

Economic Development

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

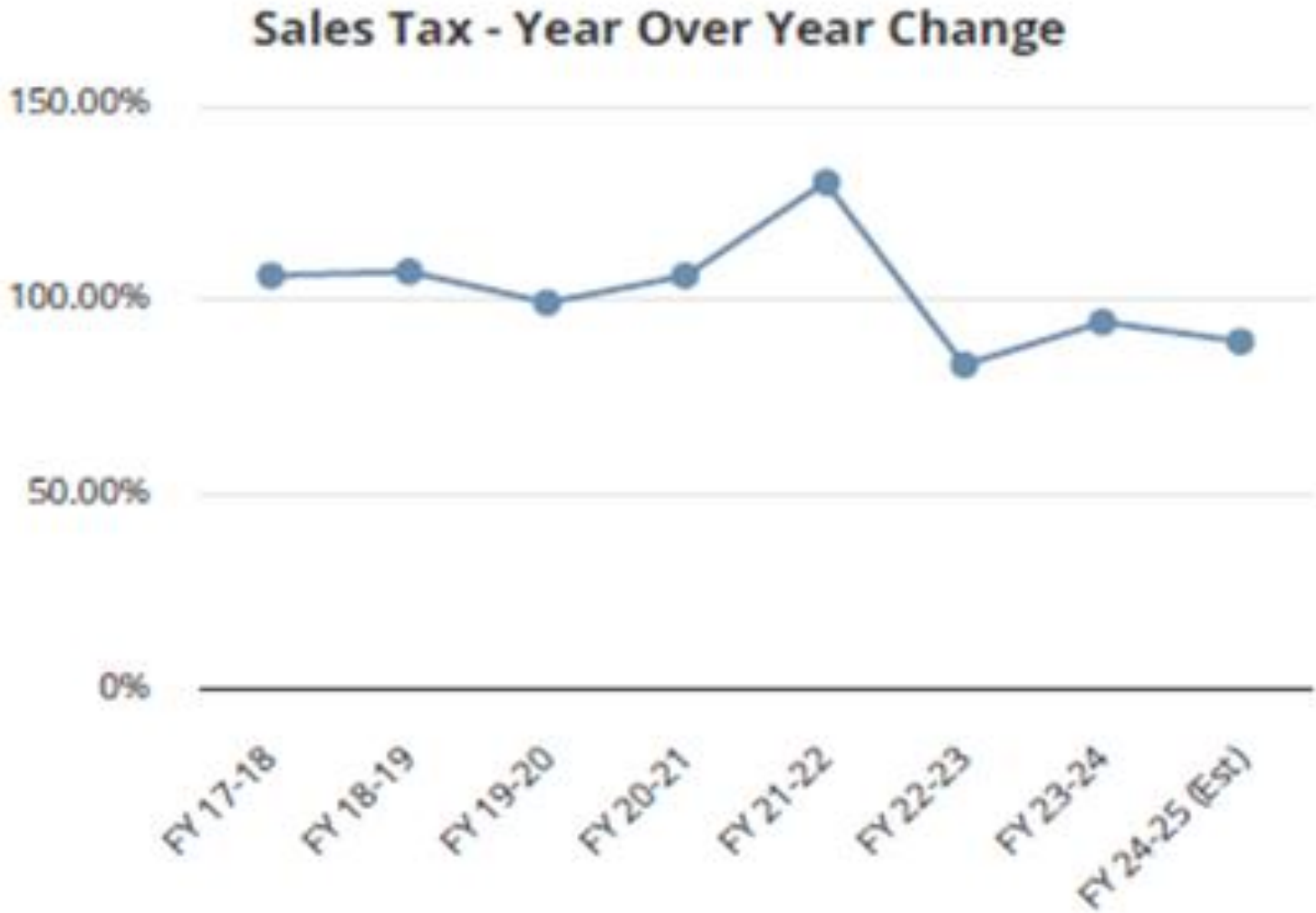
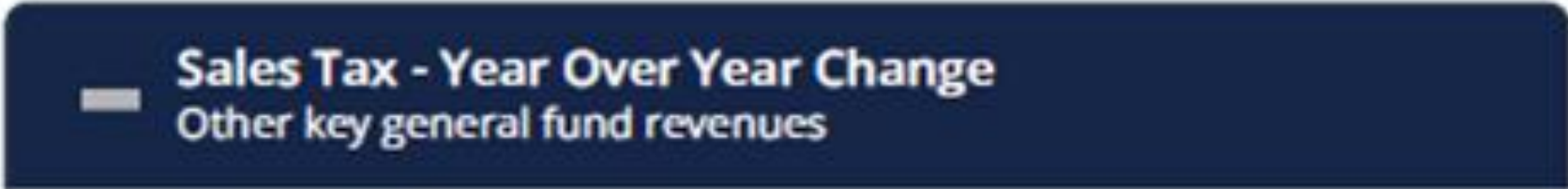
Board Objective

