

1 Workbook on GO-Biz Programs and Services (general overview)

The Governor’s Office of Business and Economic Development (Go-Biz) was established to provide a single point of contact for serving the needs of businesses, economic developers, and investors. As initially envisioned, GO-Biz would not directly implement programs, but would instead serve as a referral service and facilitator to help businesses access resources and resolve issues. Very quickly, however, GO-Biz became a popular destination of new programs and state services.

Structurally, GO-Biz is organized around seven units and three semi-independent government entities, over which GO-Biz has administrative oversight. Each of these units and entities are briefly described below.

The Business Investment Services Unit (7 positions as of July 2016)

The Business and Investment Services Unit (CalBIS) serves as the primary point of contact for businesses looking to relocate or expand their business in California. Services are provided without cost to the business. Working with other state agencies and a statewide network of regional and local entities, GO-Biz is able to develop information packets individualized to the needs of each business. Among other things, businesses can obtain information on available tax credits, financial assistance and loan programs, local workforce skills, transportation and infrastructure, and economic and demographic data.

Unit staff are available to meet with businesses throughout the state, with Senior Business Development Specialists assigned to the Bay Area, Sacramento, Los Angeles, and San Diego regions. <http://www.business.ca.gov/RelocateExpand.aspx>

California Competes Tax Credit Program (10 positions as of July 2016)

The California Competes Tax Credit Program is a competitive tax credit that rewards companies for job creation and new investments made in the state. This includes conducting outreach workshops statewide to potential applicants, assisting applicants through the application process, analyzing applicant’s information, and making recommendations to the California Competes Tax Credit Committee on potential awardees. Upon request, the California Competes unit can connect taxpayers to Cal-BIS and their array of business development services.

GO-Biz Mission

- Making recommendations to the Governor and Legislature on new and existing state policies, programs, and actions
- Advancing statewide economic development goals and responding to emerging economic problems and opportunities
- Coordinating the development of policies and criteria that ensure that federal grants advance statewide economic goals and objectives
- Marketing California's investment and business opportunities
- Serving as a cleaning house for information on economic and demographic data, local and state business resources, as well as information on workforce, infrastructure, permitting, and other regulatory information
- Encouraging collaboration among public and private sectors around innovation
- Fostering relationships overseas to enhance the state's image as a good place to do business and invest
- Conducting research on the state's business climate
- Supporting small businesses by providing information about accessing capital and complying with regulations

The California Competes Tax Credit is an individually negotiated tax credit for businesses that are relocating to, or expanding in California. Awards are based on the number of jobs/amount of investment made by the business relative to the amount of credits requested. Since inception, GO-Biz has awarded over \$340 million of credits to 500 businesses. These tax credits represent commitments of \$12.9 billion in new committed capital and 55,956 committed full-time jobs. Twenty-five percent of each fiscal year's awards are required to be awarded to small businesses, defined as having less than \$2 million in aggregate gross receipts (less returns and allowances reportable to this state) during the previous taxable year. <http://www.business.ca.gov/Programs/CaliforniaCompetesTaxCredit.aspx>

Innovation and Entrepreneurship Unit (1 position as of July 2016)

The Innovation and Entrepreneurship unit is designed to serve as the state's primary point of contact for promoting California's innovation infrastructure. The sole staff person for the unit coordinates and participates in a range of activities, often hosted by others or undertaken in partnership, that encourage entrepreneurship, promote long term economic growth, and facilitate job creation and workforce development through innovation.

