

Kay Reynolds

Kay has over 35 years economic development experience specializing in developing entrepreneur support programs, business assistance and retention, marketing, strategy development; and economic revitalization. She has extensive experience working with all levels of government, especially in regulatory processes, economic and community development, grants, and revolving loan programs

EXPERIENCE

- 2007- Partner, Tools for Business Success
- 2000 - 07 Executive Director, California Academy for Economic Development (2004 – 2007)
Vice President, California Assn. for Local Economic Development (CALED)
- 1986 - 07 President, Reynolds Busby & Associates (economic development, business assistance, and non-profit support company)
- 1994 - 96 Executive Director, Calaveras County Economic Development Company
Executive Director, Calaveras SBDC Outreach Center
- 1983 - 86 Executive Director, California Association for Local Economic Development
- 1980 - 83 Deputy Director, Office of Local Economic Development, State of California
- 1979 - 80 Director, First Economic Development Project, League of California Cities
- 1978 - 79 Economic Development Specialist, State of California
- 1974 - 78 Federal Grants Coordinator, Urban/International Planner, City of El Paso, Texas

EXPERTISE and EDUCATION

Private Sector Financing, Perspective, and Expertise

Worked with scores of companies and individuals, providing business counseling and help with business plans, project analysis, and marketing. Conducted business retention/attraction efforts and marketing projects. Helped access funding for many businesses and projects (from the Small Business Administration, banks, private investors, and grant agencies). Made many presentations to business groups, often providing a bridge between the public and private sectors. Operated an independent consulting firm, active in business consulting, project development and financing, grant writing, association management, and economic development,

Program and Project Financing: Private Sector Investment, Loans, and Grants

Secured thousands of dollars in investment from businesses to support day-to-day operations and special projects of non-profit organizations, cities, and state agencies. Worked with local, state, and federal governments, banks, private investors, and business for project implementation. Prepared over \$28 million in successful grant applications, the largest a \$2.25 million grant that established the California Innovation Development Loan Program. Served as the Federal Grants Coordinator for a large city. Helped administer a statewide economic development grant program. Wrote grants that supported activities of state and local governments, private businesses, and statewide associations. Obtained funds to finance business loan programs, staffing & overhead, conferences, education & job training, and economic & community projects.

Economic Development Technical Assistance, Strategies, Policy, and Implementation

For over 30 years, helped communities develop economic strategies, business retention programs, ED corporation and revolving loan activities, marketing, and business visitation programs. Specialized in rural areas, emphasizing improved quality of life and environmental protection. Served as executive director for a rural countywide economic development corporation, directed business visitations for a council of governments, and provided economic development telemarketing for a rural county and a major utility. Helped direct statewide ED technical assistance and policy development for the State of California, and staffed two statewide economic development associations

Marketing, Telemarketing, and Promotion

Produced marketing materials and promotional programs for rural communities including business location packets, brochures, slide shows, and community presentations. Conducted extensive telemarketing programs reaching over 3,000 CEOs from small- and medium-sized companies in expanding/leading edge industries. Most recently, was instrumental in bringing a major employer into a small rural county.

University and College Teaching and Instruction

Taught graduate-level economic development classes at University of Southern California's Public Policy Center. Taught political science classes for El Paso Community College and, as a teaching assistant, for the University of Texas at El Paso. Specialized in government processes and policies.

Researching, Writing, Editing, and Publishing

Designed, edited, wrote, and/or published:

- A series of 10 economic development handbooks and a development guidebook
- A guide to conducting business visitation programs and quarterly technical publications
- Monthly statewide newsletters for 3 organizations, the longest averaging 12 pages
- 10 rural economic development strategies and an inner-city/barrio community analysis
- 5 rural countywide business visitation reports and a 6-county comparison report
- Statewide and local economic development policy analyses, legislation, and regulations

Conference/Training/Event Design and Management

Over 25 years of experience in producing conferences and training sessions. Developed or helped design over 60 conferences and training courses for cities and statewide organizations. In one year alone, conducted 12 conferences with a total paid registration of 1,650 people.

Planning and International Relations

Conducted planning activities, including: land use analysis, regional and world's fair feasibility investigations, transportation studies, housing reports, and project financing analysis. Worked on international issues for a major U. S. border city.

Education

Graduated from the University of Texas at El Paso with a BA in Political Science/Math and completed all coursework and thesis material for a Master's degree in Political Science.