



July 31, 2014

Campbell
Cupertino
Gilroy
Los Altos
Los Altos Hills
Los Gatos
Milpitas
Monte Sereno
Morgan Hill
Mountain View
Palo Alto
San Jose
Santa Clara
Saratoga
Sunnyvale

Dear Silicon Valley Public and Private Sector Stakeholders:

On behalf of the Cities Association of Santa Clara County, it is my pleasure to express support of San Jose Silicon Valley Chamber's Regional Economic Development Initiative (REDI).

The Cities Association of Santa Clara County is a collaboration of the 15 cities of Santa Clara County dedicated to improving the quality of life for the people of our county. Due to the recent economic downturn, regional economic development has been a top priority for our organization for the past three years and we applaud the chamber's effort to implement a region-wide day-to-day business retention, expansion and recruitment program that will work in collaboration with our cities' and county's existing economic development departments, local chambers of commerce, and key stakeholders across the public and private sectors.

Silicon Valley has been one of the most successful economic engines of entrepreneurship and innovation in California, the nation and the world. Much of its success is attributed to the business ecosystem that has naturally evolved over the last 60 years. However, a strong ecosystem alone is not enough to maintain the competitive advantage of our region's economy, especially in the new "flatter" global economy. Today, regional economic competitiveness requires a coordinated cohesive strategy and plan. Other regions across the nation and the world have regional economic development entities dedicated to helping their companies grow and create jobs, such as Austin, Texas; Denver, Colorado; and Phoenix, Arizona.

In order to continue to attract and retain the extraordinary companies that make Silicon Valley unique, it is important to ensure that our region is equipped with the tools and strategy needed to compete against new desirable areas such as Boston's Route 128 and the Yangtze River Delta. In its essence, as a separate entity, REDI proposes to ensure our region's competitiveness and provide public and private sector stakeholders with the significant resources and data needed to grow and succeed.

The Cities Association of Santa Clara County commends the chamber's leadership and looks forward to supporting its efforts for the economic success of our region.

Sincerely,

A handwritten signature in blue ink that reads "Steve Tate". The signature is written in a cursive, flowing style.

Steve Tate
Mayor, City of Morgan Hill
President, Cities Association of Santa Clara County