



## Economic Development and Tourism Marketing

Nevada County Economic Resource Council (NCERC) would like to thank the County Board of Supervisors and multiple county staff, along with NCERC Board Members, consultants, team participants, investor/partners, and community stakeholders who actively share enthusiasm, energy, and expertise towards our efforts to strengthen the Nevada County economy through the activities described in this annual 2017/18 report.

During the calendar year, July 1, 2017 through June 30, 2018, Nevada County Economic Resource Council has been in collaboration, partnerships, and contractual agreements with various entities such as Sierra Business Council, 310 Marketing Ltd., The Union, Gold Country Broadband Consortium, Chambers of Commerce, Nevada County Cultural District, Tahoe-Silicon Mountain, SCORE, Workforce Alliance, Business and Career Network, Connecting Point, NoRTEC and more. Through the Nevada County Tech Connection initiative, and Connected Communities Academy we have provided, sponsored and held several workshops, seminars, programs, meetups, networking opportunities and events as follows: (several are ongoing)

- Wild and Scenic VR Lounge @ KVMR
- Global Game Jam 2018
- Ag-Tech Micro Conference
- Nevada County Online
- TechTonic Tuesdays
- Nevada County JavaScript
- freeCodeCamp
- VR/VX Hackers Lab
- Girls Who Code
- Small Business Success Series
- Sierra Business Fusion Events for Business
- Tech Talent Forum
- Programming and App Development
- Robotics Professional Development Class for teachers
- Tahoe Startup Weekend
- Venture Summit West
- Blue Print 2018 Conference
- Greater Sacramento Certified Champions Program
- Annual NCERC Economic Development Summit

Prepared by: Tim Corkins, Interim Executive Director  
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## Economic Development and Tourism Marketing