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

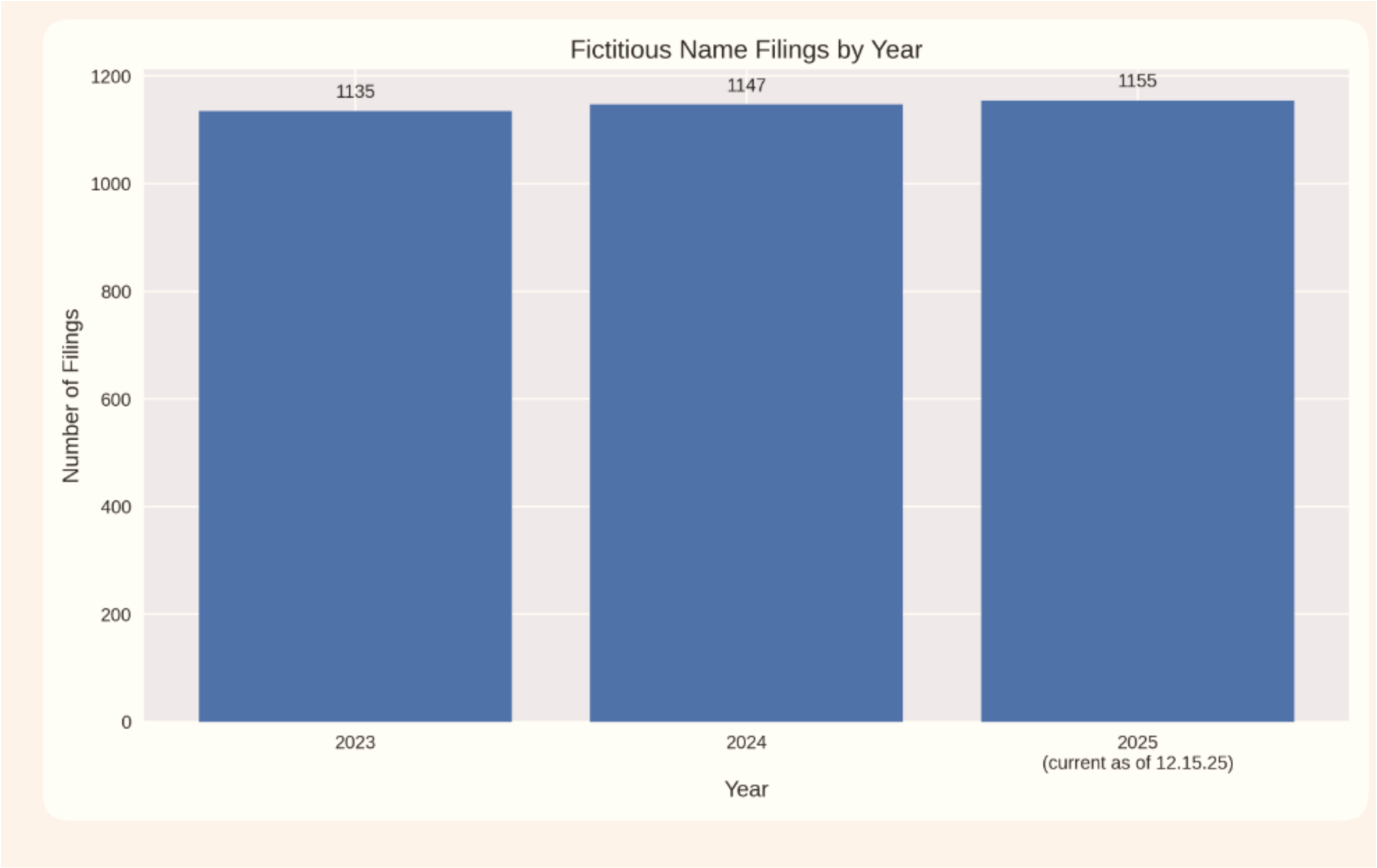
Panel Discussion

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

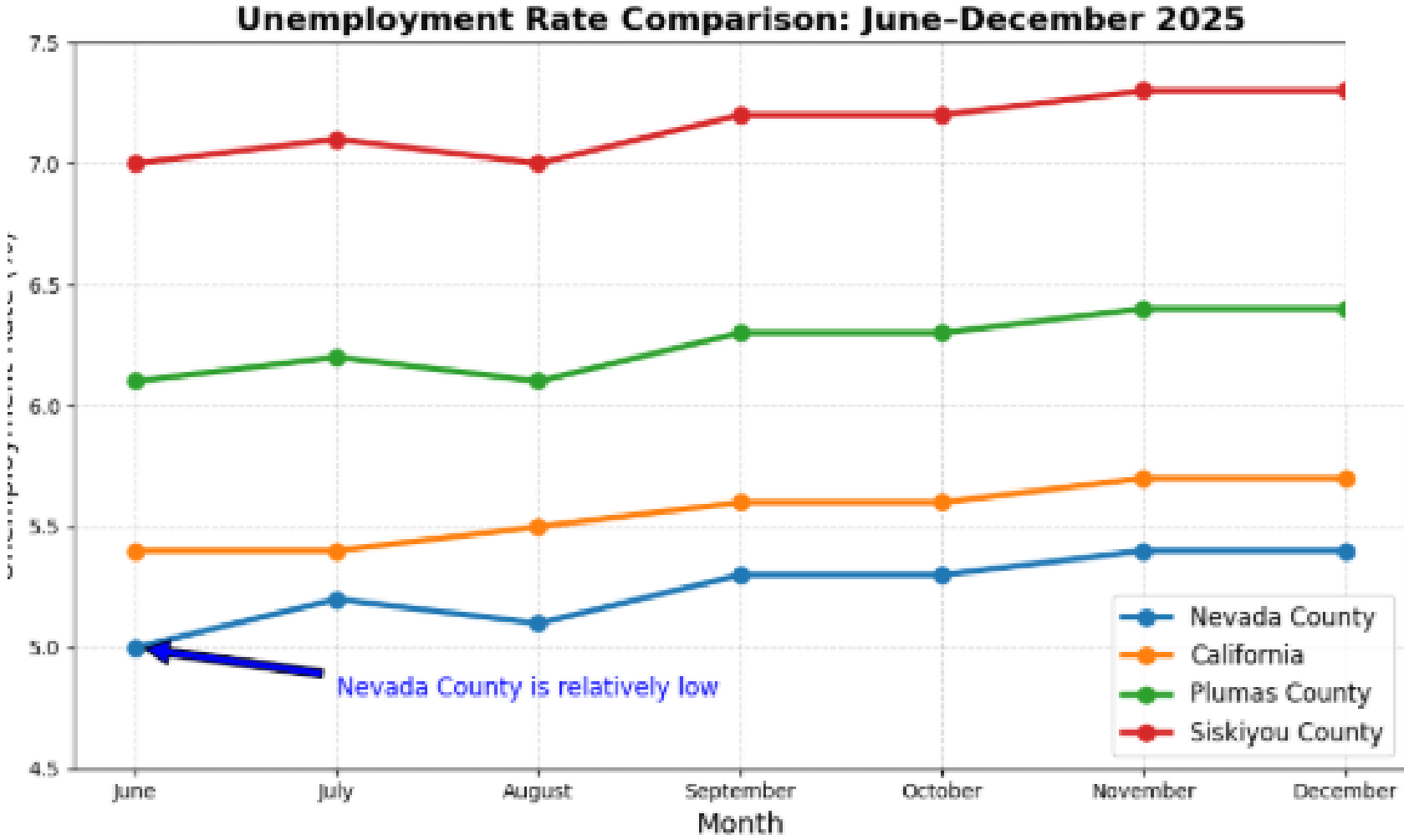
SALES TAX



FICTITIOUS NAME STATEMENT



UNEMPLOYMENT



Unemployment Rates (%)

