



STANISLAUS 2030

GROWTH **PROSPERITY** **INCLUSION**

Economic Resilience & Opportunity
in Stanislaus County

2022 MARKET ASSESSMENT
EXECUTIVE SUMMARY



In the end, the American dream is not a sprint, or even a marathon, but a relay. Our families don't always cross the finish line in the span of one generation. But each generation passes on to the next the fruits of their labor.

— Julian Castro, 16th United States Secretary of Housing and Urban Development



Stanislaus 2030 was born out of the desire to intentionally build resilient future industries aligned around our strong agricultural base, and at the same time, ensure greater financial prosperity for local families.

This is our opportunity to take bold action towards a better future for Stanislaus County.



Images credit: Nate Aguirre, Marin-Candelario Family Photo, Opportunity Stanislaus, Stanislaus County



Dear Stanislaus Neighbors,

When we first embarked with local leaders to build a new vision and plan for our local economy, the mere idea was challenging. As the world struggles to come out of a global pandemic and we face continued geopolitical and economic disruptions, much has accelerated or transformed in the past few years.

Yet we must rise to this moment if we are to turn unparalleled challenges into unprecedented opportunities.

We know that we are a community of essential workers; that our small businesses are often operating with limited reserves; that our agricultural employers and other local corporations are a crucial and initial part of an increasingly tenuous global supply chain. All these realizations came from the significant disruptions of the past few years.

And perhaps the most important realization is: we must build and create opportunity industries that provide quality jobs and equip our workforce with cutting edge training while simultaneously removing barriers to these opportunities.

Stanislaus 2030 was born out of the desire to intentionally build resilient future industries aligned around our strong agricultural base, and at the same time, ensure greater financial prosperity for local families.

This is our opportunity to take bold action towards a more prosperous future for Stanislaus County families.

Traded industries. Talent pipelines. Innovation and Entrepreneurship. Infrastructure and Governance. We launched Stanislaus 2030 to explore these drivers and enablers of our economy. We enlisted

inclusive regional economic development experience and expertise from the Brookings Institution for a quantitative and qualitative market assessment. We added the rich lived experience of residents into this assessment, with the support of our local community engagement team, Debrief.

We didn't stop with data and stories, however. We have embarked, with local leaders, elected officials and many other partners on a 10-month process that began with research and will result, by the summer of 2022, with actionable strategies. These strategies will prioritize the case for public and private investment in the coming decade.

So, please read this report as the beginning, not the end, of Stanislaus 2030. We have catalyzed cross-sector and multi-stakeholder groups that will, within a short sprint this spring, develop concrete next steps - these strategies will be included in an investment agenda to be published and widely disseminated later this summer.

Ultimately, our work is just the first step of a journey that extends well beyond 2030. We hope you'll join us to build a more vibrant, economically inclusive, and resilient Stanislaus.

In Partnership,

Dillon Olvera, Co-Chair Stanislaus 2030
President and CEO, Beard Land and Investment Co.

Yamilet Valladolid, Co-Chair Stanislaus 2030
Director of Government and Community Affairs,
Golden Valley Health Centers



Executive Committee

Santanu Bandyopadhyay, Modesto Junior College

Anthony Cannella, Northstar Engineering Group

Chris Courtney, Oak Valley Community Bank

Kathryn Davis, Valley First Credit Union

Seana Day, Better Food Ventures

Joe Duran, Stanislaus Equity Partners

Andy Foster, Aemetis, Inc.

Doris Foster, County Workforce Development

Michael Frantz, Frantz Nursery

Johnny Garcia, Hispanic Chamber of Commerce

Nelson Gomez, South Modesto Businesses United

Mani Grewal, Stanislaus County Board of Supervisors

Jody Hayes, Stanislaus County Chief Executive Office

Ken Irwin, City of Patterson

Marie Joiner, Luxury Limousine

Ellen Junn, Stanislaus State University

Marian Kaanon, Stanislaus Community Foundation

Scott Kuykendall, Stanislaus County Office of Education

Michelle Lewis, E&J Gallo Winery

Juan Munoz, UC Merced

Chichi Nnodim-Jack, SCOE Board of Trustees

Kristin Olsen, California Strategies

Dillon Olvera, Beard Land and Investment Co.

Evan Porges, Porges Properties

Michelle Reimers, Turlock Irrigation District

Tina Rocha, Stanislaus County Chief Executive Office

Tim Robertson, North Valley Labor Federation

Yamilet Valladolid, Golden Valley Health Centers

David White, Opportunity Stanislaus

Bryan Whitemyer, City of Oakdale

Terry Withrow, Stanislaus County Board of Supervisors



Executive Committee Meeting



STANISLAUS 2030

About Stanislaus 2030

Stanislaus 2030 is a collaboration among business, government, and civic stakeholders to create and deliver a joint strategy and investment plan by summer 2022, for regional economic growth and opportunity in the coming decade.

