

Economic Development and Tourism Marketing

1. List activities and outcomes in providing technical assistance to local businesses using the following metrics: <ul style="list-style-type: none">• Payroll, average high wage salary, number of jobs/high wage jobs• Specific assistance provided to businesses• Testimonials
1.2 List activities to connect local businesses to capital, information or technical expertise.
1.3, 4.1 List activities to evaluate regulatory, permitting, infrastructure and other constraints to new or existing business and any recommendations to facilitate economic growth in Nevada County.
1.3, 1.5 List businesses selected for targeted assistance and describe the support provided, including outcomes such as increased revenues, improved or streamlined services or other tangible benefits.
1.7 Describe/list how ERC has contributed to positively impact the growth of at least one existing Nevada County businesses with the retention or creation of 10 jobs or more
1.8 List business showcase/networking events held, and companies showcased.
1.9 List specific improvements or additions to the NCERC website, and/or examples in providing a unique resource for business and job seekers.
1.10 List new business startups with the potential to create 10 jobs or more that ERC helped foster in Nevada County.
1.11 List events hosted by ERC that promote, bring together or provide targeted information for businesses from both East and West areas of the County; and notable outcomes.
2. Report activities and outcomes to assist and support the growth of existing and emerging business “clusters” in the following areas:
2.1 Pursuit of potential sites and/or facilities for a Digital Media Campus.
2.2 Pursuit of funding to complete the detailed Campus feasibility analysis and to secure the campus facilities.
2.3 Progress in identifying companies to locate at the Digital Media Campus.

2.4 Planning for programs and services that will be operated out of the Digital Media Campus.

2.5 Coordination with key government, private, education and nonprofit stakeholders who can add value to, or benefit from, the Digital Media Campus.

3. List activities and outcomes to assist businesses with talent-related needs in the following areas:

3.1 Collaboration with industry, workforce development and education partners to improve the labor pool.

3.2 Marketing of workforce programs

3.3 Status of outreach visits to career days at universities and community colleges and of hosting a “Job Day” in Nevada County for students from Northern California universities

3.4, 3.5 Update on integration of technology and talent into the ERC’s marketing campaign.

3 List activities and outcomes to assist businesses seeking to move to the area using the following metrics:

- Site Selector Visits to the County of Nevada
- Trade shows attended and analysis of benefits or detriment
- Number of new businesses locating in Nevada County

4.2, 4.3, Resources or custom-tailored data provided to companies seeking to locate in Nevada County.

4.5 Integration of business attraction initiative efforts with the ERC’s marketing campaign, including participation in industry trade shows

4 List activities and outcomes in the listed elements of an integrated marketing campaign that encompasses tourism, the arts, talent and technology companies using such metrics as:

- Total reach of editorial placements (impressions)
- Advertising equivalent
- Tracking advertising and direct sales efforts by leads generated, coupons redeemed, TOT and sales revenues over a previous period (or other pertinent measures).
- Creation and distribution of industry packets, promotional materials such as videos, DVD’s, etc.

5.1, 5.2 Activities that incorporate the ERC web site, www.GoNevadaCounty.com and various social media tools to market Nevada County.
5.1 5.5, 5.6 Advertising and promotional activities that integrate tourism, arts, talent and tech to market Nevada County
5.2 List trade shows and conferences where ERC participated as an attendee, exhibitor or sponsor; and the value/benefit of such participation.
5.3, 7.4 Promotional/marketing activities to promote <u>ERC services</u> such as through events, print, broadcast and online media
5.3 Examples of increased / expanded participation and collaboration by stakeholders in the arts, tourism, technology, education, agriculture and other key sectors of the local economy.
5.4 Recommendations to assist / support increased tourism in Nevada County.

<p>5 Maintenance of the County's Tourism Website, GoNevadaCounty.com, to ensure the site's continued growth, success and integrity.</p> <p>6.3.2: Provide biannual website traffic reports, including web usage, referrals and page hit analysis to the County via Google analytics, existing host admin tools or other methods acceptable Report on Growth in GoNevadaCounty.com website traffic, visitation, and social media engagement.</p>
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6 Sustainability measures
7.1 List new memberships, sponsorships (value in dollars)
7.2 List grants obtained or applied for
7.3 Describe ERC Foundation / fundraising activities
7.4 List any other sustainability measures not covered above.

CalWORKS activities:	
	Itemize referrals provided to CalWORKS of local business with staffing needs that may be met through placement of Subsidized Employment Program participants. If placements result from these referrals, note placements and feedback provided to CalWORKs so that they can continue to improve skill development and job placement to best meet the needs of participants and local businesses.
	Incentivize relocation or expansion of businesses in Nevada County by coordinating with CalWORKs to make Subsidized Employment Program participants available to fill immediate staffing needs at reduced cost to businesses, while helping individuals gain needed skills that may help them transition to permanent employment.
	Attach quarterly data provided to CalWORKs to help inform workforce development efforts, including local labor market trends, needed skills and opportunities..
	Report on biannual meetings with CalWORKs staff to coordinate workforce development efforts by tailoring strategies to the specific business needs in Nevada County.

FOR ANNUAL REPORT: Please provide an expenditure report that includes a breakdown of expenditures of contract funds by category.