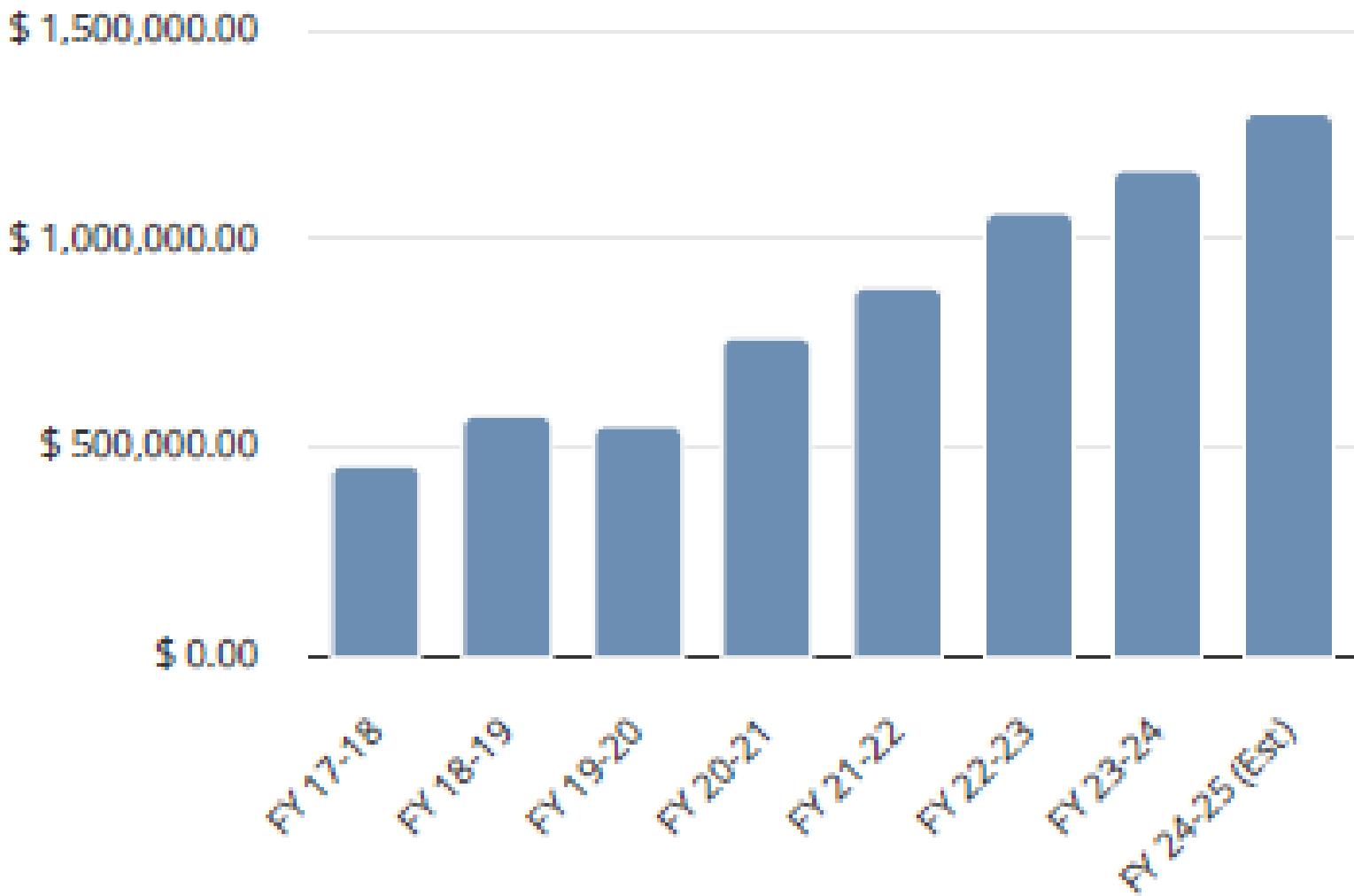
Year	Nevada County	California	Placer County	Sierra County	Yuba County
2019	3.2	4.2	3.1	4.0	5.0
2020	7.8	9.2	7.5	12.1	10.3
2021	5.1	7.5	4.9	9.5	8.2
2022	3.9	5.2	3.6	7.3	6.1
