



# Economic Development

Moderator: Trisha Tillotson  
Panel: Kimberly Parker, Kristin  
York & Briana Bacon



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# Board Objective

Promote economic development by emphasizing resiliency and entrepreneurship; retaining and attracting high quality jobs; investing in major infrastructure projects; and working with local, state and federal partners to support our small business, nonprofit, and tourism



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# Panel Discussion

- Key Performance Indicators
  - Sales Tax
  - Transient Occupancy Taxes
  - Fictitious Name Statement filings
  - Unemployment Rates

# SALES TAX

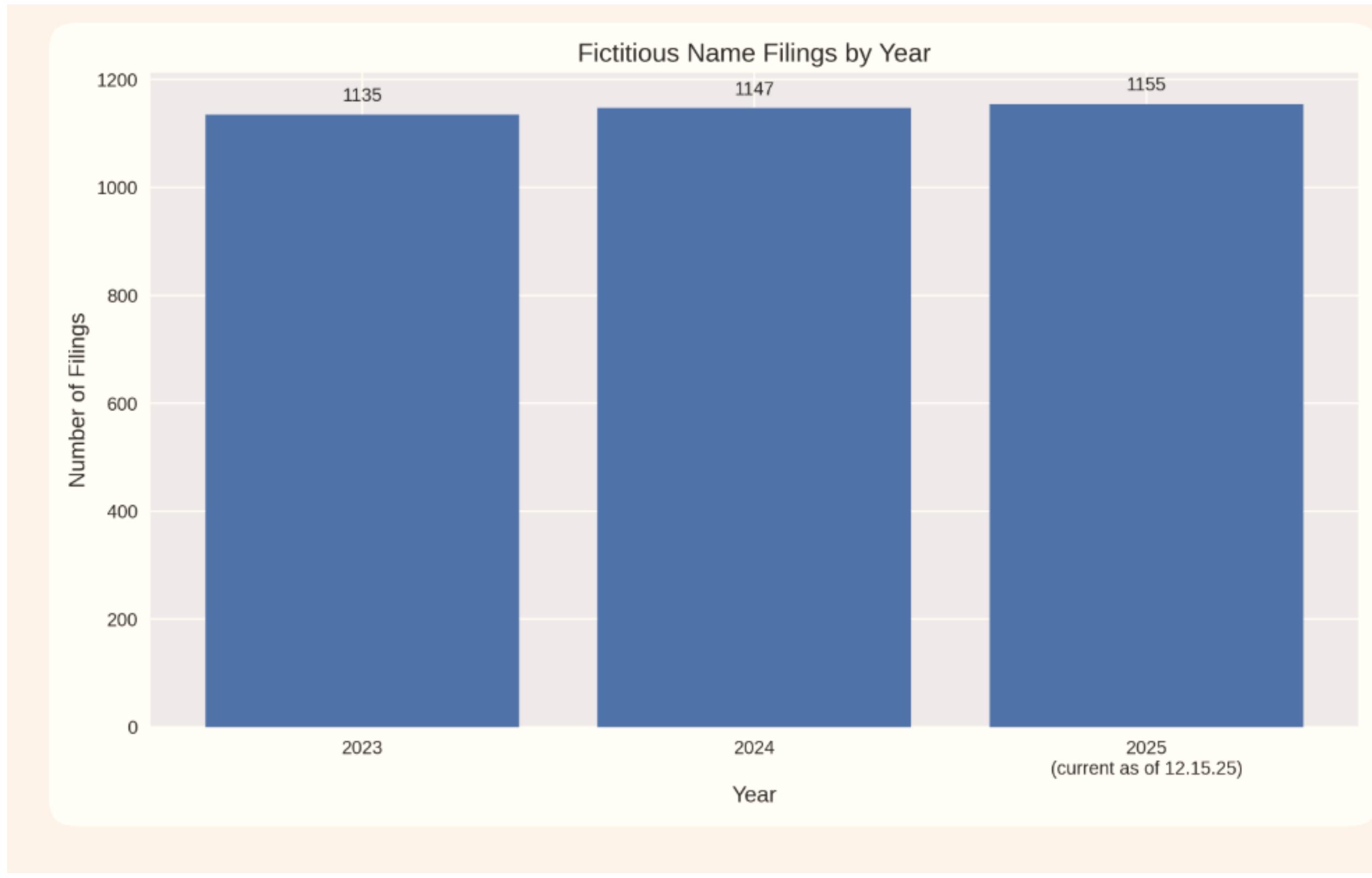
Sales Tax  
Other key general fund revenues



