



Board of Supervisors

Presentation

August 8, 2017

Highlights 2016/2017



- Continued work on the ERC initiatives; Marketing, Feb 5, Royal Welcome, Talent Connection, Special Events.
- Participated at the VRX Conference in San Francisco and CES in Las Vegas
- Launched the Connected Communities Academy
- Launched the Nevada County Tech Connection
- Completed and Launched the new GoNevadaCounty.com Website
- Planned and Implemented the Annual Economic Development Summit
- Partnered in the San Francisco Chronicle Insert, the Business Connections Resource Guide and The Calendar of Events and Map
- Launched a Marketing Campaign “It’s Who You Know”
- Provided Assistance to 16 Local Businesses
- Created the New 3-Year Strategic Plan

2016/2017 ERC Core Programs



- Feb 5
 - Royal Welcome
 - Internal/External Marketing Campaign
 - Annual Economic Development Summit
 - 3-Year Strategic Plan
 - Talent Connection
 - Connected Communities Academy
 - Nevada County Tech Connection

FAB 5 – Business Assistance



Applied Science, Inc.
Gyro-Stabilized Systems (GSS)
CoreSol
Spiral Internet
RCD Engineering, Inc.
BrewBilt
Traitware
XP Camper
Grass Valley Brewing Co.
Simply County
Autometrix, Inc.
Haptical
Augmnttr, Inc.

Assistance to local companies with growth potential:

- Advocacy
- Introduction to customers & partners
- Recruitment of talent
- Access to capital
- Visibility/public relations

Results:

- ❑ 8 new jobs
- ❑ 6 connections to customers/partners
- ❑ 5 connections access to capital
- ❑ 13 connections to visibility

- Traitware
- BrewBilt
- XP Camper

- CoreSol
- GSS
- BrewBilt
- Applied Science, Inc.
- Haptical
- Traitware

CDBG
Project

Advocacy

- Traitware
- Applied Science, Inc.
- Haptical
- BrewBilt
- CoreSol
- Grass Valley Brewing Co.
- GSS
- Spiral Internet
- RCD Engineering, Inc.
- XP Camper
- Simply Country
- Autometrix, Inc.
- Augmnt, Inc.

Visibility
Public
Relations

Workforce
Training

- Traitware
- AJA Video
- Telestream
- Grass Valley – A Beldan Brand
- Autometrix, Inc.

Royal Welcome

The appeal to bring companies & talent to Nevada County



“It’s easier to start a company outside the Valley than in it.”

Sergey Brin, Google cofounder



It's Who You Know.



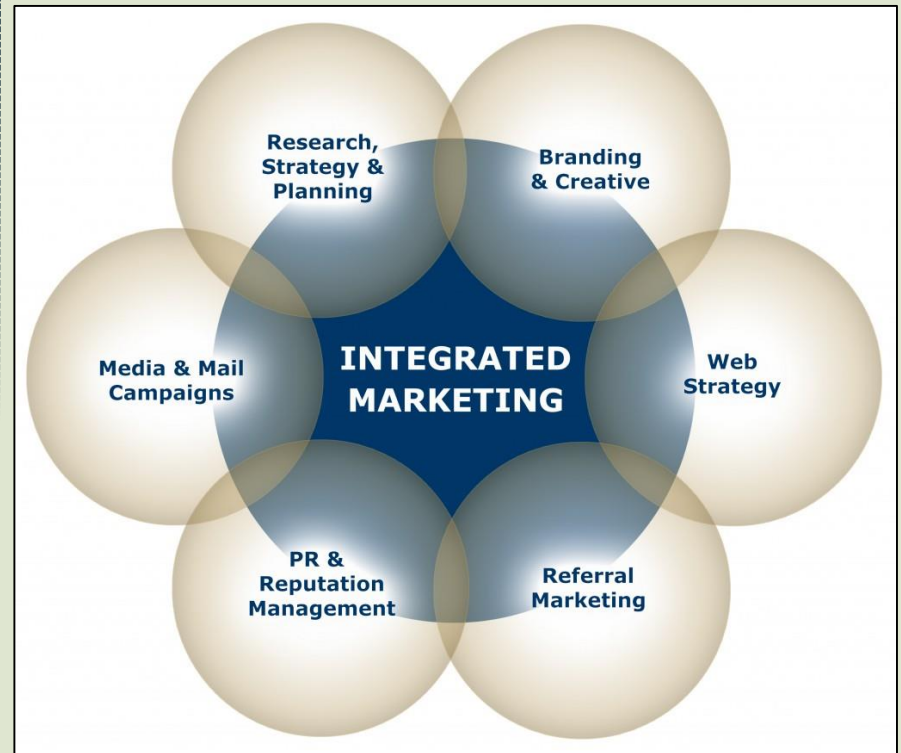
great reasons to
Relocate or Expand in
Nevada County

