



North Bay

Life Science Alliance

Accelerating growth in our life-science sector.

Why we should • Why we can • What we're doing about it

Mission

Promote Economic Development that embraces what Marin County is and what we want to be:

**A growing employment base
for clean and high-paying jobs**

Partnerships

- Local firms: BioMarin, Ultragenyx, Raptor
 - Long term in Marin County
 - Stories to tell
 - Mix of life sciences business key issue
- City of Novato
 - Committed funds to help marketing effort
 - Providing staff time to assist
 - Sees this as the best play on frontier tech

Partnerships

- The Buck Institute for Aging Research
 - Like a biology department of a university
 - Completing development of 130,000 sq ft of lab space
 - Residential community housing for visiting scientists and their families
 - Animal testing space a unique asset north of San Francisco (and east to UC Davis)
- BayBio
 - Bay Area trade organization for Life Sciences

How the Alliance Will Work

- Cooperate on leads and landing businesses
 - Try to find the best fit
 - Use our collective contacts and resources
- Lead in Marin County, specifically Novato for now
 - Marketing effort starts here
 - Gateway to North Bay
- Not to see ourselves as competition
 - Group decision/advising
 - Need for regional effort always the driver



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Four-County Initiative

- Why?
 - Sonoma
 - Medical Devices still important in Sonoma
 - People center for jobs based on history
 - Solano
 - Genetech campus at eastern border
 - UC Davis has full continuum of life sciences research
 - Logistics and expansion

Four-County Initiative (cont.)

- Napa
 - Some history with life sciences (Dey)
 - Ag sciences big due to wine industry
 - Small firms that service ag
- The real reason
 - These are the places workers are most likely to live as this industry expands locally
 - Difficult to compete, better to cooperate
- Recognition that competition is global
 - Need to use each county's advantages

Supply-Chain Needs

- Space
 - Lab
 - R&D
 - Office
- Housing
 - Where will these workers live?
 - Need to assume new workers will live outside Marin somewhat
 - Services will need to be where people live

Supply-Chain Needs (cont.)

- People
 - Scientific Community
 - Clinical staff (non-scientists that do scientific work)
 - Medical professionals as liaisons to markets
- Logistics
 - Proximity to airports
 - Warehousing/transport
 - Freeway access
 - Meeting spaces and high-speed comm networks

Marin and Life Sciences

- Over 200 businesses across continuum
- Just over \$750 million in revenues
- About 1,700 workers
- Proximity to Bay Area provides network
- More life sciences businesses per capita than any other county in CA

Movements Forward

- Competitive (Marketing Firm)
 - Firm hired to provide marketing tools and guidance
 - Specializes in life sciences
- Logo, materials, brochure, website
 - www.nblsa.com
- Measures of Success
 - Jobs growth
 - Business growth
 - Anecdotal growth (buzz)

Next Steps

- Kick-off at BIO 2014, June 23-26, San Diego
 - Part of Team California
 - Basically a global trade and academic show for life sciences
- Fundraising efforts
 - Municipalities and counties
 - Grants and foundations
 - Private businesses
 - Goal: \$3 million
- Getting involved: act as a network



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