Sales Tax - Year Over Year Change  
Other key general fund revenues



# FICTITIOUS NAME STATEMENT

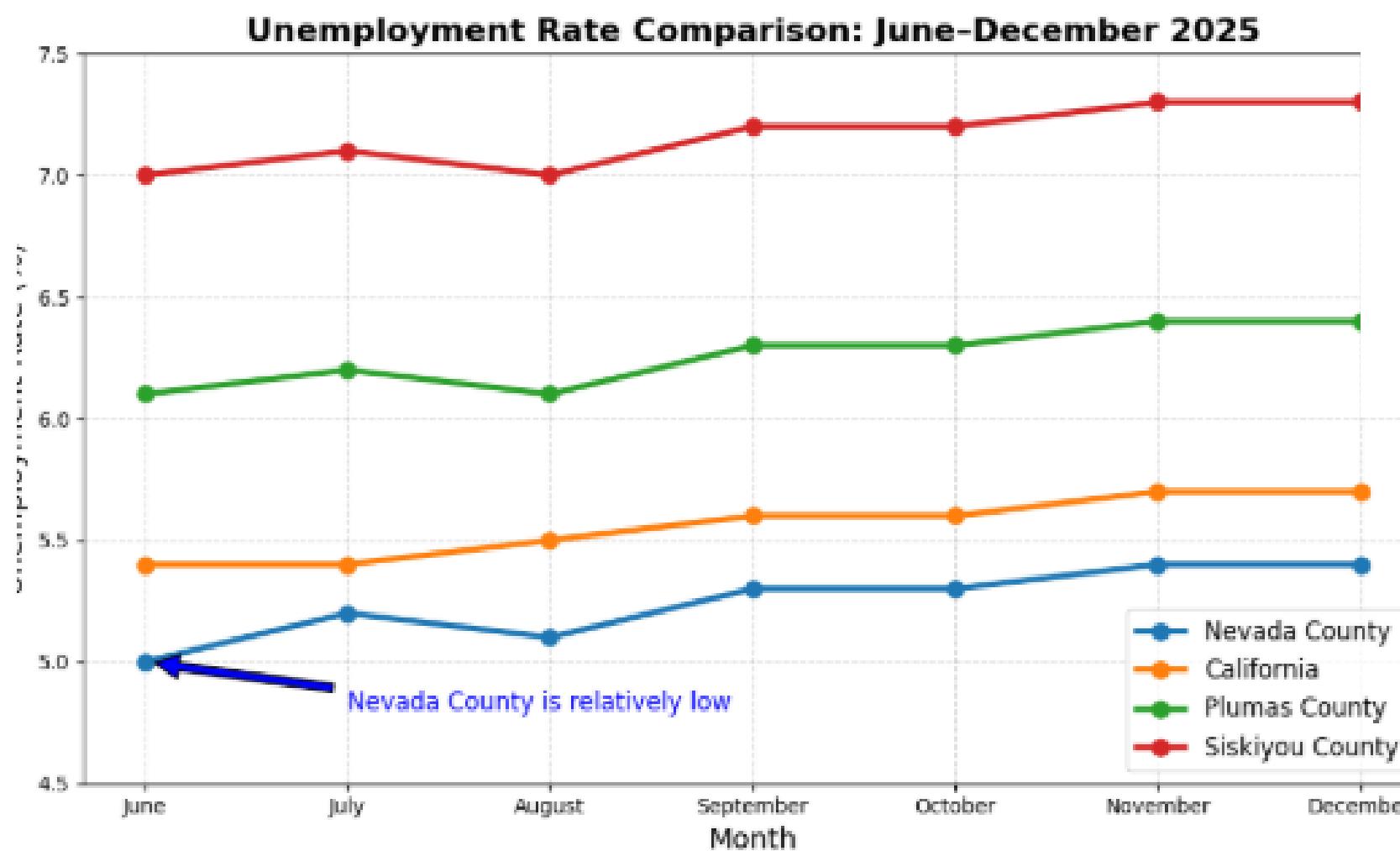


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# UNEMPLOYMENT

## Unemployment Rates (%)

Year	Nevada County	California	Placer County	Sierra County	Yuba County	
2019	3.2	4.2	3.1	4.0	5.0	
2020	7.8	9.2	7.5	12.1	10.3	
2021	5.1	7.5	4.9	9.5	8.2	
2022	3.9	5.2	3.6	7.3	6.1	
2023	3.4	4.2	3.0	5.9	4.9	
2024	3.5	4.1	3.2	5.5	5.0	
2025 (proj.)	3.6	4.0	3.3	5.6	5.1	