Vision

We envision - and commit to build - a high-performing, diverse economy to match our multi-cultural lifestyles and dreams for the future.

Mission

We will create pathways for Stanislaus residents to achieve economic mobility by building an economy that is diverse, inclusive, connected, vibrant and sustainable.

Who is Involved?

LEADERSHIP COUNCIL:

100+ leaders representing the community & areas of expertise.

EXECUTIVE COMMITTEE:

31 key private, public, and civic leaders, representing our region's diverse geographies, demographic groups & sectors of our community.

ELECTED OFFICIAL ROUNDTABLE:

City, County, State & Federal Elected Representatives.

RESIDENTS OF STANISLAUS COUNTY:

Diverse residents across Stanislaus County providing input through one-to-one interviews, listening sessions, focus groups, digital surveys, and community forums and meetings.

BACKBONE TEAM:

Stanislaus Community Foundation, Stanislaus County Chief Executive Office, Advisory Team (Project Management, Community Engagement, Research & Analysis).



Elected Officials Roundtable Meeting



West Modesto Community Meeting



Metro Rotary Community Meeting



Desired Outcomes

INVESTMENT BLUEPRINT BASED ON:

- Understanding of larger market forces and future trends
- Current and future state of the Stanislaus County economy
- Knowledge of demographic shifts
- Authentic community input

ACTIVATION PLANS FOR EACH PRIORITY INVESTMENT AREA THAT INCLUDE:

- Plans with investable strategies and tactics owned by local stakeholders
- Funding and policy aligned with each of the plans
- Performance that is reported regularly to partners and the public

“ If this effort sounds like a tall order, it is. This type of work, both multi-sectoral and multi-stakeholder, is often messy and not attempted often. It requires many actors to grapple with data while seeking a deep understanding of residents’ experiences and highest aspirations.

-Marian Kaanon
CEO, Stanislaus Community Foundation



Process



The Voices of Our Community

Stanislaus 2030 has been designed to incorporate both data and narrative. The findings highlighted in this summary report are drawn from an extensive market assessment that combined national principles and data tools for inclusive regional economic strategies developed by the Brookings Institution with applied research and qualitative analyses of local circumstances. At the same time, Stanislaus 2030 worked with local community engagement firm Debrief to understand the goals residents have, the challenges they face in meeting those goals and their aspirations for the Stanislaus 2030 initiative and the future. For the latest on our community engagement efforts, go to Stanislaus2030.com/engage.



I am hopeful that this effort will really have a positive effect on our most vulnerable communities because it addresses the challenges they face.
-Maria Hernandez



I grew up in Stanislaus County and look forward to doing anything I can do to continue to bring value to this county and our cities and communities.
-Isaiah Herrera



To create a vibrant economy, we need to continue having conversations and collaboratively implement sustainable solutions.
-Monica Vergara



I hope that these efforts and goals get accomplished through its collaborative focus which in turn will strengthen our economy and address current and future needs of our residents.
-Maria Arevalo



What inspires me the most about our community is that I always look for an opportunity to connect people to people.
-Jeremiah Williams



I look forward to figuring out how to connect the workers and wanters of work to the businesses, companies and organizations that need them.
-John Torres



My aspiration for our local economy is that we all start coming together more to help and support each other to make our businesses and community more successful.
-Johnny Garcia



My hope would be to see more opportunities for small business growth and guidance.
-Sterling Fountain

Images credit: Alonso Parra



The Stanislaus Economy

This Executive Summary provides an overview of the Market Assessment, a comprehensive quantitative and qualitative analysis of the region's economic performance and competitive position. This assessment offers a common evidence base and considerations for diverse stakeholders to jointly make decisions on economic and workforce priorities, strategic responses, and how to implement them.

The full Stanislaus 2030 Market Assessment and Data Book may be found online at Stanislaus2030.com.

The Stanislaus County economy is growing, but it is not providing opportunity for its residents.