2023	3.4	4.2	3.0	5.9	4.9
2024	3.5	4.1	3.2	5.5	5.0
2025 (proj.)	3.6	4.0	3.3	5.6	5.1

TRANSIENT OCCUPANCY TAX (TOT)

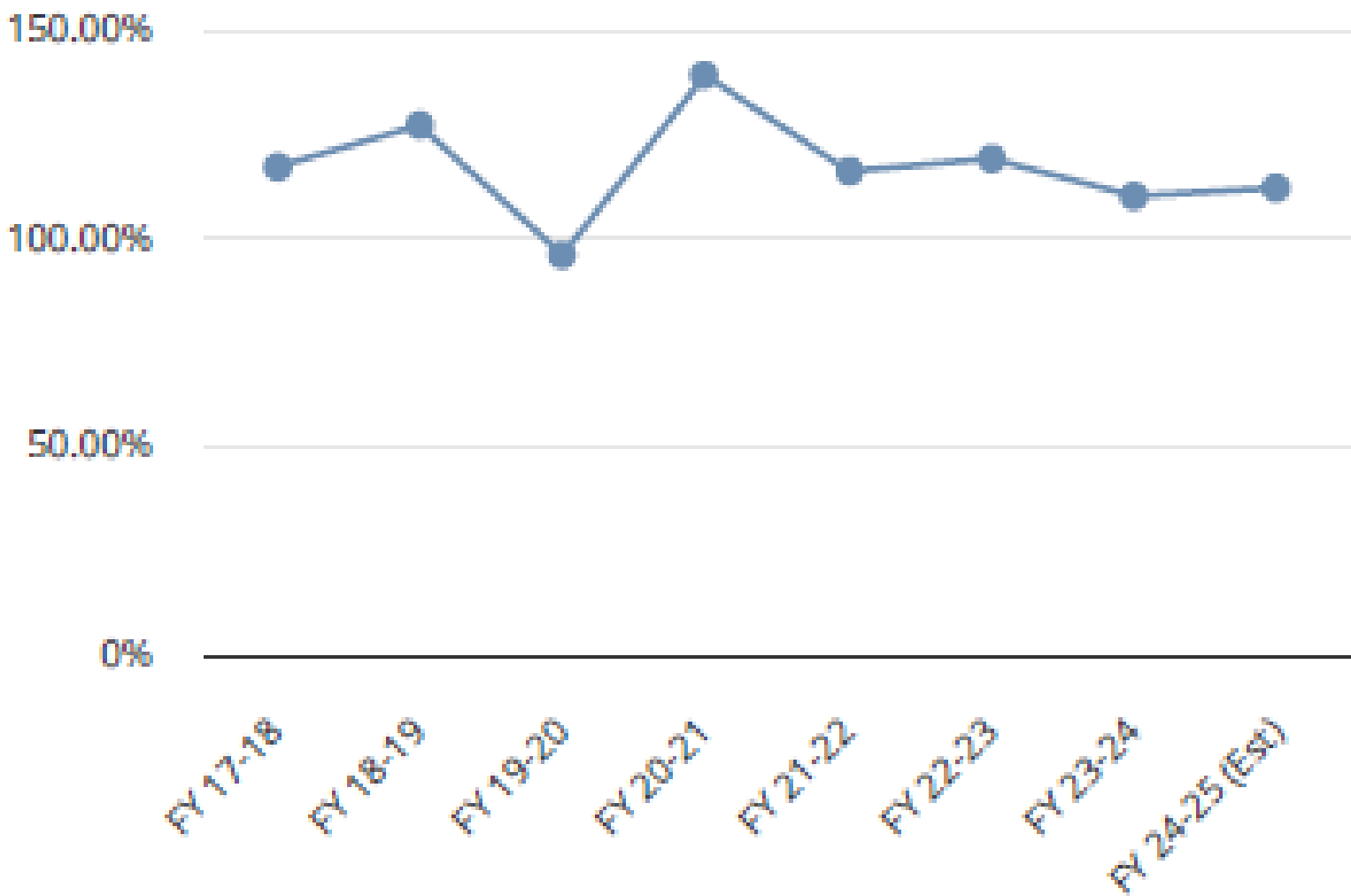
— Transient Occupancy Tax (TOT)
— Other key general fund revenues