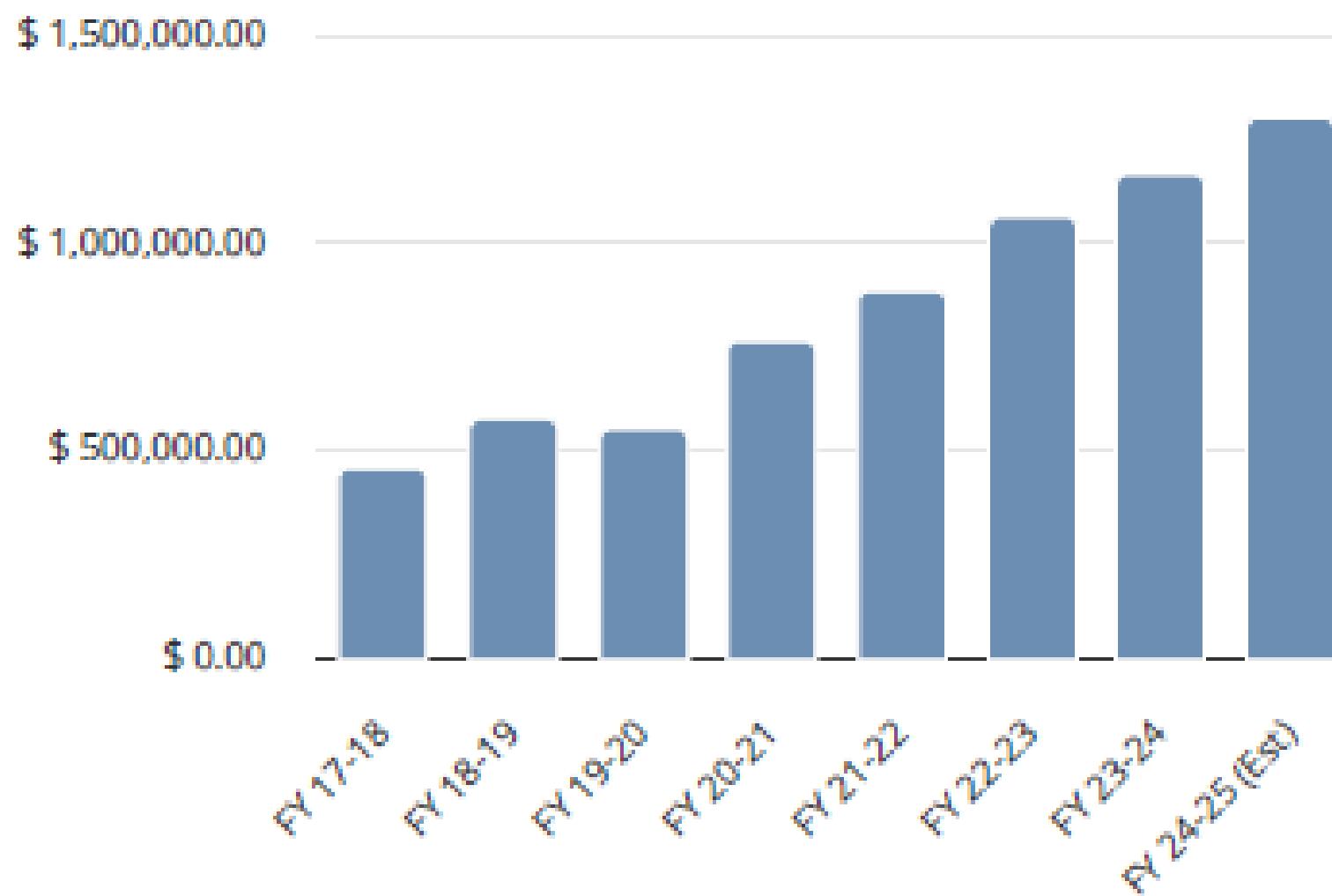


# TRANSIENT OCCUPANCY TAX (TOT)

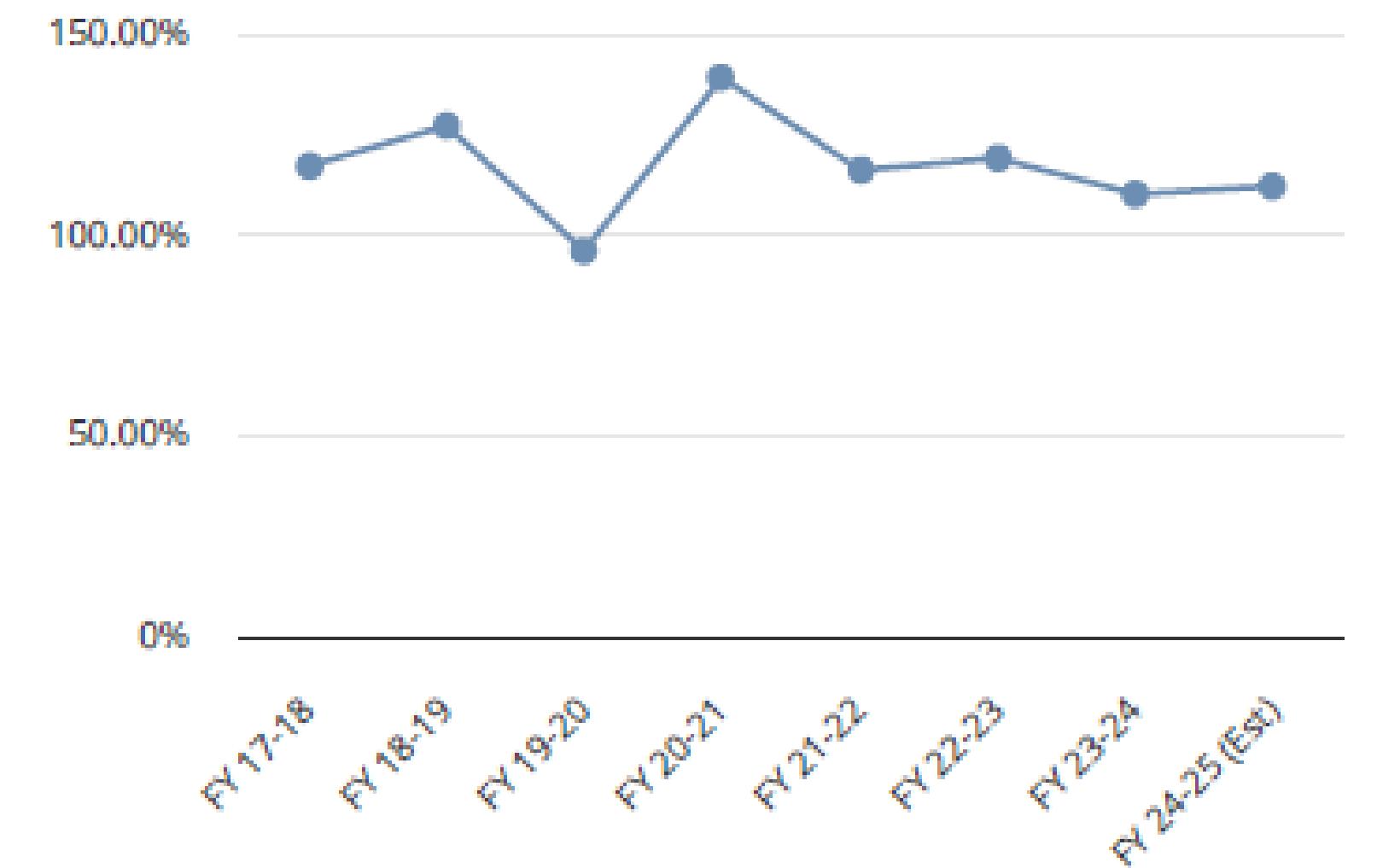
Transient Occupancy Tax (TOT)  
Other key general fund revenues

TOT - Year Over Year Change  
Other key general fund revenues

Transient Occupancy Tax (TOT)