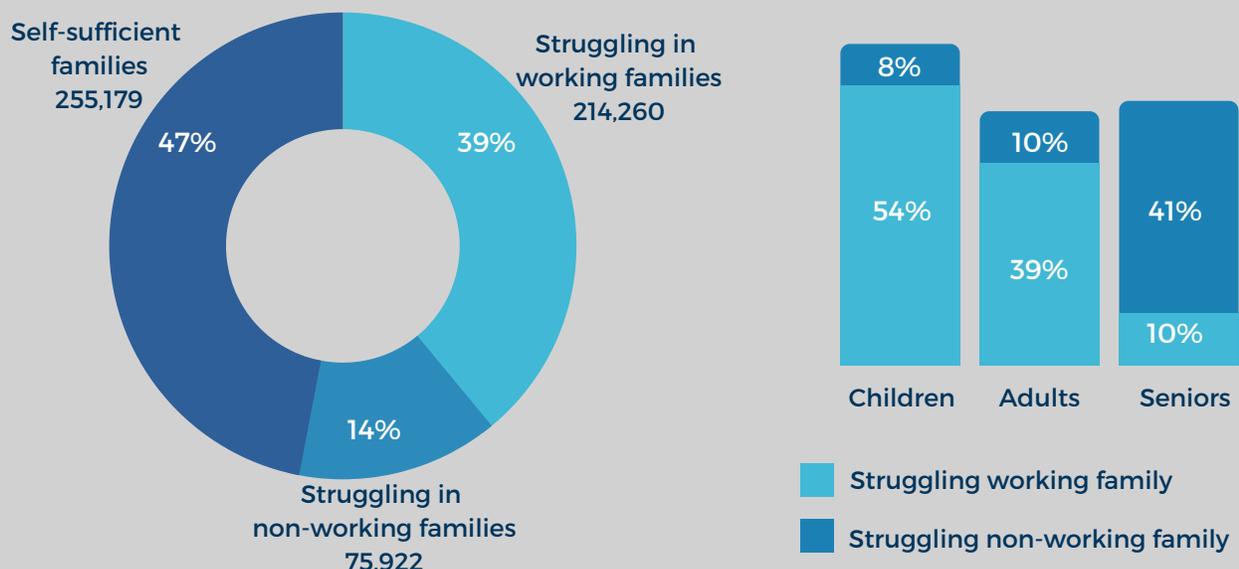
Despite a decade of steady job creation that ranked above other large metro areas and the U.S., the regional economy has not generated the kind of growth that enables its workers to prosper.

As a result, nearly 40% of the County's residents are in families with at least one working adult, but still struggle to meet basic living expenses and accumulate savings that improve their economic status.

Unsurprisingly, young, less educated, and diverse workers are more likely to struggle. This reflects national trends that advantage those with greater credentialing and experience, as well as other structural barriers to economic success. For example: 57% of Hispanic workers in Stanislaus County struggle compared to 32% of white workers.

Over Half the County's Population Struggles to Make Ends Meet

Stanislaus County Population that belongs to a struggling family - 2019





Quality Jobs in the Region

Fueling this challenge is a significant deficit in quality jobs available in the region.

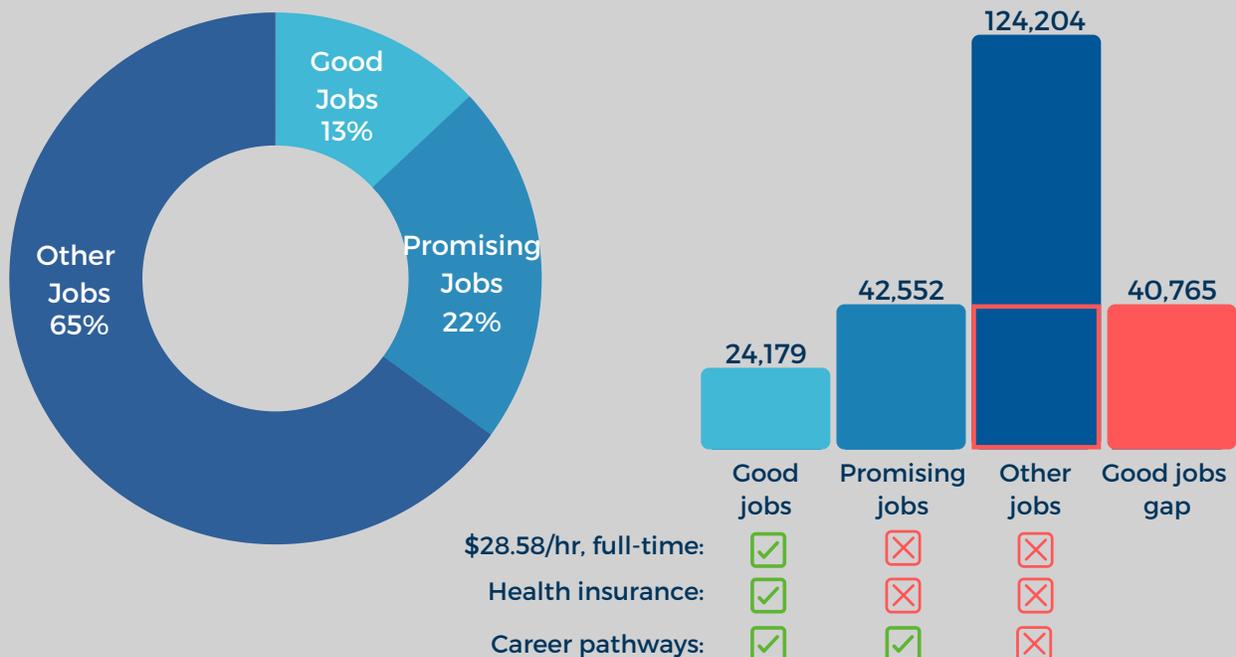
Only 35% of more than 190,000 total jobs in the County currently enable workers to achieve self-sufficiency and economic mobility, or provide a pathway to another job that does within ten years. This is an exceptionally low proportion of quality jobs compared to other metropolitan areas.