The Innovation and Entrepreneurship unit also works closely with other GO-Biz units, including CalBIS, to meet client businesses' needs. Under the auspices of the Innovation and Entrepreneurship unit, GO-Biz convenes key stakeholders on issues that support the development of California's innovation-based ecosystem and workforce to promote collaborations and strategic partnerships that can drive innovation and entrepreneurship in California. <http://www.business.ca.gov/Programs/Innovation.aspx>

International Trade and Investment (3 positions as of July 2016)

The International Trade and Investment unit provides technical assistance to foreign investors seeking to invest in California. This unit also facilitates the federal EB-5 Immigrant Investor Visa program by providing letters certifying the designation of high unemployment locations. Among other services, this unit helps connect prospective investors with CalBIS staff, who can further assist them by identifying potential investment sites and introducing them to local and regional government representatives and economic development professionals. This unit is also responsible for overseeing the California-China Office of Trade and Investment and facilitating the implementation of the state International Trade and Investment Strategy. <http://www.business.ca.gov/International.aspx>

The Office of the Small Business Advocate (6 positions as of July 2016)

The Office of the Small Business Advocate serves as a focal point for issues relating to small business development. Among the Advocate's statutorily defined responsibilities, are the duties to provide advice on legislation and administrative regulations, represent the views and interests of small businesses before other state agencies, and to receive and respond to complaints from small businesses concerning operative effects of state laws and regulations adversely affecting those businesses.

Most recently, the Office of the Small Business Advocate took the lead in implementing a "Made in California" labeling program and a small business technical assistance programs, which is administered locally through the a select group of federal Small Business Development Centers.

<http://www.business.ca.gov/Programs/SmallBusiness.aspx>

The Permit Assistance Unit (4 positions as of July 2016)

The Permit Assistance Unit provides businesses with comprehensive permit, regulatory, and compliance assistance. Among other services, the unit schedules pre-application meetings between businesses and the appropriate regulatory agencies to help streamline the permitting process. In some instances, GO-Biz can assign a project manager to personally guide an applicant through the entire permit process. Services are confidential and provided without cost. The goal of the unit is to help businesses understand and resolve permitting and regulatory issues. <http://www.business.ca.gov/Programs/Permits.aspx>

The unit is also responsible for maintaining the California Government Online to Desktops (CalGOLD) website. At www.calgold.ca.gov businesses can obtain a list of the required federal, state, and local permits; webpage links; addresses; application forms; and other contact information. The unit recently launched the California Business Portal, <http://businessportal.ca.gov/> where businesses can find expanded business resources including information on incentives, workforce, and regulations.

Zero Emission Vehicle Infrastructure Unit (2 positions [estimated] as of July 2016)

Zero Emission Vehicle (ZEV) Infrastructure unit serves as a permit facilitator and charging station development problem-solver. In March 2012, Governor Brown issued Executive Order B-16-2012 directing state government entities to help accelerate the market for ZEVs in California. The Executive Order set time-specific benchmarks toward having 1.5 million ZEVs being fully operational and integrated into California's transportation system by 2025.

Since its inception, the ZEV Infrastructure unit has focused on doing what was necessary to identify and address a range of deployment challenges including, but not limited to, working with state and local agencies to streamline permitting, increase the transparency of planning efforts related to the development of new charging stations, supporting the commercialization of new technologies, and strengthening the coordination of public and private stakeholder activities.

A Board, Commission, and Bank under the GO-Biz Purview

In addition to the GO-Biz program units, GO-Biz oversees the California Film Commission, the Travel and Tourism Commission and the California Infrastructure and Economic Development Bank.

The California Film Commission (12 positions as of July 2016)

The California Film Commission serves as a one-stop resource for film and TV production across the Golden State. Among other activities, the Commission awards the Film and TV Tax Credit and links prospective film companies with California's statewide network of more than 60 regional film offices. The Commission also maintains the online permit site for filming on state property, including beaches, parks, roadways, universities and government buildings; and the online location database via CinemaScout. <http://www.film.ca.gov/>

The Travel and Tourism Commission (52 positions as of July 2016)

The Travel and Tourism Commission (also known as Visit California), is a private-nonprofit entity, created in 1997 by the California Tourism Marketing Act, for the purpose of working with the State of

California. The budget for the marketing activities is provided through an assessment in the travel and tourism industry.

<http://californiatourism.ca.gov/Home>

The Infrastructure and Economic Development Bank (45 positions as of July 2016)

The Infrastructure and Economic Development Bank (I-Bank) was established in 1994 to promote economic revitalization, enable future development, and encourage a healthy climate for jobs in California. The IBank does not receive any ongoing General Fund support, rather it is funded through fees, interest income, and other revenues derived from its public and private sector financing activities.