TOT - Year Over Year Change



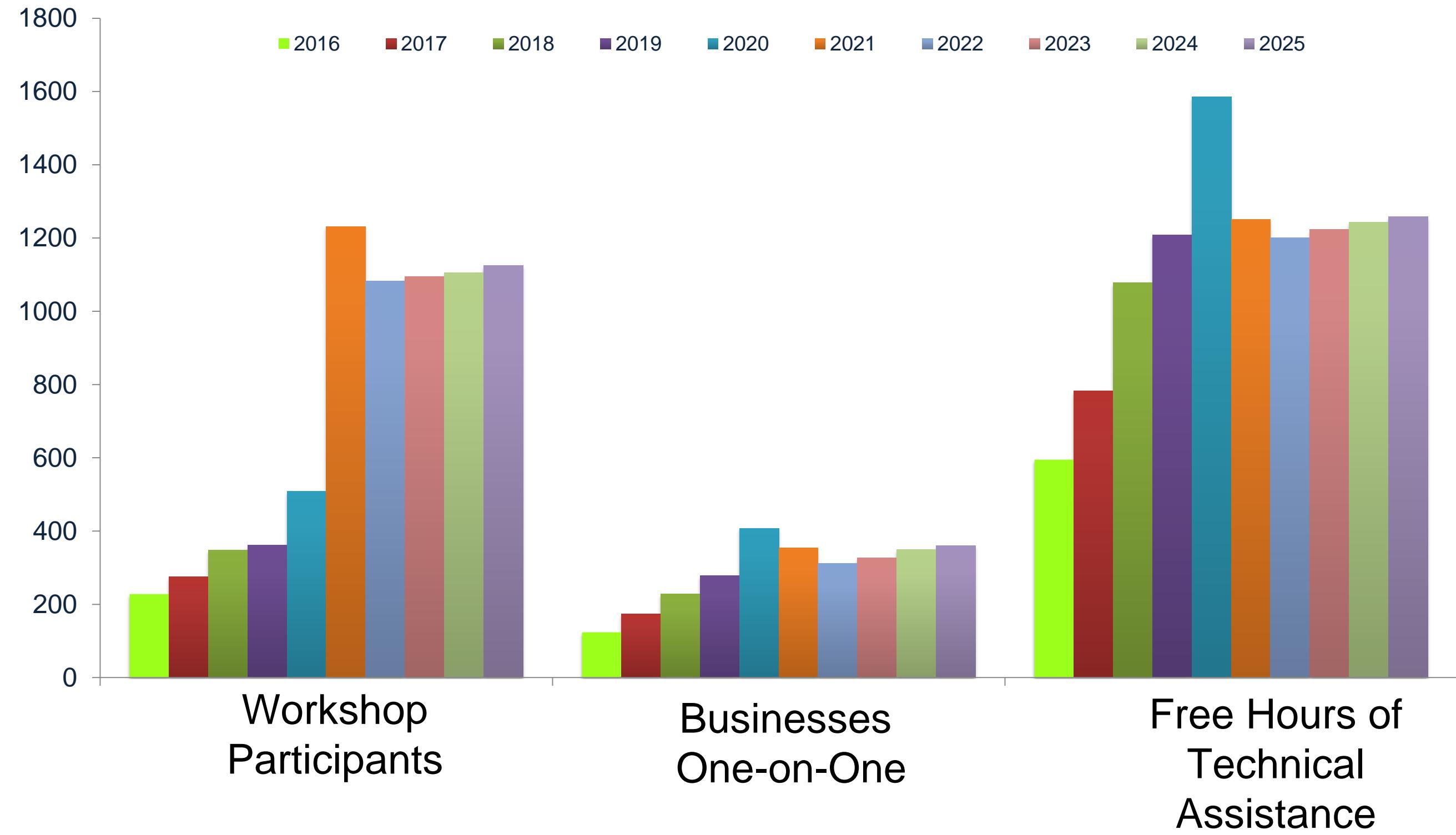
# Panel Discussion

- Contracts, Partnerships & Projects
  - Economic Partners
    - Sierra Business Council & Small Business Development Center
    - Economic Resource Council (ERC)
    - Sierra Commons
- Trades Day
- Young Entrepreneur Pitch Week
- Final ARPA grant– Habitat for Humanity
- Cannabis Equity Grants

# Panel Discussion

- Agriculture
  - Sustainable Agricultural Lands Conservation (SALC)
  - The Ranch
  - Sierra Harvest Beginning Ranchers and Farmers

# SBC Business Technical Assistance



# What is Working SBC & Economic Development Action Plan

## Grow From Within

- 360 Businesses Received 1,258 Hours of Free Counseling
- 44 New Jobs
- 26 New Businesses (over  $\frac{1}{2}$  in entire region)
- \$5.3 million infused capital

## Retention, Recruitment & Expansion

- 1,125 Workshop Participants
- 138 NEW businesses & warm handoffs

## Special Projects:

- Youth Entrepreneurship Pitch Camps
- Forest Entrepreneurship
- Action Plan Partnerships
- Broadband Advising

# What is Working SBDC Success Stories

## East County Food Truck

New Food Truck Entrepreneur worked with SBCs Spanish speaking advisor through permitting, marketing, operations, and securing SBA loan for purchase of truck.