Thus, simply adding jobs or supportive services is not enough to transform economic outcomes for residents. Addressing this challenge is a long-term undertaking that demands a steady focus on job quality versus job counts in both economic and workforce development activities, investing consistently in the assets that drive competitiveness and spur more opportunity industries.

To achieve the aspirational goals set by Stanislaus 2030 - cutting in half the number of children in working families that struggle to make ends meet - means filling a gap of more than 40,000 quality jobs, equivalent to growing or upgrading about 20% of the region's job base.

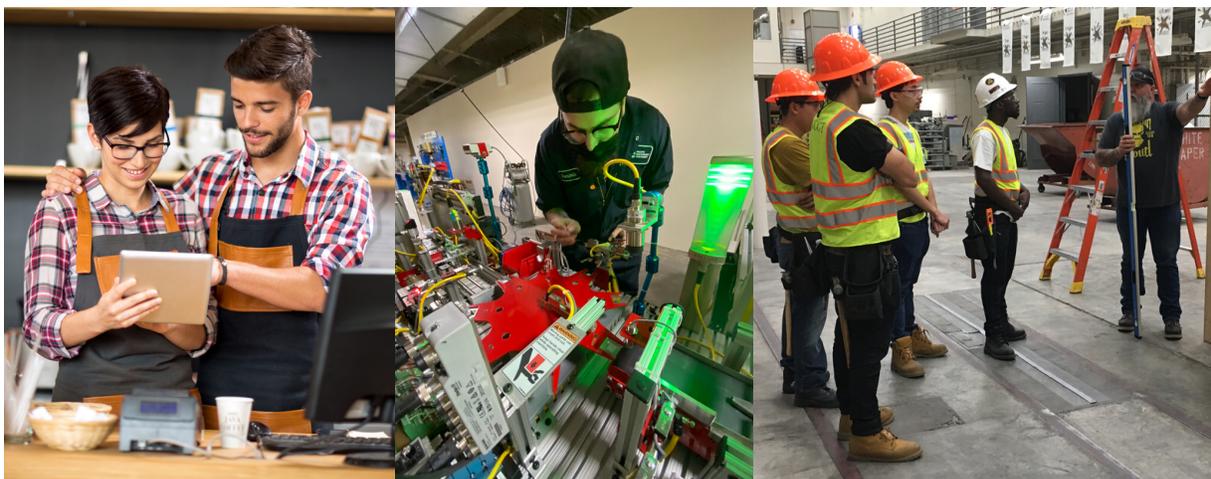
One-Third of the County's Jobs Provide Pathways to Prosperity

Stanislaus County Population that belongs to a struggling family - 2020





Good Jobs



Images credit: Stanislaus County, VOLT

How to define a "good job"

To assess job quality, Stanislaus 2030 applies the Brookings Institution's Opportunity Industries methodology that considers the characteristics of jobs, workers, and career pathways across sectors and occupations.

Jobs are categorized as "good," "promising," or "other" based on earnings, benefits, and durability.

As a foundation, a good job means workers earning enough for their family to achieve self-sufficiency and economic mobility. Determining what it takes to get by and get ahead in Stanislaus County combines localized breakeven living expenses with savings needed to build wealth, factoring in family size and composition. A final wage target was a regional policy choice on how much to improve the share of working families that meet those standards; Stanislaus 2030 targeted cutting the share of children in struggling working families by half, which equates to an hourly wage of \$28.58.

GOOD JOBS:

- (1) pay at least the target annual wage, meeting expense and savings needs without California "safety net" benefits (e.g. SNAP, TANF, Medicaid);
- (2) provide employer-sponsored health insurance, a proxy for likelihood of other benefits like paid leave and retirement contributions; and
- (3) afford stable career options to continue holding a good job in the future, considering factors like automation and career progressions.

PROMISING JOBS do not meet all good job criteria, but provide career pathways that lead to a good job within ten years.

OTHER JOBS do not qualify as good or promising.

See the full Stanislaus 2030 Market Assessment online at Stanislaus2030.com for more context on the Opportunity Industries methodology.



Necesitamos más recursos y fondos que faciliten el proceso para seguir adelante. Hay bastante gente en nuestra comunidad que son muy trabajadores, pero no hay nadie que les echen la mano para aprender más cosas.

We need more resources and funds to facilitate the process to move forward and succeed. There are quite a few people in our community who are very hard-working, but there is no one to lend them a hand to learn more things.

-Stanislaus County Resident





Rebalancing the Economic Mix

Greater prosperity requires diversifying the region’s economic mix, creating a supportive environment for traded businesses that add more value and require middle-skill workers at higher wages.