— TOT - Year Over Year Change
— Other key general fund revenues

Transient Occupancy Tax (TOT)



TOT - Year Over Year Change



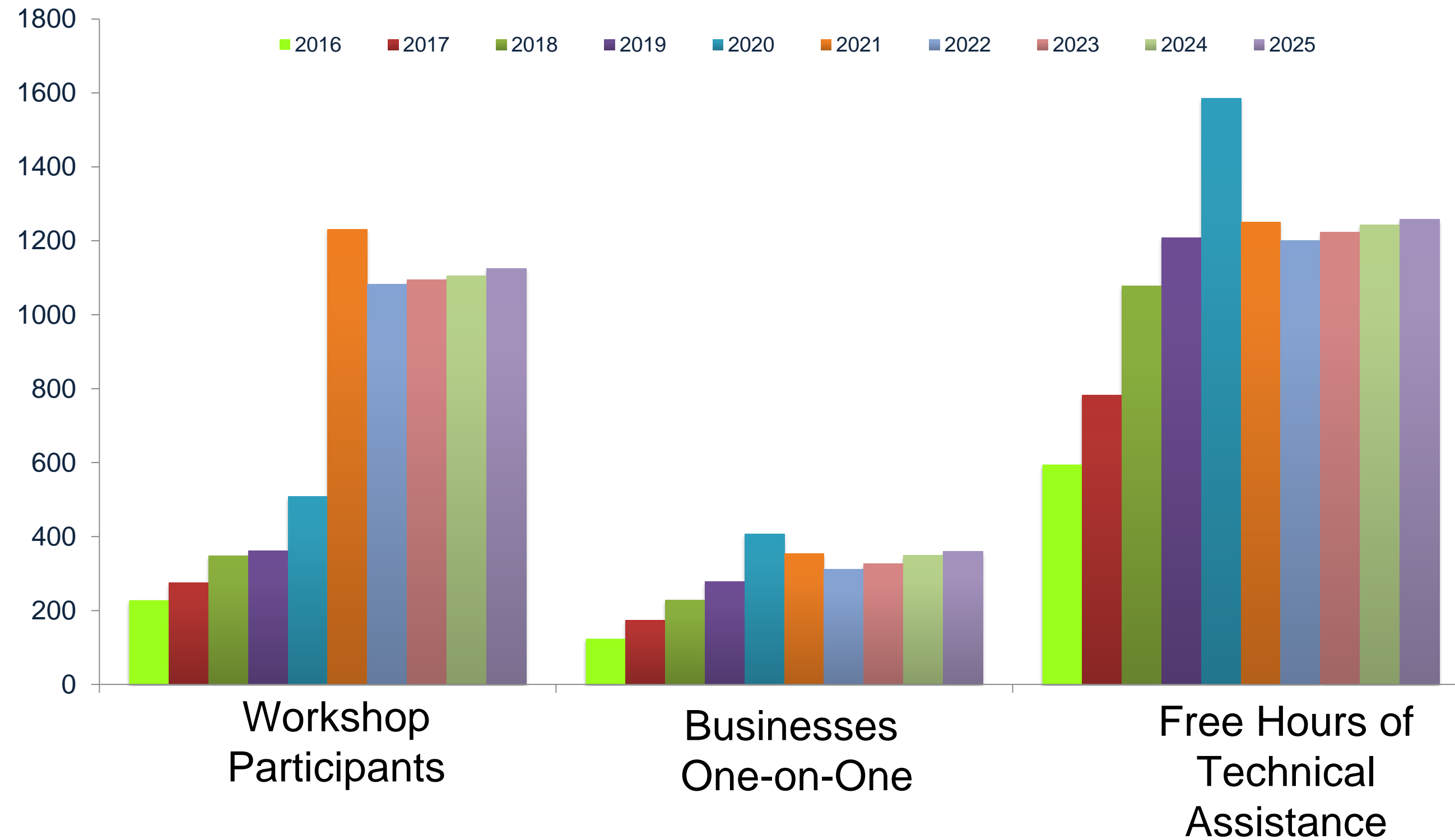
Panel Discussion

- 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 ½ 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

