking members of the Salinas ag industry - out in the field, where he partners with farmers to track...

[Read More](#)



#### Realtor.com: Salinas Recognized As One of the Nation's Cleanest Cities

Based on factors such as greenhouse gas emissions, air quality and water quality, Salinas earned a top-10 ranking for the least polluted cities in America.

[Learn More](#)



#### The New York Times: "What to Find in Salinas Valley: Lush Fields, Good Wine and, Yes, Steinbeck"

New York Times reporter takes an all-encompassing look at the beauty of Salinas' landscape, culture and people.

[Learn More](#)



#### First Annual Young Innovators Challenge of Salinas

The first annual Young Innovators



#### Salinas to Host Forbes AgTech Summit 2017

The Forbes AgTech Summit will return



#### PBS Reports on how California 'Salad Bowl' is Cultivating More Than Crops

### Why Salinas, CA?



#### WHERE AGRICULTURE & INNOVATION COLLIDE

Salinas is the nation's fresh food capital located in the backyard of Silicon Valley.



### FRESH FOOD...

#1

Producer of Fresh Foods in the U.S.

\$8 Billion

Agriculture Industry

#1

Producer of Pinot Noir Grapes in California

### FRESH IDEAS...

Strongest

America's Strongest Farming and Agribusiness Regions, Forbes, 2016

3

Host of 3 Forbes AgTech Summits

23+

Startups in Western Growers Center for Innovation and Technology

#### Success Story

##### TAYLOR FARMS

Salinas-based Taylor Farms is North America's largest supplier of salads and healthy fresh foods. Established in 1995, the company operates 12 facilities across North America and produces 120 million servings of fresh food every week, serving leading customers in foodservice, retail produce, and prepared foods.



# Biggest Wins

2013 – 2016

## PLANTING THE IDEA WITH FORBES

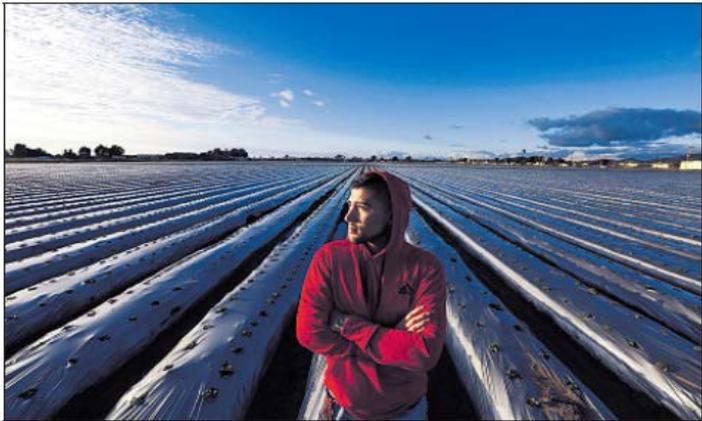
- April 2014: Initial outreach to Forbes on AgTech Summit idea
- May 2014: Connected city leaders with Forbes
- Forbes holds AgTech Summit in Salinas:
  - 2015
  - 2016
  - 2017



Sunday  
**Los Angeles Times**  
latimes.com

\$3.00 DESIGNATED AREAS HIGHER © 2016 WST

SUNDAY, FEBRUARY 7, 2016



Photographs by GENARO MOLINA Los Angeles Times

**DARIO MOLINA**, 22, who once worked in the fields of Salinas, Calif., is now enrolled in a program at Hartnell College's Alisal campus that crams a four-year computer science curriculum into three years.

# Salinas reboots itself

The city hopes to become the state's agricultural technology center and to turn the children of farmworkers into computer scientists

BY GEOFFREY MOHAN  
REPORTING FROM SALINAS, CALIF.



**D**ario Molina's alternative life scrolls by on both sides of Highway 101 north, acre upon acre of lettuce, spinach, heartbreak. Not me, he thinks. Not anymore. "Sometimes I reminisce," Molina says. "Damn, I remember working in that field. I remember that nest... that song. Now I'm just thinking, I just want to get over this."

He tucks a water bottle between his back and the driver's seat of his 1996 Civic to keep his lumbar muscles from stiffening as towns drift by: Greenfield, Soledad, Gonzalez, Chualar. Each as poor as the next. He turns east as an old farm road then south

# FAST COMPANY



## Why The World's Salad Bowl Wants To Go High Tech

Salinas, California, wants to be a tech hub for the farming set.

JESSICA LEBER

January 21, 2015

If you're eating a salad for lunch today, there's a good chance it came from California's Salinas Valley, the rich agricultural area an hour's drive south of Silicon Valley where more than two-thirds nation's leafy greens are produced. There's also a decent chance it got to your plate with the help of a robot.

Farming fresh produce has always been a high-precision, labor-intensive operation compared to crops like corn and wheat. But faced with the declining availability of farm labor and a growing demand for sustainable and healthier fresh produce, agricultural producers in the Salinas Valley are working to rely less on people and more on technology. And, perhaps counterintuitively, the city of Salinas is doing its best to help them.

## TOP TIER PLACEMENTS

# San Francisco Chronicle

SPCRONKCL.COM AND SFGATE.COM | Thursday, July 11, 2013 | PRINTED ON RECYCLED PAPER | \$6.00 \*\*\*\*\*

## AGRICULTURE



Salinas, the "salad bowl" of America, is working to bring more people and businesses to its old downtown.