One factor driving the region’s challenges is that it lags in the growth of “traded sectors” that sell goods or services outside the region, generating higher wages and big multiplier effects in the local economy; those sectors accounted for only 15% of job growth between 2010 and 2020.

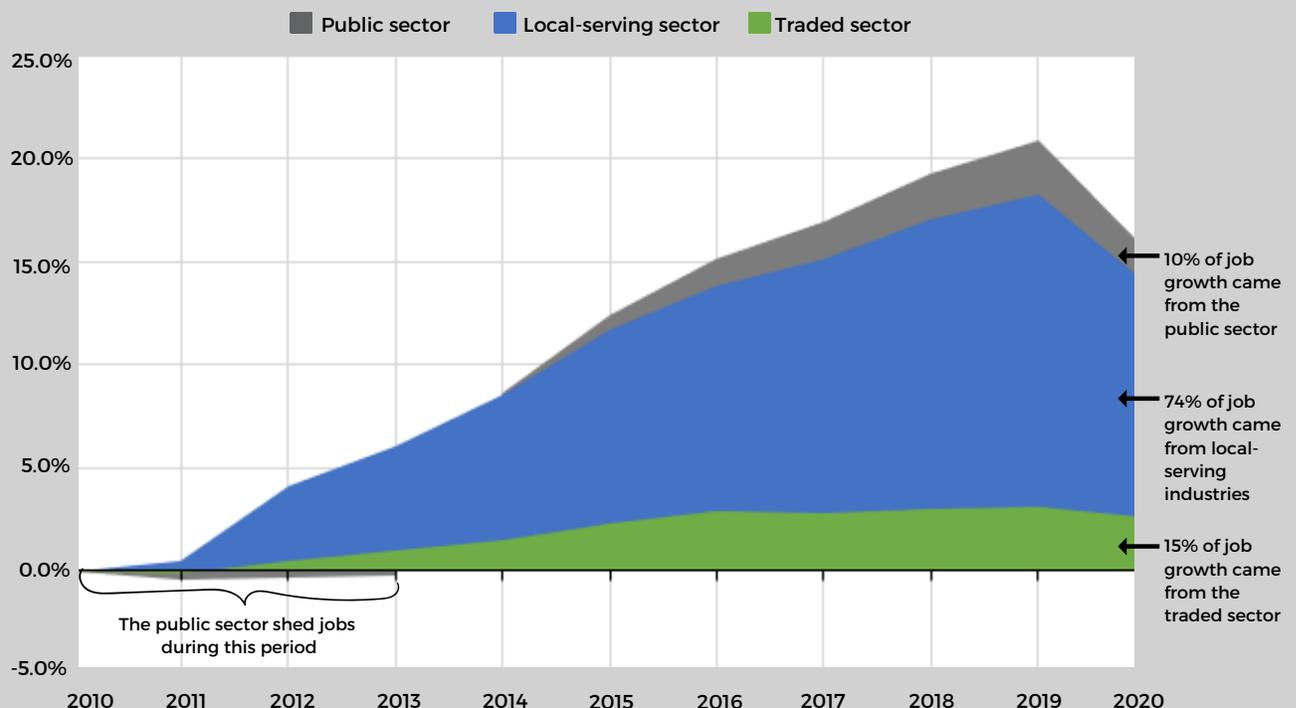
The County’s powerhouse agricultural industry that generates the greatest share of traded jobs also does not bring the usual benefits for a high proportion of workers due

to the lower skills needed, and because its primary products are commodities yielding narrow margins.

Meanwhile, the region has increasingly become what is known as a local-serving economy, driven by industries like retail and healthcare supporting its own residents, versus developing new, competitive products or services to sell to others. These “local-serving sectors” accounted for nearly three-quarters of job growth, with the public sector contributing another 10%. This is problematic because local-serving activities tend to create lower-quality jobs and do not bring new income into the County to increase wealth.

Traded Sectors Drove a Small Portion of Job Growth

Sectoral contributions to job growth in Stanislaus County 2010 to 2020





Redefining Economic Success

Based on work with metro areas and states on economic recovery and resilience since the Great Recession, the Brookings Institution created the Metro Monitor framework as a more comprehensive measure of economic success that encompasses prosperity and inclusion, as well as growth. With increased attention to the negative competitive and societal consequences of disparities, reinforced by the experience of the COVID-19 pandemic, this framework has been adopted by many regions over the past five years to guide decisions on economic and workforce development strategies, programs, and progress.

GROWTH



More jobs created and expanded output that increases labor demand and wages, plus young firms that generate greater wealth, employment, and earnings.

METRICS

Jobs
Gross Metropolitan Product
Entrepreneurship (*Jobs at Young Firms*)

Source: Brookings Metro Monitor

PROSPERITY



More productive firms to grow the economy from within and generate higher-paying jobs, so the region competes on quality versus low wages.