PowerPoint

Marketing



- SF Chronicle Insert
- Business Connections Resource Guide
- Calendar of Events & Maps Brochure
- New Websites
- Media Articles/PR
- VRX and CES Tradeshows
- It's Who You Know"
- Planning for the Annual Economic Development Summit



New Websites

GoNevadaCounty.com

Visit Nevada County, California

Explore – Connect – Play

Grass Valley, Nevada City, Truckee



NCERC.org

To enhance the economic vitality of Nevada County by supporting the retention, creation and attraction of primary jobs while retaining our unique environment.

- Economic development
- Business development
- Business creation
- Business expansion
- Business retention
- Jobs
- Demographics



3-Year Strategic Plan: Focus Areas



➤ **Marketing & Communication**

- Position Nevada County as a meaningful and feasible alternative location in California
 - Create a database of target audiences
 - Create library of imagery/video library
 - Conduct direct outreach to companies already identified
 - Engage Royal Welcome to develop a customized response to leads
 - Establish a “VR Newsmakers” and other key sectors as a means to engage industry leaders

3-Year Strategic Plan: Focus Areas



➤ **Housing**

- Educate the community on the issue, align community and government, and get roofs up/build homes
 - Host a housing forum
 - Define the urgency with date
 - Identify 2 successful models
 - Develop a sustained effort of collaboration – need & importance
 - Be proactive & opportunistic to move specific housing forward

3-Year Strategic Plan: Focus Areas



➤ **Tech Talent & Tech Sector Partnership**

- Develop/implement a business model for Nevada County Tech Connection & build a competitive, expanding tech eco-system and talent pipeline
 - Organize an annual Tech related event that adds value to companies , professionals and students.
 - Identify and implement specific seminars, workshops, resources, and networking that help the smaller companies
 - Continue to plan and implement education programs

Talent Connection Task Force



Talent Connection

Building a competitive, expanding & sustainable tech talent pipeline in Nevada County

- ❑ **Supporting the Connected Communities Academy & the Nevada County Tech Connection**
- ❑ **Providing assistance with the STEAM Expo & expanding to include a Makerspace component (Curious Forge, Truckee Roundhouse, Hacker Lab)**



Connected Communities Academy



- VR Filmmaking
- Introduction to Software Design
- WordPress
- VR Game Development
- Fundamentals of DJ Performance
- C# Software Development
- UX Design Fundamentals
- Digital Skills Bootcamp
- Digital Self Defense
- Introduction to Web Design
- OAuth2 in Action
- Digital Audio – Editing & Mixing
- NC Free Code Camp

76 Students have attended
CCA classes

15 Mentors have taught
classes at CCA





**An initiative of the Nevada County Economic Resource Council
in conjunction with: NoRTEC and Sierra Business Council**

NC TECH CONNECTION COMMUNITY PARTNERS



- Connected Communities Academy & Talent Connection Task Force (Nevada County Economic Resource Council)
- Sierra Business Council
- Alliance for Workforce Development
- Connecting Point
- Nevada Joint Union High School District
- Sierra College



NC TECH CONNECTION



FOCUS

- Outreach & Advocacy
- Talent Development
- Education
- Recruitment

ACTIONS

- [Website](#)
- Online Marketing
- Business Model
- Next Generation Sector Partnerships



NC TECH CONNECTION



BUSINESS CHAMPIONS

- ClientWorks
- Autometrix
- Red8Interactive
- Nevada City Engineering
- High Sierra Electronics

COMMUNITY

- NCVR Meetup
- TechTonic Tuesdays
- Collaboration lead amongst 12+ Tech Initiatives in the region





Nevada County Economic Resource Council, Inc.

104 B New Mohawk Road, Suite 2

Nevada City, CA 95959

530.274.8455

GoNevadaCounty.com

Ncerc.org