



NEWS RELEASE

Contact: Judy Iannaccone
Director, Communications
Phone: (714) 480-7503
e-mail: iannaccone_judy@rscdd.org

August 21, 2006
BACKGROUNDER

Digital Media Center: From Vision to Reality

Rancho Santiago Community College District's Digital Media Center (DMC) is a place where businesses grow and students soar to new heights in the digital media industry. After nearly six years of study and planning, dreams have been made real by bricks and mortar.

The digital media industry had been identified by the county and the Department of Commerce as a priority for local business development. According to the Orange County Business Council's (OCBC) *Workforce 2004*, the fastest occupational growth in Orange County in 2001-2008 will be in "computer support specialist" (59.2 percent) and "desktop publishers" (55.6 percent). The OCBC suggested that the DMC target the following industries that are projected to grow as indicated by 2014: software publishers (67.9 percent), performing arts companies (11.7 percent), cable networks and program distribution (36.5 percent). These industry clusters depend on highly trained digital media specialists.

Through a unique alliance led by the WRJ Group, Rancho Santiago Community College District, and the City of Santa Ana a \$1.6 million grant was secured through the U.S. Department of Commerce Economic Development Administration (EDA).

The EDA funds helped initiate the development of the DMC. The goals of such Department of Commerce-funded projects for the local community are:

- Wealth generation;
- Technology transfer/commercialization;
- Economic development;
- Job creation;
- High value, sustainable employment;
- Business-to-business transactions;
- Workforce diversification;
- Sales and income tax generation;
- Economic diversification;
- Attraction and retention of businesses.

At the same time, the City of Santa Ana was developing the new Bristol Corridor as a complement to the downtown Artists' Village and the nearby location of the county's central offices. The City donated 1.2 acres of land to Rancho Santiago Community College District for the purpose of hosting the Digital Media Center.

- m o r e -

DMC History Backgrounder
2-2-2

Construction of the facility began in fall 2004 and was completed in summer 2006. The state-of-the-art facility was designed by Miami, Florida-based Arquitectonica and the construction was completed by Bernards. The project's total budget was \$13.5 million, including funds from the Measure E local bond initiative passed by voters in November 2002.

About the Digital Media Center

The Digital Media Center (DMC), an economic development program of Rancho Santiago Community College District (RSCCD) and a Santa Ana College (SAC) instructional center, joins technology, business and education under one roof. The DMC was made possible through a \$1.6 million U.S. Department of Commerce grant facilitated by the WRJ Group, land donated by the City of Santa Ana and Measure E funds. The DMC features a RSCCD-hosted business incubator nurturing digital media companies and college programs and seminars in the digital media arts, TV/video and business.

###