METRICS

Productivity (*GMP per Job*)
Standard of Living (*GMP per capita*)
Average Annual Wage

INCLUSION



Access to opportunities that raise employment and income, enabling residents across all community segments to participate to the fullest of their ability.

METRICS

Employment Rate
Median Wage
Relative Poverty
**differences by Race and Geography*



Image credit: Alonso Parra



When I graduated from UC Merced it was the start of the pandemic, so I didn't really have anything [a job] lined up. While I was in school, I'd go to job fairs, but it wasn't clear [hiring process].

I felt like I didn't know enough about myself, and it sucked because although you were able to learn about your major in school, I didn't learn how to use my degree to find the ideal job.

Here I am trying to find my own way with so many challenges, but one thing that has helped me is my community.

It really has been them; my growth didn't stop in those programs [college]. My growth has continued through my community, and it has helped me grow personally as well as professionally.

-Gabriela Diaz
Volunteer, City Ministry Network





Five Factors for Economic Growth

To close the opportunity gap, Stanislaus County needs to focus greater investment on emerging value-add sectors and better organizing its ecosystem of basic supports.

Regional economic competitiveness is based in five factors as part of a framework for a robust economy. These five factors include both drivers and enablers that work in concert to achieve economic growth.

The primary drivers are higher-value **traded sector specializations** that bring new money into the local economy, a deep **talent pool and pipeline** with relevant skills and expertise, and robust **innovation and entrepreneurship** ecosystems that create new value and improve productivity.

Enablers needed to support those drivers include efficient, well-connected **infrastructure**; and effective **governance** to focus and coordinate the limited time and resources of diverse private, public, and civic actors that contribute to economic outcomes.

Traded Sectors

With the County's job base deeply embedded in agriculture and local-serving activities, analysis did not reveal scalable industry strengths that could combine an existing specialization, competitive performance, and concentration of quality job production. Therefore, opportunities must center on emerging subsectors that relate to other regional comparative advantages, or the potential to transition current activities toward higher-skill jobs. Regrouping subsectors by shared value chains revealed six industry areas for consideration:

Food Production, reliant on creating an ecosystem for new ventures in product innovation, or facilitating adoption of productivity solutions that require more skilled workers and justify higher wages.

Bioproducts and Circular Economy, building on proximity to innovations, feedstock, and manufacturing know-how to transform agricultural waste into materials or energy, such as bioplastics, adhesives, resins, construction materials, or fuel.

Production Technology, based on machinery manufacturing and automation systems largely supporting agriculture, although not the source of the innovation.

Construction Components, reflecting manufacturing activities and nascent concentration of modular building, but constrained by location and transportation costs.

Logistics, anchored in the rapid organic expansion of warehousing and distribution evident nationwide, with questionable long-term prospects for overall job quality but novel potential dependent on Crows Landing airfield reuse.

Computer Software and Services, growing from a very small base of local founders and limited by low talent adjacencies, with more immediate prospects in filling regional digital skill needs as a foundation versus targeting the subsector.



Talent

Despite specialized abilities based on current industry strengths, the County's workforce is marked by comparatively low educational attainment and skillsets that constrain higher-value, knowledge-based job creation in diversified sectors. At the same time, analysis of talent adjacencies – transferability of existing knowledge and skills from one sector to another – found potential to support needs in emerging industry options associated with manufacturing, equipment, and biochemistry, but not capabilities for computer services and software. Other factors like childcare also emerged in the region as above-average barriers to labor force participation by more educated, qualified workers, for which novel approaches could unlock and improve racial and gender inclusion. In any case, changes are essential among workforce system providers, as employers consistently express frustration over the accessibility, responsiveness, and alignment of supports in sourcing mid-skill talent across industries and occupations.

Innovation

The County has relatively weak institutional capabilities in research, development, and commercialization that can bring value-add products to market or provide firms with a problem-solving partner to anchor them in the region. Spending and output by academia and business trails other parts of the Central Valley, let alone national peers, although a few strengths in biochemistry and plant sciences could connect to emerging sector options like bioproduct manufacturing. These core innovation challenges suggest deliberately building connections to nearby assets in the North San Joaquin Valley and Northern California. Furthermore, the region ranks very low in entrepreneurship generating jobs and growth, as well as the impact of businesses owned by women or people of color; these likely correlate to missing or underdeveloped basic supports for both Main Street and high-growth young firms.

Infrastructure

The region's physical connectivity, broadband, and developable sites offer some advantages. While geographic distribution of jobs and workers are diffused, reducing benefits of concentration to the knowledge economy, the pattern is not adding to racial disparities. Broadband availability to nearly 94% of residents is comparatively high, but bolstering rates of fixed-access subscriptions or full utilization is needed to match national peers. Large, connected sites are well positioned to serve extension of Bay Area production and commercialized innovation, if deliberately linked to opportunity industry objectives versus filling taxable space.

