



February 1, 2024

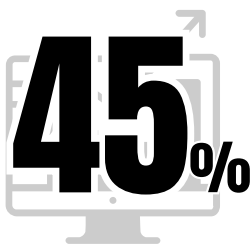
NEW YEAR NEWSLETTER



Ring in 2024 with Appreciation and Ambition!

We embrace the New Year with a spirit of renewal and a sense of anticipation for the endless possibilities that 2024 holds. May this New Year usher in an era of prosperity, innovation, and connection for us all.

PROVIDENCE 2023 SNAPSHOT



45%

**COMPANY
GROWTH**



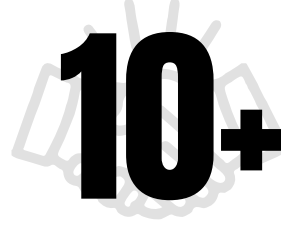
16
Million

**CLIENT MEDIA
IMPRESSIONS**



4

**PUBLIC RELATIONS
AWARDS**



10+

**COUNTIES IN
CALIFORNIA**

CENTRAL VALLEY INDUSTRY OUTLOOK 2024



Key industry updates affecting the Central California Valley

1

DWR'S 2024 WATER ALLOCATION SURGES

- DWR projects a 10% State Water Project (SWP) allocation for 2024, factoring in dry conditions and current reservoir levels.
- Key highlights feature Lake Oroville standing at an impressive 133% of average and collaborative efforts in water management.
- The historical trend of conservative initial forecasts after wet years is noted, with winter potentially influencing the allocation and final decisions anticipated in May or June.

2

2023 WATER RECAP

- Record-setting 2023 winter ensures Central Valley Project (CVP) reservoirs start the 2024 water year with a robust 8.17 million acre-feet.
- Successful elimination of California's drought between December 2022 and March 2023, marked by at least 12 atmospheric rivers.
- All CVP water supply allocations increased to 100% by April, following significant reservoir capacity gains, including Shasta at 81% and San Luis at 97%.

3

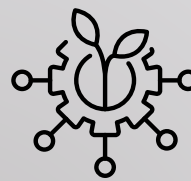
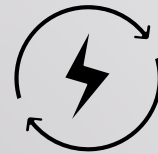
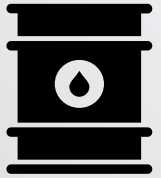
CARBON CAPTURE POLICY

- TSB 905 promotes carbon capture technology development, positioning California as a leader in climate change combat as new regulations reshape the industrial landscape in 2024.
- Industry leaders Aera, Chevron, and California Resources Corporations are spearheading carbon capture advancements in Kern County, contributing to the state's forefront position in combating climate change.

4

CREDIT CARD INDUSTRY SHIFT

- The Credit Card Competition Act emerged as a potential disruptor in 2024, aiming to diversify merchant access to payment networks and challenge the dominance of Visa and Mastercard.
- Advocates foresee reduced merchant fees and a revitalized market dynamic, while skeptics express concerns about potential downstream effects on consumer perks and the broader financial system, anticipating a pivotal shift.



5

BUSINESS OUTLOOK FOR AI REGULATION

- In 2024, businesses brace for heightened compliance demands and costs as new AI regulations emerge.
- The importance of transparency in AI decision-making rises significantly, potentially impacting innovation as companies prioritize regulatory adherence.
- Companies must navigate a complex landscape of international AI laws, introducing challenges in maintaining a cohesive regulatory approach.

6

CENTRAL VALLEY ECONOMIC FORECAST

- San Joaquin County's construction workforce is poised for moderate growth in 2024, fueling regional infrastructure development.
- Key sectors, including food manufacturing and agriculture in the Central Valley, are expected to grow steadily, contributing to overall economic expansion.
- Favorable water resources forecasted for 2024, particularly from the Central Valley Project reservoirs, will enhance agricultural activities, benefiting related industries in the region.



ON THE HORIZON: 20 YEARS OF IMPACT

As the calendar turns to 2024, Providence stands on the brink of a remarkable milestone. This is not just another year; it's a celebration of two decades of relentless dedication to service and a testament to the spirit of innovation that has been the foundation of our company since its inception in 2004 by our Founder and CEO Tracy Leach.

Soon to be twenty years ago, we embarked on a journey with a vision to streamline productivity and enhance success in public relations and strategic communications in the Central Valley.

Today, we look back with pride at the partnerships we've formed, the barriers we've broken, and the solutions we've created that continue to set industry standards. We are committed to redefining the limits of what's achievable in PR and communications with steadfast dedication.

