

August 1, 2006 Sanchez Visits New Digital Media Center

A NEW NEIGHBOR IN SANTA ANA:

Sanchez Visits New Digital Media Center

This month, Congresswoman Loretta Sanchez toured a brand new business neighbor in Santa Ana. Santa Ana College's Digital Media Center (DMC), will serve as a small-business incubator in addition to being a hands-on learning center for students from Santa Ana College learning digital media skills. The center features digital media equipment for students, including a new studio for educational programs and seminars in digital media arts, TV and video, as well as the District's student newscast "Around & About OC."

"The DMC is a perfect example of public-private collaboration," said Sanchez. "It brings Rancho Community College District, the business community, and the federal and local government together to help fund this innovative project."

The DMC is the first facility of its kind to combine education and business in the digital media industry. According to the Orange County Business Council, 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 goal of the center's business incubator is to create new business in Orange County and train students for the growing digital media industry. The DMC offers a dynamic workspace for 10 to 15 emerging digital media companies accompanied by a wide variety of business support services.

In addition to a \$1.6 million grant from the U.S. Department of Commerce Economic Development Administration (EDA), which Sanchez helped secure, the funding for this project was made possible by a unique partnership between the WRJ Group, Rancho Santiago Community College District and the City of Santa Ana.