## Sierra Mobile Glass

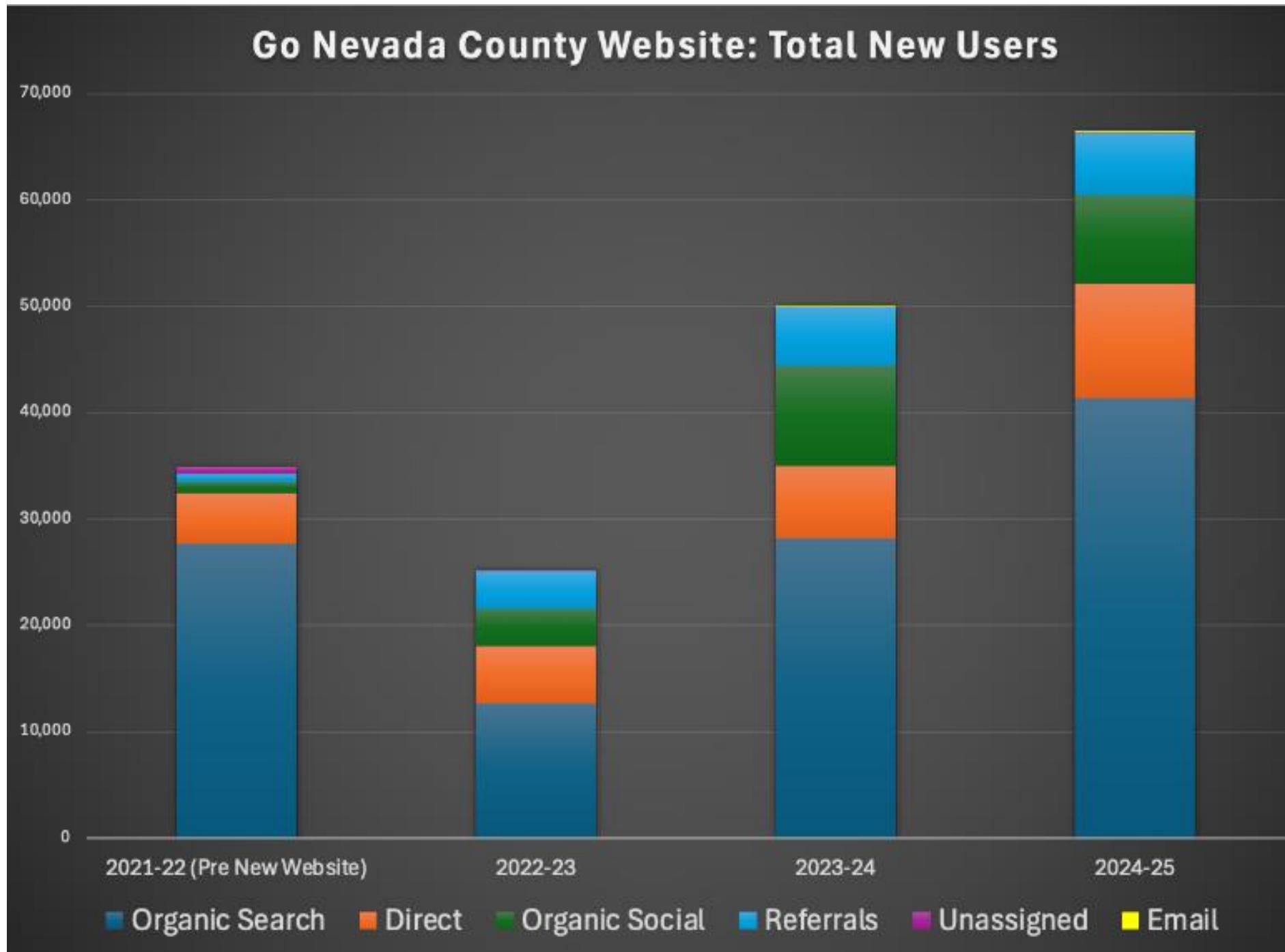
Woman-owned, full-service auto glass shop received business formation, hiring, funding, expansion, and business planning help from the SBDC.

# Panel Discussion

- Economic Development Action Plan
  - Housing
  - Business Support
  - Workforce Development
  - Grow From Within
  - Arts and Culture
- Tourism
  - [govnevadacounty.com/TRUMBA](http://govnevadacounty.com/TRUMBA)
  - Other Tourism: Destination Magazine, Experience Planning Group, Chambers, Gold Country Visitor Assn.