*“ Redefining
Communications:
Yesterday, Today, and
Tomorrow*

As we celebrate this milestone, we remain firmly focused on the future, pledging to continue delivering excellence and adapting to the ever-changing tides of public relations and customer needs.

In commemorating this significant chapter in our history, we invite you to join us in both reflection and anticipation. Together, we've built a legacy driven by commitment and creativity—values that will continue to guide us as we forge the path ahead into the next decade and beyond.

WE ARE EXPANDING! SECOND OFFICE AND PODCAST STUDIO

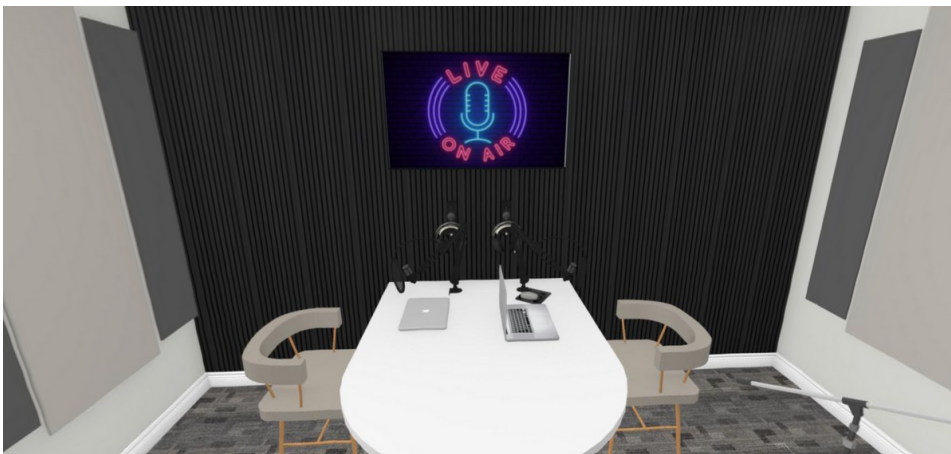
Get ready to tune in and turn up the volume as Providence Strategic Consulting announces the upcoming launch of our second location and Podcast Studio – set to amplify voices across the Central Valley and beyond!

Our studio is more than a space; it's a launchpad for ideas, stories, and dialogues with thought leaders, innovators, and change-makers who make our region thrive. As a hub of inspiration, we'll host engaging podcasts that delve into topics that matter to you and our community.

We understand the power of storytelling and want to extend this opportunity to you. Our Podcast Studio is available for crafting unique marketing and communication opportunities, providing organizations a platform to dynamically share narratives. With cutting-edge technology and a professional ambiance, our studio offers an unparalleled setting for clients to enhance their brand presence by participating in our compelling podcast content.

Stay tuned for our official first-look and podcast schedule and elevate your brand through our dynamic platform.

Let's make some noise together!



3-D Rendering of Providence Podcast Studio

PRSA AWARDS RECAP

Providence Strategic Consulting was recently recognized with four prestigious awards at this year's Public Relations Society of America (PRSA) Central California Chapter's Image Awards— a testament to our unwavering commitment to excellence in public relations.

- Professional of The Year: Tracy Leach
- Project Video: Edwards Sanborn Energy Storage Video
- Project Brochure: Carbon Capture and Storage Bilingual Fact Sheet
- Award of Merit: Article for Magazine or Trade Publication: Bakersfield Life Cover Feature and Article



**Our Work In Water:
Kern County 2023 Water Year
Recap Video**

EMPLOYEE HIGHLIGHT

We are overjoyed to announce that Jacqueline Aguilar has graduated from the Kern Leaders Academy! This prestigious education and training endeavor, spanning nine weeks and 72 hours, hones the skills of community leaders like Jacqueline.

This accomplishment exemplifies our team's commitment to growth and community engagement. Join us in applauding Jacqueline's educational triumph, and we are so proud!



YOUR OPINION MATTERS TO US!

We hope you're enjoying all that Providence Strategic Consulting has to offer! If you've had a positive experience, we'd be grateful if you could leave us a Google review.

Your feedback helps us improve and guides others in the Central Valley community. Please share your story and be a part of our journey to excellence.



REVIEW



THANK YOU!



We hope you found this newsletter valuable and informative.

Your thoughts are important to us. If you have any questions or would like to share your feedback, reach out to us at consult@provconsult.com

Thank You for Being Part of Our Community!



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