

## CONTACT INFORMATION

UC Merced ReCCES  
(Resource Center for  
Community Engaged  
Scholarship)

Community Coordinator

Geneva Skram  
(209) 228-4476  
Email: [gskram@ucmerced.edu](mailto:gskram@ucmerced.edu)

City of Merced, Bellevue

Corridor Project Manager

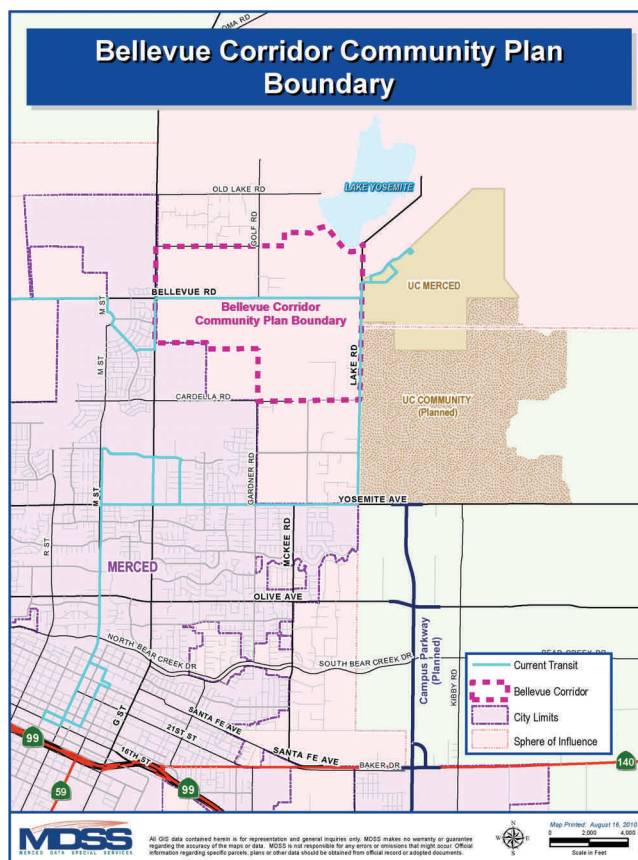
Bill King, AICP  
*Principal Planner*



Project Website: [www.cityofmerced.org/depts/cd/planning](http://www.cityofmerced.org/depts/cd/planning)

## Plan Area Location

The planning area is generally located  
between “G” Street (city limits) and Lake  
Road (UC Merced), and generally ½ to 1 mile  
on either side of Bellevue Road.



## UC Merced ReCCES (Resource Center for Community Engaged Scholarship)

*In Cooperation with the City of Merced*  
**Presents:**

## Planning for an Innovation Hub

**Thursday**

**November 1, 2012**

**1:35 p.m. – 2:30 p.m.**

**City of Merced Civic Center**  
**City Council Chambers, 2nd Floor**

**678 W. 18th Street**

## What is an Innovation Hub?

An innovation hub models the relationships that are formed between community members, and enables technology development and innovation.

Through *UC Merced's Resource Center for Community Engaged Scholarship (ReCCES)*, undergraduate students have conducted research about Innovation Hubs, and will share their insights about Merced's Innovation System.

- How can these systems be shaped and assembled to form an environment that encourages UC Merced spin-off development in Merced?
- What is a role of the Bellevue Corridor Community Plan? (to create an environment that fosters an innovation hub).

## Role of the Bellevue Corridor Planning Area?

Good community planning enhances job growth potential. The Bellevue Corridor can help boost innovation and new technologies in Merced. It will connect the community of Merced with UC Merced, and promote a relationship that develops a community that pioneers ideas to create a thriving economy and enhance the appearance of Merced as a major City gateway. Additionally, the Bellevue Corridor area could:

- Attract new researchers, and sustain current graduates and their research.
- Attract entrepreneurs and small businesses to boost the local economy.
- Identify future sites for research and development parks for UC Merced Spin-Off Development.
- Create a gateway community to UC Merced.

## UC Merced's Resource Center for Community Engaged Scholarship

Resource Center for Community Engaged Scholarship (ReCCES) supports UC Merced's mission of public engagement and outreach by fostering connections between the University, its students, and their community.

ReCCES provides students with a foundation of analytical, reflective, interpersonal, and leadership skills through real-world experience.

The ReCCES program offers research and solutions to questions posed by the community.

Through our understanding of successful Innovation Hubs, Merced can take actions to: support entrepreneurs; nurture innovations; incentivize UC spin-off development; and encourage job growth.

As a community member, how can you lead or support the formation and growth of Merced's Innovation Hub?