The I-Bank administers three programs: (1) the Infrastructure State Revolving Fund which provides direct low-cost financing to public agencies for a variety of public infrastructure projects; (2) the Conduit Bond Program which provides financing for manufacturing companies, public benefit nonprofit organizations, public agencies and other eligible entities; and (3) the Small Business Finance Center which helps small businesses access private financing through loan guarantees, direct loans, and performance bond guarantees. Most recently, the I-Bank established the Statewide Energy Efficiency Program to provide low-cost financings to state and local governments for approved energy efficiency projects.

Currently the Small Business Finance Center is overseeing the deployment of both federal and state loan guarantee funds. In fiscal year 2013-14, 176 small business loan guarantees were made to support \$72.2 million in loans using funds from the federal State Small Business Credit Initiative. Borrowers reported over 7,235 jobs being created or retained as a result of these federally funded guarantees. The state guarantee program was used to provide 169 guarantees for \$23 million in loans with 2,823 jobs created or retained as a result of the state program.

Boards and Advisory Bodies

As the lead state economic development entity, GO-Biz is designated to sit on a number of boards and commissions. The chart below was provided by GO-Biz to summarize these responsibilities.

Statutory Reference	Organization	Role
Government Code Section 14998.2(i)	California Film Commission (CFC)	The director of the CFC serves as an ex officio nonvoting member.
Government Code Section 13995.40	Travel and Tourism Commission (Commission)	The director of GO-Biz serves as the director and chair of the Commission.
Government Code Section 63021.5	Infrastructure and Economic Development Board (IBank)	The director of GO-Biz serves as IBank board chair.
Revenue and Tax Code Section 18410.2(a)	California Competes Tax Credit Committee (Committee)	The director of GO-Biz serves as chair of the Committee.
Unemployment and Insurance Code Section 10202.5	Employment Training Panel	The director of GO-Biz serves as an ex officio voting member of the Employment Training Panel.
Government Code Section 99522	California-Mexico Border Relations Council (Council)	The director of GO-Biz serves on the Council.
Government Code	California Industrial Development	The director of GO-Biz serves on CIDFAC.

Section 91550	Financing Advisory Commission (CIDFAC)	
Government Code Section 99055 (b)	Economic Recovery Financing Committee	The director of GO-Biz serves as a member of the Economic Recovery Financing Committee.
Unemployment and Insurance Code Section 15002	Green Collar Jobs Council	A representative from GO-Biz serves on the Green Collar Jobs Council.

Summary of Legislation and Budget Actions

GO-Biz provides analysis and policy recommendations to the Governor or all pending legislation that impacts economic development policy and regularly works with stakeholders and members of the Legislature on key economic development policy goals, legislation, and regulatory development and implementation. GO-Biz has sponsored two bills:

- AB 2389 (Fox) Chapter 116, Statutes of 2014, relating to capital investment incentive programs; and
- SB 936 (Hertzberg) relating to the Small Business Loan Guarantee Program. Currently pending in the Senate.

GO-Biz has also sponsored budget proposals relating to 2013-2014, 2014-2015, 2015-16, and 2016-17 Fiscal Years. This funding has supported a \$5.5 million Capital Infusion Program, administered through the Office of the Small Business Advocate and the small business financial development corporations, and provided \$20 million in capitalization for the CLEEN Center at the California Infrastructure and Economic Development Bank to support infrastructure projects that support energy efficiency or other environmental goals.

Budget and Finance

The GO-Biz Budget is classified under the *Legislative, Judicial, and Executive* section of the Governor's Budget. This budget classification includes independent entities under the California Constitution and departments that have a specific need to operate outside of the administrative oversight and control of an agency secretary.

Proposed 2016-17 funding for entities within the *Legislative, Judicial, and Executive* section are \$6.8 billion (4.0% of the state funds), which excludes federal funds, certain non-governmental cost funds, or reimbursements.