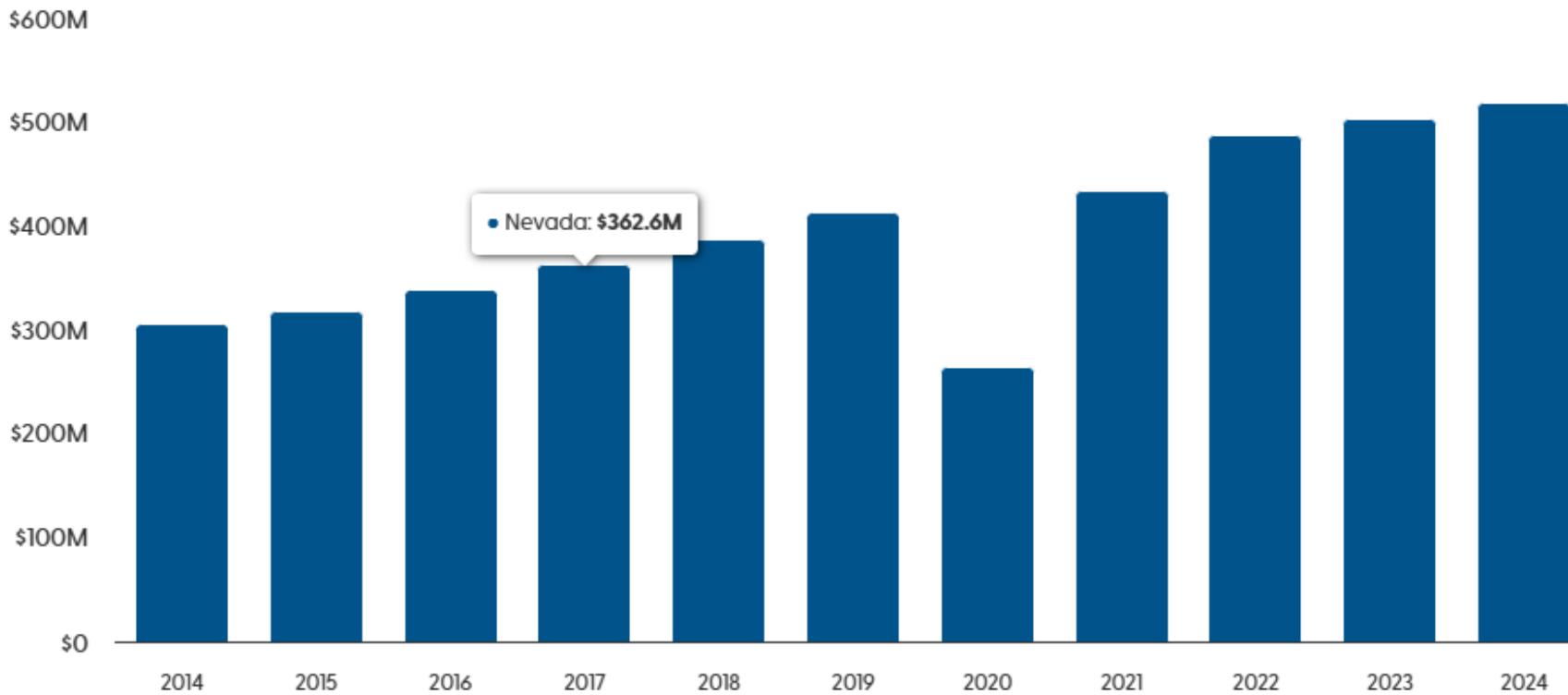


# gonevadacounty.com website



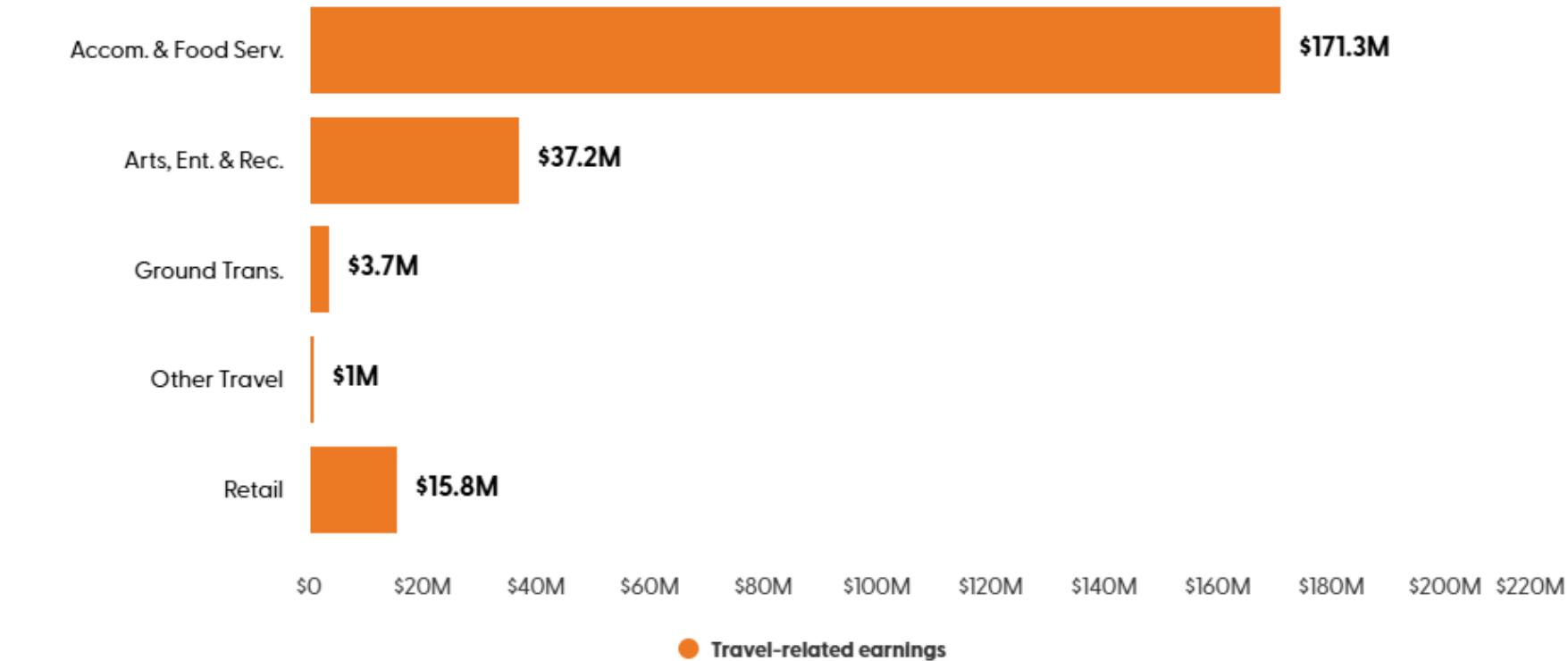
# VISIT CALIFORNIA 2024 DATA

## Travel spending in Nevada



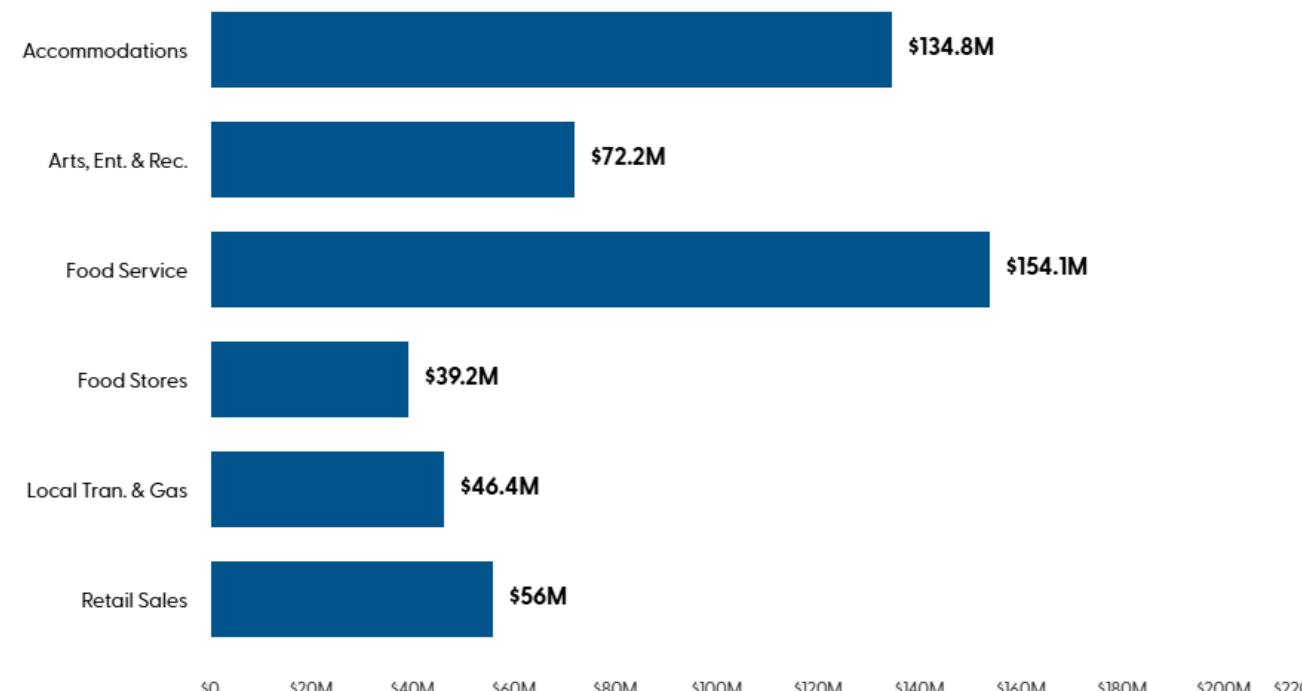
Source: Dean Runyan Associates, Inc.

## Nevada travel-related earnings



Source: Dean Runyan Associates, Inc.

## Nevada travel spending by industry segment



Source: Dean Runyan Associates, Inc.



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# Board Discussion



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# Proposed 2026 Actions

In alignment with the Economic Development Action Plan:

– Sector Spotlight: 2026

- Agriculture
- Tourism
- Film

– Workforce Development

- Train the Trainor Program for Soft Skills
- Certified Nurse Assistant and Medical Assistant programs
- Talent Pipeline Management engagement

– Business Support

- Tax exempt bond financing programs C-PACE
- Small business revolving loans (If funding available, \$250-500k)
- Tourism and Film program development \$50,000
- Explore tourism funding mechanism

