

Victoria Doll

Principal, Chabin Concepts, Inc.



Education

B.S., Business Administration (Strategic Management)
California State University, Chico

Recent Work

Economic Development Assessments, Strategies, Feasibility Studies

- North Far North Regional Strong Workforce Plan (2017)
- East Kern County Economic Diversification Plan (2017)
- City of Chula Vista, CA *Labor Market Profile* (2016)
- Lake Havasu, AZ *Comprehensive Economic Development Plan* for “America’s Best Communities” competition (2015)
- Live Oak, CA *Leo Chesney Facility Reuse Feasibility* (2015)
- Butte County, CA *Proposal Content* (2015)
- City of Brentwood, CA *Economic Development Assessment, Initiatives* (2014)
- Glenn County, CA *Phase I Economic Development Roadmap* (2013); *Phase II Business Services* (2013-14)
- Lassen County, CA *Economic Development Strategy and Implementation Guide* (2012)
- City of Anderson, CA *Economic Development Action Plan* (2012)
- City of Porterville, CA *Economic Development Strategy* (2012)
- 3CORE (economic development district) *Knowledge-Based Entrepreneurial Enterprise Action Plan* (2012)
- Shasta Lake, CA *Green Technology Business Park Feasibility Study* (2011)
- City of McPherson, KS *CompetitiveReady Strategic Action Plan* (2011)
- City of Brownsville, TX *CompetitiveReady Asset Scorecard* (2011)
- Golden State Corridor *Infrastructure Improvements Plan* (2011)
- Modoc County *Economic Vitality Plan* (2010)
- County and Cities of Colusa, CA *Economic Development Strategy* (2009)
- Placer County, CA *Economic Development Strategy* (2009)
- Mid-Michigan, *Location Analysis for Photovoltaic Industry* (2008)
- Northern Rural Training and Employment Network (NORTEC) *Designing Local Skills Strategies for STEM occupations*
- Butte County, CA *Strategy for Advantage Butte County website* (2007)
- Victor Valley, CA Economic Development Authority, *regional marketing program, branding, material design and print, website* (2005-2009)
- Barstow, CA *Market Analysis and Economic Development Implementation Plan including marketing and analytical tools* (2005)
- Shasta College and Stillwater Industrial Park, Redding, CA *Strategic Occupational Training Plan* (2004)
- Stanislaus County, CA *Economic Development Strategic Action Plan* (2003)
- Central Valley, CA *Community Vision for the Golden State Corridor* (2003)
- Anchorage, AK *Call to Action economic development plan* (2002)

Downtown and Retail Market Strategies

- Hillsboro, OR Downtown Marketing Plan (2017)
- Klamath Falls Downtown Association *Retail Market Analysis and Downtown Marketing Plan* (2015)
- City of Stanfield, OR *Site Development Feasibility* (2014)
- City of Gustine, CA *Downtown Revitalization Strategy* (2014)
- City of Lincoln, CA *Reaching Retail and Industrial Markets* (2014)
- City of Novato, CA *Retail Market Analysis* (2013)
- City of Anderson, CA *Gateway Area Commercial Revitalization Plan* (2012)
- City of Oroville *Industrial, Commercial and Retail Marketing Strategies and Design Concepts* (2009)
- Victor Valley, CA *Retail Market Analysis* (2005)
- Gridley, CA *Retail Market Analysis and Downtown Development* (2005)
- Henderson, NV *Downtown Market Feasibility and Development Plan* (2005)
- Arbuckle, CA *Downtown Revitalization Strategy* (2003)

EDA CEDS and Enterprise Zones

- Solano County Comprehensive Economic Development Strategy (2017)
- City of Galt *Comprehensive Economic Development Strategy* (2013) and Annual Updates (2015)
- San Joaquin County *Comprehensive Economic Development Strategy and Annual Update* (2013, 2015)
- County of Merced *Comprehensive Economic Development Strategy and Annual Update* (2013, 2015)
- South and East San Diego County and Imperial Valley *Comprehensive Economic Development Strategy* (2010)
- Tulare County, CA *Comprehensive Economic Development Strategy* (2009)
- 24 successfully-awarded California Enterprise Zone Applications; other state and federal programs: California Targeted Tax Area, Job Creation Investment Fund for Welfare Reform, USDA Rural Business Enterprise Grants, Community Development Block Grants

Research, Surveys, Website Content

- www.eastkernopportunity.com – East Kern County Economic Development Diversification project website (2016-17)
- www.movingsolanoforwardii.com – Solano County Economic Development Strategy project website (2016-2017)
- www.morrobaystrategy.com – City of Morro Bay Economic Development Strategy project website (2016-17)
- Grass Valley, CA *Retail Research, Survey, Community Work Sessions* (2013)
- The Austin Company CSX Transportation *Economic Development Database and Online Survey* (2011)
- www.quadcitieswind.com – Eastern Iowa and Western Illinois region's competitive advantages for the wind turbine and related manufacturing
- www.riosouthtexas.com – Four-county economic development partnership

**Presentations,
Training, Writing**

- EDNow, Volume 12/Issue 15 *Five Keys to a Successful Business Retention and Expansion Program*
- California Recycling Market Development Zones Annual Conference, *Using Social Media*
- California Association of Economic Development and California State Association of Counties Institute, *Economic Development in California Counties, Implementation and Performance*
- California Economic Development Institute, E.D. 101, *Economic Development Marketing and Sales*
- California Association of Enterprise Zones Annual Conferences, *Tools and Materials to Use in a Crowded Market* and *Marketing Your Zone: Challenges, Trends and Tools*
- International Economic Development Council E.D. Courses, *Marketing Sites for Development* and *Marketing for Success Results and Accountability*
- Upstate California Annual Meeting, *Tools for the Economic Development Professional*
- Northern Rural Training and Employment Network (NORTEC) *Service Provider's Guide to Engaging Employers, One-Stop Operator, Materials / Tools and Training for Business Retention/Expansion*

**Range of
Experience**

28 Years Experience in Economic Development

- Chabin Concepts, Inc., Principal
- Stanislaus County Economic Development Corp (The Alliance), Vice President
- Butte County, California Economic Development Corp

**Professional
Affiliations**

- California Association of Enterprise Zones
- Upstate California (marketing consortium), multiple years as marketing chair
- California Association of Local Economic Development
- International Downtown Association
- International Economic Development Council