Governance

The region lacks a shared agenda across public, private, and civic contributors with a strategy, assignments, and coordinating and accountability mechanisms to drive use of resources. While individual organizations have executed aspects of previous strategies and plans, the lack of collective action has diluted the impact of limited resources. For instance, economic development and/or workforce stakeholders rarely undertake functional collaborations or joint programmatic implementation, or share data and relationships to guide action. The region needs a “center of gravity” through which each entity can operate as a newly integrated team, aligning their contributions as an individual organization toward a common outcome.

Agriculture



Orchard in Stanislaus County

How to Build on our Agricultural Economic Strengths

Agriculture is synonymous with Stanislaus County, producing billions of dollars annually in commodities like nuts, stone fruit, and dairy; supporting related industries such as food processing, packaging, and bioproducts; and playing a central role in community identity.

However, as in many agricultural regions of the Central Valley and beyond, these commodity sectors operate on low margins, at the mercy of global markets, regulation, and the environment. The relative skill requirements in significant segments of farm labor and the increased pressure to adopt automation poses significant challenges for the local economy.

Agriculture is the foundation of the region's economy and job creation, and economic development actors must continue to serve and support these firms as part of their core operations. Yet to transform economic outcomes, special effort will need to focus on growing sectors with the most potential for higher-quality job creation, aligned around the agriculture base. This could mean moving up the value-chain within agriculture by increasing productivity and skill requirements for workers or leveraging the agricultural production base into related products and services.



“

How I got into farming was that my parents both immigrated, separately, from Holland after World War II. When my dad came to the United States, he started as an agrarian. Then in 1983, my family got into almonds, and we have been doing it ever since.

My vision for the community is that agriculture remains a large part of our local community. My hope is that there's an increase in technical education and jobs here, especially when it comes to agriculture and some of bigger local industries, and especially when it comes to youth. I envision an increase in training of mechanical jobs to support local industries and the economy.

-Paul Van Nes
Partner, Van Nes Farms

”

Reaching for Success



Image credit: Nate Aguirre

Gabriela Hernandez, Patterson, CA Founder & CEO, Masavena Tortillas

“ I come from a small town called Linares, where I grew up seeing my grandma making fresh corn tortillas. They tasted so good that we would gobble them up before they even got to the table.

To make a tortilla, she would begin by kneading the dough, which we call “masa,” with her gnarled hands. Then she formed the tortillas one by one using a tortilla press. As they cooked over the coals or our makeshift stove, she would flip each tortilla with her bare hands. From a young age, I felt how much her love was part of the traditional tortilla process.

When I had my son, I yearned to share this family tradition with him. At the same time, I wanted to raise him to eat healthily. While “masa” tastes wonderful, its high-calorie content and high glycemic index are just not that healthy. That is why when I started Masavena Tortillas, I switched from a corn flour “masa” to oat flour which has much fewer calories and a low glycemic index.

Now I can raise him to eat healthily and still pass on the traditional tortilla process full of love to my child just as my grandma did with me.

Since childhood, I have dreamed of running my own business, and Masavena Tortillas is now my dream come true. But it was not easy. When I came to the United States and faced a new language with a new culture, my American dream felt beyond my reach.

Gabriela Hernandez started a local business that celebrates her culture and paves a prosperous future for her family.

It was difficult learning English and finding business support in my native language of Spanish.

Navigating licensing and permitting requirements is difficult in the United States and actually takes away from me being able to focus on my product and other parts of my business. I went through the Recipes for Success Program, but it was hard accessing information in my native language [Spanish] was difficult and still is. In that program, it helped to get a cottage food license. For the volume of tortillas, I want to make I need access to a commercial kitchen. It is very hard enough to find a local commercial kitchen, and it is even harder to find one that is affordable to small businesses like mine.

I try to look on the bright side of things, and I know that the lack of Spanish resources forced me to learn English quicker. But I made many mistakes early on that I do not think I would have made if there was no language barrier.

Today, I want to make my business successful for my family and culture. My grandma passed away, so I wanted to find a way to share part of her love for us. Masavena is a tribute to her by sharing with my son and the world the beauty of the traditional tortilla process.





Implications & Strategic Focus

The scope of the region’s challenges means there are more issues and options for intervention than feasible to execute at once. Strategy requires choosing and prioritizing among reasonable alternatives.

As Stanislaus 2030 pivots from understanding our local context to developing concrete actions in response, evidence from the market assessment suggests specific areas to on which to focus.

Across these efforts, interventions must factor how to address racial and gender differences in access to quality jobs and economic opportunities.

Regions that maximize the contributions of all their residents are better equipped to succeed in the modern economy.

Moving to Action

Stanislaus 2030 selected five areas for workgroups to convert findings into strategies and tactics. The workgroups center on opportunity industries, small business supports, barriers to jobs and training, as well as developing a more cohesive talent pipeline. From April through July 2022, topical stakeholder workgroups will develop strategies, tactics, and activation plans to guide interventions.