GO-Biz has 82.4 budgeted positions with a total proposed budget of \$50.44 million, including \$5.24 million in state funds and \$45.2 million in federal funds.

The Governor's Office of Business and Economic Development			
Code	Program		
		Positions	Dollars
0220	GO-Biz	22.0	\$4,943
0225	California Business Investment Services	9.0	1,832
0230	Office of the Small Business Advocate	6.0	287

0235	Infrastructure, Finance and Economic Development	45.4	38,167
Totals, Positions and Expenditures (excluding Infrastructure)		82.4	\$45,229
	Infrastructure Expenditures	-	-
Totals, Positions and All Expenditures		82.4	\$45,229

Source: Adopted 2016-17 Budget, Department of Finance

Biographies of Key Personnel

Below are short biographies of GO-Biz Executive staff:

Panorea Avdis, Director, Governor’s Office of Business and Economic Development

Panorea Avdis serves as the Director of the Governor’s Office of Business and Economic Development (GO-Biz), the state’s lead entity for economic development and job creation efforts. Prior to her most recent appointment, Director Avdis served as the Chief Deputy Director for GO-Biz, Chief of Staff in the Office of Sacramento County Supervisor Phil Serna, Director of External Affairs at the California Department of Housing and Community Development under Governor Schwarzenegger. She also served in several positions in the Office of Governor Gray Davis including advance staff and special assistant to the Governor. In addition to her public sector work, she spent several years in the private sector as a project manager and advisor to the Chairman of AKT Development; a major land development company based in Northern California.

Director Avdis Chairs the I-Bank Board and the CA Competes Tax Credit Committee and serves on the California Employment Training Panel, Green Collar Jobs Council, California Industrial Development Financing Advisory Commission, Economic Recovery Financing Committee and the CALED Advisory Committee. She also serves on the Board of Director for the California State University, Sacramento Hellenic Outreach Program, the Tsakopoulos Hellenic Foundation, Music on a Mission, Angelic LLC, and serves as the custodian of archives for Governor Gray Davis.

She is a native Sacramento, daughter of Greek immigrants, and a graduate of UC Davis.

William Koch; Chief Deputy Director, Governor’s Office of Business and Economic Development

Will Koch was appointed in 2015 by Governor Brown as chief deputy director at the Governor’s Office of Business and Economic Development (GO-Biz). Governor Brown previously appointed Koch as GO-Biz’s deputy director of the California Competes Tax Credit Program in 2014 and deputy director of legislative and inter-governmental affairs in 2012. His 18 years of continuous service to the State of California began in 1998 with the Franchise Tax Board where he held several positions including legislative analyst, personal income tax technical advisor, tax collection specialist, and tax collector. Koch received a Bachelor’s Degree in accounting from the California State University, Sacramento.

Teveia Barnes, Executive Director, California Infrastructure and Economic Development Bank

Teveia Barnes was appointed by Governor Brown as Executive Director of the California Infrastructure and Economic Development Bank (IBank) on July 12, 2013. IBank’s mission is to finance infrastructure, economic expansion, clean energy and water projects and to promote small business in California through the Small Business Finance Center. IBank’s statutory powers include the authority to issue bonds, make loans and provide financing and credit enhancements for a variety of infrastructure,

clean energy, water and economic expansion projects to state and local governments, municipalities, universities, schools and hospitals.

Prior to joining IBank, Ms. Barnes was commissioner of the California Department of Financial Institutions, the chief state regulator of depository financial institutions responsible for the licensing, examination and supervision of [banks](#), [credit unions](#), savings associations, [trust companies](#), [foreign banking organizations](#), industrial development companies and [money transmitters](#). Barnes was a partner at the law firm of Foley and Lardner LLP. Barnes worked at the Bank of America NT&SA as associate general counsel and senior vice president.

Ms. Barnes earned a Juris Doctorate from New York University School of Law in 1978 and received her BA degree in economics, political science and German studies from Rice University in 1975, where she was an Arthur B. Cohn Scholar.