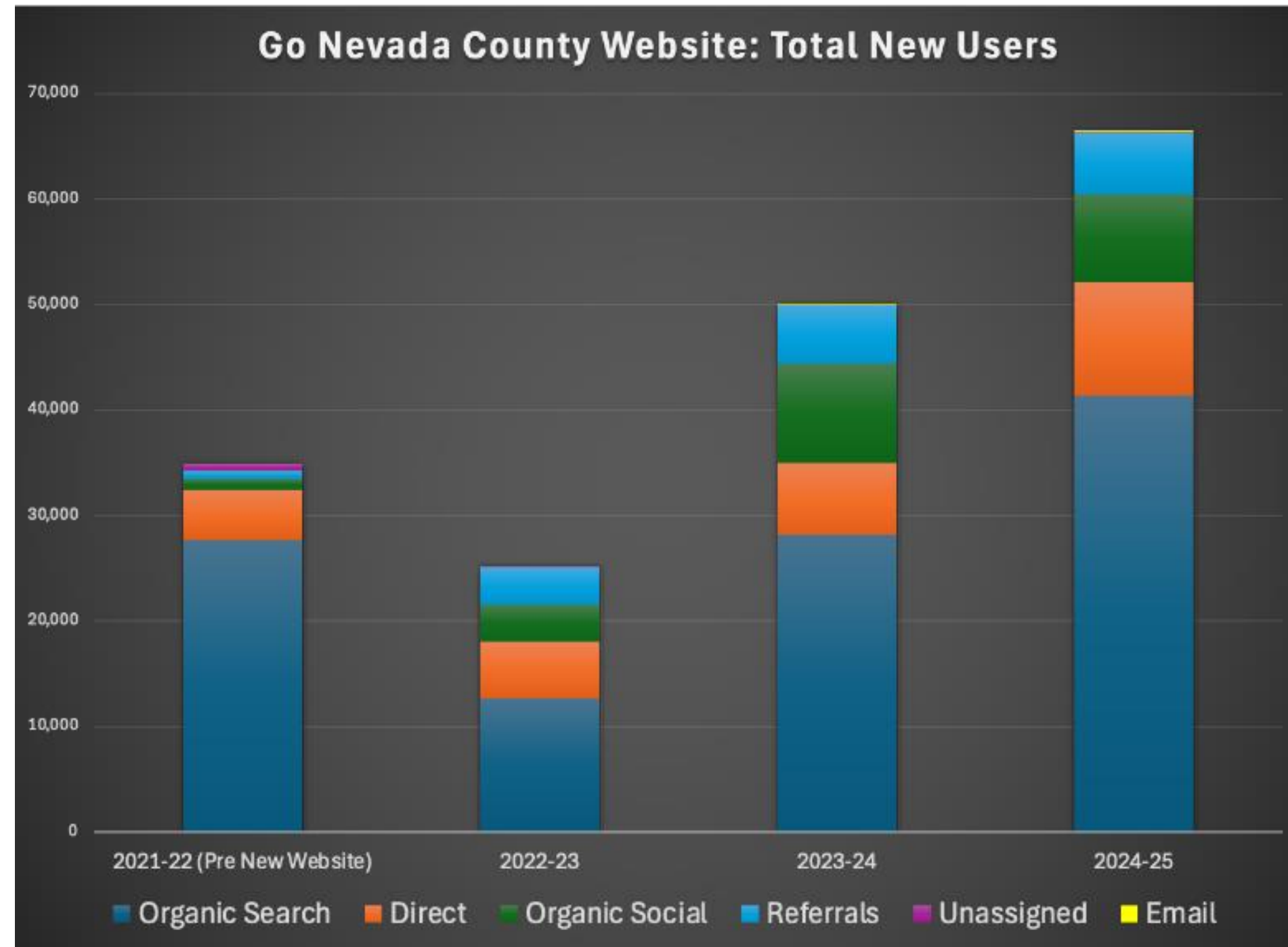
Woman-owned, full-service auto glass shop received business formation, hiring, funding, expansion, and business planning help from the SBDC.