Alongside these efforts, the initiative will establish a long-term governance structure to facilitate implementation, pursue resources, measure performance, and ensure accountability.

The five focus areas that workgroups will develop actionable strategies around follow:



Bioproducts & circular economy

Target manufacturing potential as a location for piloting and scaling production of new materials and energy, leveraging agricultural assets and proximity to innovation.



Talent development

Implement best practices for primary workforce providers to align their efforts, prioritizing activities by job quality and access for both new and incumbent workers, linking to economic development objectives, and increasing accessibility and responsiveness to business in opportunity industries.



Food sector adoption of innovation

Facilitate local adoption of innovation to improve productivity for both competitiveness and job quality, such as identification of workforce upskilling programs.



Entrepreneurship & small business dynamism

Identify and fill the mainstream supports that are missing or should be scaled in a region of this size to improve outcomes for young firms, with a special sub-focus on women and minority-owned business.



Non-skill barriers to jobs & training

Engage employers in collective solutions to providing childcare access and English language proficiency as competitiveness issues that unlock needed labor force participation.

Chasing her Dream



Image credit: Marin-Candelario Family Photo

Blanca Marin-Candelario, Modesto, CA

Program Coordinator, West Modesto Community Collaborative

“ I am a long-time West Modesto resident, mother of seven children, wife, and devoted community member whose goal is to provide the West Modesto community access to affordable childcare services.

I was brought to the United States in my mom's arms before I turned one. We moved to Modesto in 1990 and I've lived in the same house in West Modesto since then. Growing up, I loved going to school, but love came around and I was pregnant. My husband and I lived in my mom's house and by the age of 23, I had 5 kids.

At the that time, my husband Tomas had a really hard time keeping a job. He ended up going to an auto glass place and they told him “Oh yeah, there's work, you can vacuum the cars” so he became the vacuum guy. He would leave early in the morning and come back real late, and he would be vacuuming. A man at his work became his mentor and would tell him “You won't get anywhere just vacuuming, just watch how I do the glass and I'll explain to you in Spanish what I'm doing.”

One day my husband was like “Okay, I'm going to quit and start my own business.” Just like that, he quit! He opened his own business; he rented a little space on Crows Landing! For a while, it was hard times, we couldn't even help my mom with rent. Eventually word of mouth would get around and he was able to rent a tiny shop on Kansas. Now he has a huge shop and business is booming!

Blanca Marin-Candelario aspires to start a business to give access to affordable childcare services in West Modesto. Her story demonstrates a familial spirit of local entrepreneurialism and a love for the community.

When my kids were at Head Start, I signed up for an assistant certification program for parents to become childcare providers at MJC. It had been so long since I was in school, and it was just hard. But that's how I started. I loved kids, obviously, I had seven of them! But I was always very patient with kids and wanted to keep working with children, so I got into child development work.

I worked at Tiny Tots, and was in charge of the preschool for 7 years! A lot of those kids are freshman and sophomores in school now, and some of them still remember me! I loved my job, I just wanted to give these kids a safe space to be in.

In 2018, I came here [West Modesto Community Collaborative] to volunteer because they were always so busy. I got hired to do outreach and then they started a children's program that I started leading! I love it here; I get to work with families and advocate for them.

During COVID, I wrote out a business plan to start my own childcare service. I want to open a quality childcare center here in West Modesto.

I want to be able to provide services for families who are working and can't afford childcare or families who might not be working but just need 2-3 hours once or twice a week.



Acknowledgements

Collective community action requires dedicated partners across numerous sectors in our community. Stanislaus 2030 has received support - time and resources - from numerous public, private and civic partners.

Stanislaus 2030 has received funding support from the following organizations:



Beard Land Improvement Company



Stanislaus County



Oak Valley Community Bank



Stanislaus Community Foundation



Porges Family Foundation



Kaiser Permanente



City of Modesto



City of Hughson



City of Waterford



Wells Fargo

Stanislaus 2030 has received research support and partnership from:

CSU Stanislaus Office of Research and Sponsored Programs

Stanislaus County Focus on Prevention Initiative

Modesto Junior College Office of Planning, Research, Innovation, Institutional Effectiveness

Opportunity Stanislaus

StanCOG

Stanislaus County Office of Education

Stanislaus County Workforce Development Board

University of the Pacific - Eberhardt School of Business Center for Business and Policy Research

Stanislaus 2030 has received input, guidance and volunteer hours from:

The Stanislaus 2030 Elected Officials Roundtable

The Stanislaus 2030 Executive Committee

The Stanislaus 2030 Leadership Council

This project is being supported, in whole or in part, by federal award number SLFRP2096 awarded to County of Stanislaus by the U.S. Department of the Treasury.



STANISLAUS 2030

The full Market Assessment, Data Book and other appendices and support materials can be found on the website, Stanislaus2030.com.