## Planting seeds of technology

Initiative raising capital for startups linking Silicon, Salinas valleys

# FT WEEKEND

Plus Inside India's Premier League cricket scandal Life & Arts

USA \$7.50 Canada \$8.00  
World Business Newspaper

FINANCIAL TIMES | Saturday June 29 / Sunday June 30 2013 | USA

## Silicon Valley meets Salinas Valley in partnership to make farming 'smart'



the industry

## A City Turns To Lettuce Fields To Grow High-Tech Startups

# DCI EFFORTS LEAD TO POSITIVE LOCAL COVERAGE

**The Californian.com**  
A GANNETT COMPANY

## Salinas entering national spotlight

City's campaign to attract businesses gaining traction

Jul. 23, 2013 4:53 AM | 0 Comments

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Tweet 1

+1 0

Pint it

Print



City officials: Salinas is on the map: Salinas mayor and other officials announce progress in the city's marketing efforts

**NEWS CHANNEL 546**  
KION  
YOUR CENTRAL COAST NEWS SOURCE

**Forbes Ag Summit marries Salinas and Silicon Valleys**

## LIFE OF THE PROGRAM: BY THE NUMBERS



**24** Site Selectors Reached

**1.2 Billion** Reached with Salinas Messages

**\$5 Million** in Advertising Equivalency

**15** Reporter Visits

**3** Industry Awards for Program Results

**2** Speaking Opportunities Elevating Thought Leadership

THE BOTTOM LINE

# 11-to-1 ROI

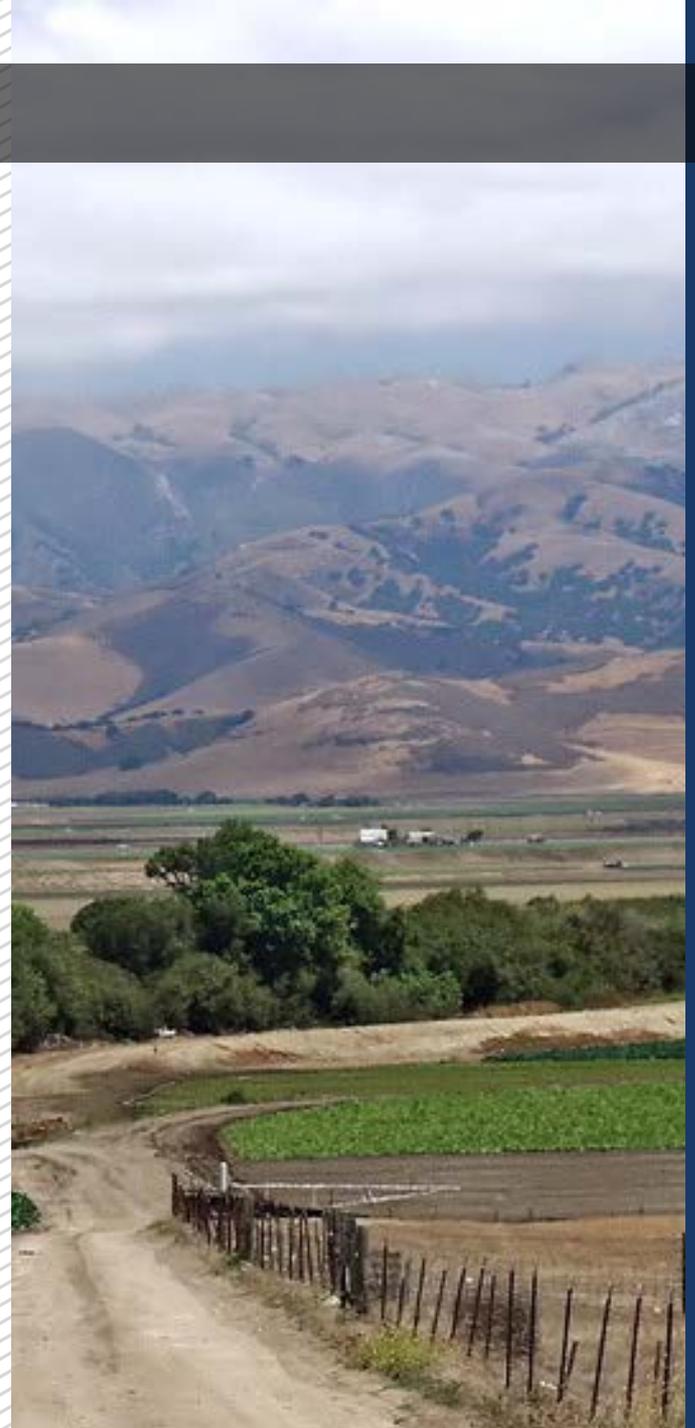


**\$5.06 Million in Advertising Equivalency  
(June 2013 – March 2017)**

**\$443,637 in Retainer Fees**

## WHAT'S NEXT

- Additional reporter visit
- Promoting the AgTech microsite with blogs and social media
- Salinas speaking and awards





# THANK YOU!

We Truly Appreciate the  
Opportunity to Work with  
the City of Salinas