Panel Discussion

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

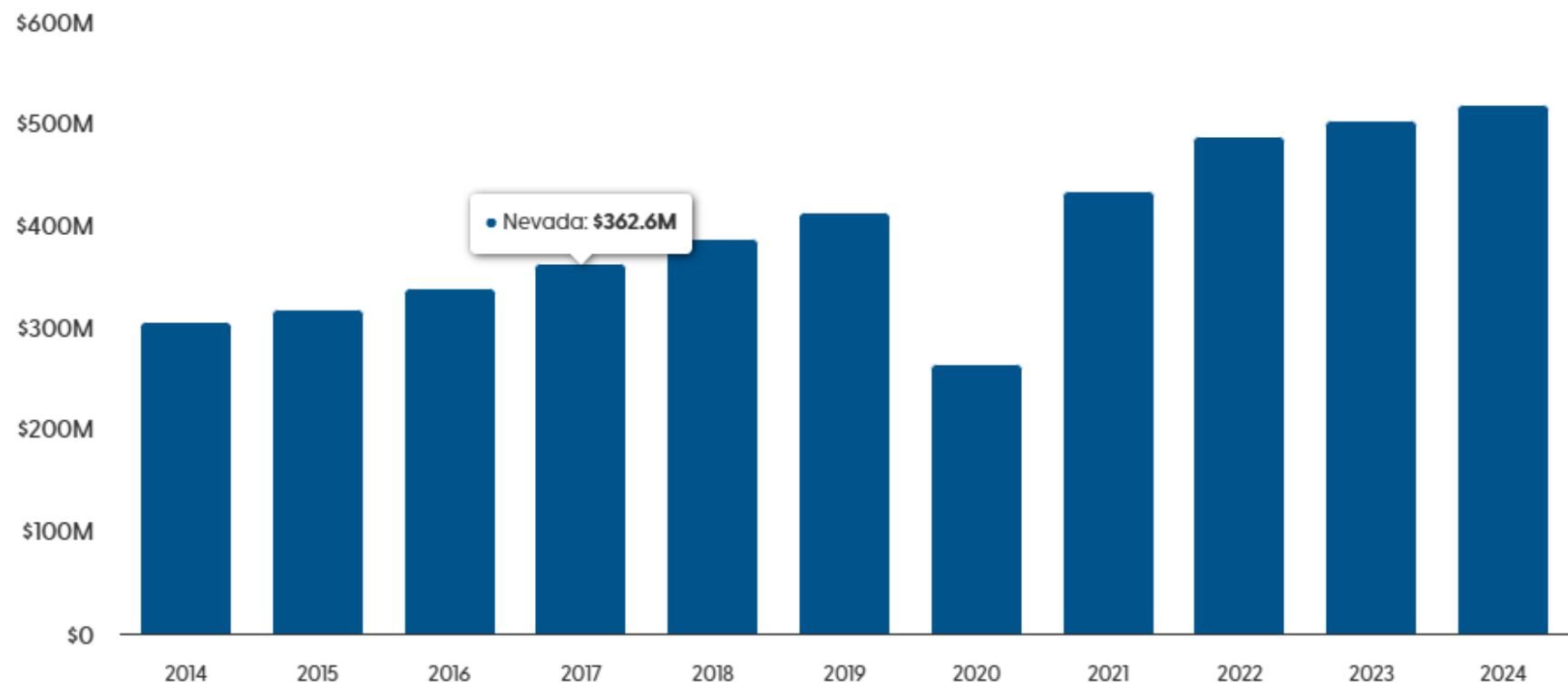


gonevadacounty.com website



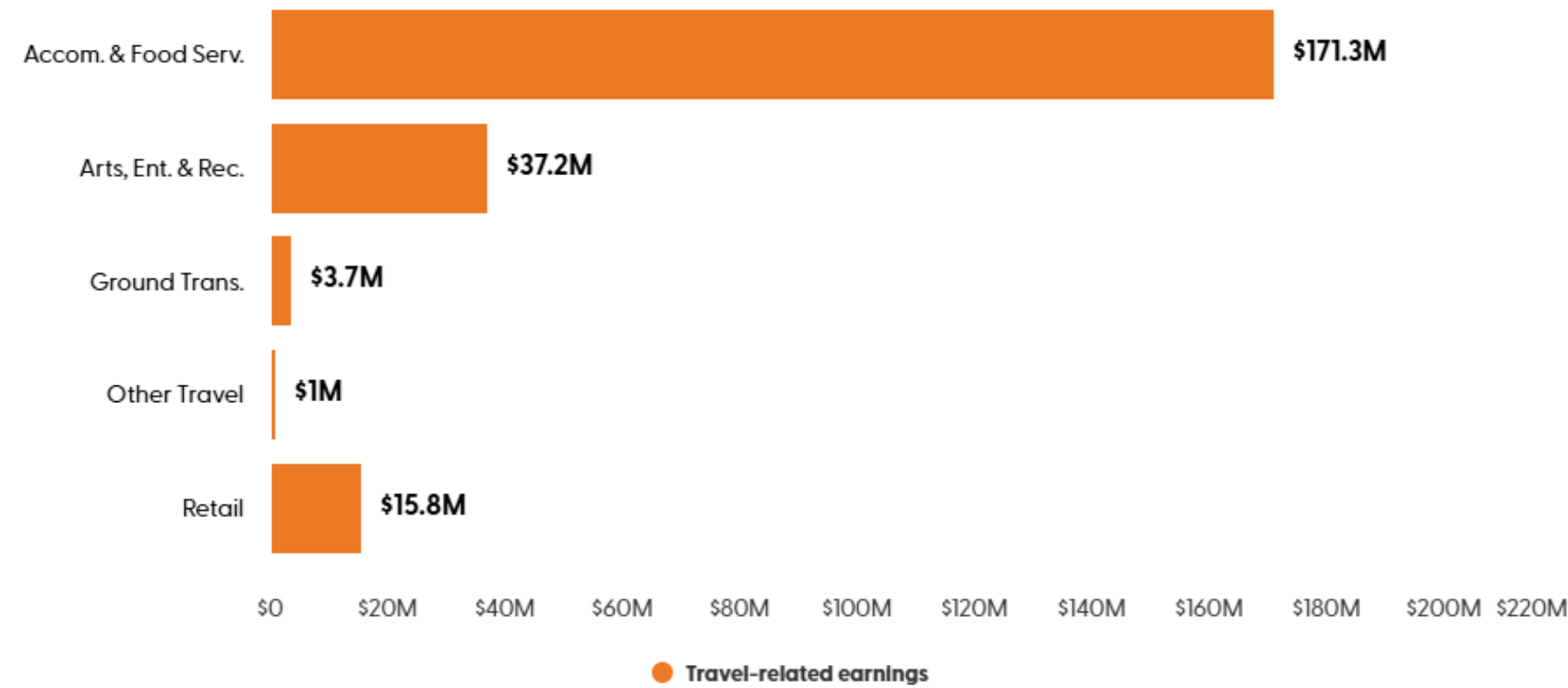
VISIT CALIFORNIA 2024 DATA

Travel spending in Nevada



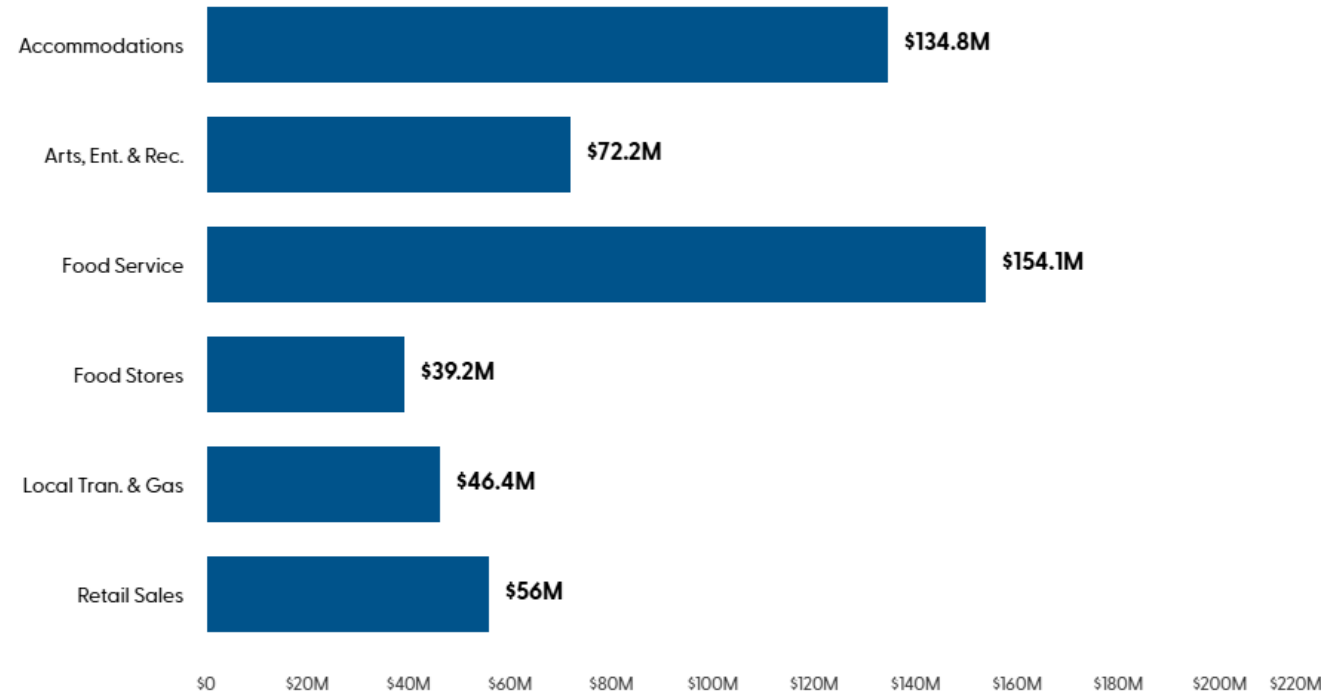
Source: Dean Runyan Associates, Inc.

Nevada travel-related earnings



Source: Dean Runyan Associates, Inc.

Nevada travel spending by industry segment



Source: Dean Runyan Associates, Inc.



Board Discussion

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