<p><b>Scope of Work Reference Section D1</b></p>	<p><b>List activities and outcomes in providing technical assistance to local businesses using the following metrics:</b></p> <ul style="list-style-type: none"> <li>• Payroll, average high wage</li> <li>• salary, number of jobs/high wage jobs</li> <li>• Specific assistance provided to businesses</li> <li>• Testimonials</li> </ul>
<p>1.2</p>	<p>List activities to connect local businesses to capital, information or technical expertise.</p> <ul style="list-style-type: none"> <li>• <i>Sierra Business Council has a satellite office in the Nevada County Tech Hub (104 New Mohawk Road) and they provide free in-depth counseling, relevant expertise, and tools for local new and existing small to mid-size businesses. Services include: creating a business model, determining financial needs, identifying potential sources of financing and designing an effective strategy to market and grow. Due to their confidentiality agreements we do not know the specific assistance given or the wages or number of jobs/high wage jobs. A 2018 Mid-Year Economic Impact success story is attached to this report. SBC has provided the following data for the period of October 2017 through June 2018:</i> <ul style="list-style-type: none"> <li>○ 238 businesses</li> <li>○ 801.25 hours of consulting service</li> <li>○ 106 clients with employees</li> <li>○ 335 full time employees</li> <li>○ 494 part time employees</li> <li>○ Over 1 million in funding</li> <li>○ 17 start ups</li> <li>○ 117 are Western County / 119 are Eastern County</li> </ul> </li> <li>• <i>Sierra Business Fusion Workshop Series:(in partnership with SCORE, Sierra Business Council, Workforce Alliance, Small Business Administration, Regional Chambers) Six Workshops for Entrepreneurs and Business Owners:</i> <ul style="list-style-type: none"> <li>○ Feb 1 – Business Incentive Event – Foothills Event Center</li> <li>○ April 5 – Meet the Lenders – Nevada County Tech Hub</li> <li>○ June 7 – Contracting Programs for Small Business – Nevada County Contractors’ Association</li> <li>○ Upcoming:               <ul style="list-style-type: none"> <li>▪ August 2 – Export/Import for Small Business – Foothills Event Center</li> <li>▪ Oct 4 – Blended Business Event – Nevada County Tech Hub</li> <li>▪ November 1 – Veteran Business Program – Nevada County Contractors’ Association.</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• <i>The Business Success Series: Through the NC Tech Connection, Sierra Business Council, Business and Career Network, Alliance for Workforce Development, and NCERC teamed up to present four workshops for startups and small businesses.</i> <ul style="list-style-type: none"> <li>○ <i>March 22: Alternative Financing with Kristin York</i></li> <li>○ <i>April 12: Startup &amp; Expansion with Leslie Williams</i></li> <li>○ <i>May 3: Marketing Strategies with Catharine Bramkamp</i></li> <li>○ <i>June 5: Greatest Hits: Answers to Your Business Questions with Kristin York and Catharine Bramkamp.</i></li> </ul> </li> <li>• <i>Through the email database and social media, NCERC also promoted various SCORE workshops such as How to Utilize Fundamentals of Quick Books Pro, How to Become a Well-Run Business, and Internet/Social Marketing.</i></li> <li>• <i>Organized through the NC Tech Connection, NCERC hosts the following monthly networking-learning events: Nevada County Online and TechTonic Tuesday.</i></li> </ul>
1.3; 4.1	<p>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.</p> <ul style="list-style-type: none"> <li>• <i>NCERC continues to work with Nevada County Contractors' Association in keeping the housing issue in the forefront.</i></li> <li>• <i>NCERC has been working on the Broadband issue since the beginning. Various parties from our Board of Directors, along with Jon Gregory went to the CPUC in support of the Gigabit Project grant in 2015. NCERC is currently working with Gold Country Broadband Consortium on having high speed internet for Nevada County. Various meetings have taken place and due to several community partnerships, along with NCERC, this process will be moving forward.</i></li> </ul> <p><i>Efforts to facilitate economic growth in Nevada County:</i></p> <ul style="list-style-type: none"> <li>• <i>For business relocation – market the community and business benefits to would-be business owners, create media stories about the community, providing and highlighting incentives, workforce and work-life balance. Send releases to news, radio and television media, chambers and statewide business groups, targeting publications that serve the sector we want to attract.</i></li> <li>• <i>For local existing businesses and community stakeholders: Business services are in place through NCERC's partnership with Sierra Business Council and the local Chambers of Commerce. Suggestion: Create a combined marketing program with NCERC, the Downtown Associations, the Union and the Chambers to extend personal outreach to local existing and new businesses regarding the resources available to them.</i></li> </ul>
1.3; 1.5	<p>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.</p> <ul style="list-style-type: none"> <li>• <i>Small manufacturing business is in the process of acquiring a CDBG which will support their employee growth.</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>A mid-size manufacturing business looking to relocate either to Nevada County or Reno, was shown various properties in Nevada County, unfortunately, there was not a move in ready building available. They ended up with a building in Colfax.</i></li> <li>• <i>Small manufacturing business from startup to current growth stage continues to receive assistance. They have 10 employees and have purchased a building in Nevada County.</i></li> </ul>
1.7	<p>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</p> <ul style="list-style-type: none"> <li>• <i>With the assistance of an NCERC advisor, a local small manufacturing business has recently received a business loan, went from 5 to 10 employees and have plans to hire another 5 by 2019. Their product is now being marketed internationally.</i></li> <li>• <i>A local App development company currently has 9 employees on site, two working remotely and one summer intern.</i></li> <li>• <i>Through the networking events and NC Tech Connection, 7 individuals have been hired at local tech companies.</i></li> <li>• <i>A Nevada County manufacturing company will be expanding into a 45k sf new construction building in 2019. This will open the existing business space and lead to the expansion of 4 existing businesses in operation and new hires. An addition of 65k sf and 40 new jobs.</i></li> </ul>
1.8	<p>List business showcase/networking events held, and companies showcased.</p> <p><i>NCERC has not held specific business showcase events such as in the past with the Fab 5. However, through the NC Tech Connection several networking events and meetups are held monthly and do feature local and surrounding area companies. A favorite is TechTonic Tuesday and the following have been showcased:</i></p> <ul style="list-style-type: none"> <li>○ <i>Augmnt</i></li> <li>○ <i>Traitware</i></li> <li>○ <i>Acme Robotics</i></li> <li>○ <i>Laura Technologies</i></li> <li>○ <i>Apptology</i></li> <li>○ <i>Riskalyze</i></li> <li>○ <i>Scale Unlimited</i></li> <li>○ <i>Susan Bandara</i></li> <li>○ <i>Rachel O'Meara</i></li> </ul> <p><i>Partnering with Nevada County Arts Council, the upcoming August TechTonic Tuesday will feature Bill Kilday. He will read from his book "Never Lost Again - Google Mapping Revolution that sparked New Industries and Augmented our Reality."</i></p>
1.9	<p>List specific improvements or additions to the ERC website, and/or examples in providing a unique resource for business and job seekers.</p> <p><i>NCERC.org has been updated to include more resources for our local businesses, along with new business relocation information. We added an RSS feed that includes GoNevadaCounty.com.</i></p>

	<p>Additions and updates to <a href="http://ncerc.org">ncerc.org</a> are as follows:</p> <ul style="list-style-type: none"> <li>• The NCERC website <a href="http://ncerc.org">ncerc.org</a> has the following updates: <ul style="list-style-type: none"> <li>○ <a href="#">Why Nevada County</a>: Blends the T.O.T.A.L package campaign (tourism) with information to assist businesses with relocation, expansion and growth.</li> <li>○ <a href="#">The Newsroom</a>: RSS feed that connects NCERC news/posts, along with NC Tech Connection and GoNevadaCounty.com posts and events.</li> <li>○ <a href="#">Sites and Properties</a> that links to the latest residential and commercial properties for sale and lease. It also showcases the current residential housing being build.</li> <li>○ <a href="#">Community Profile</a> that consists of demographics, housing and transportation, population and health and safety.</li> <li>○ <a href="#">Key Industries</a> page that showcases tech/manufacturing, tourism, retail, agriculture, construction, healthcare.</li> <li>○ <a href="#">Business Support/Resources</a> that highlights Sierra Business Council, workforce training and business and license information.</li> <li>○ Links with <a href="#">NC Tech Connection</a> and <a href="#">Connected Communities Academy</a></li> </ul> </li> </ul>
1.10	<p>List new business startups with the potential to create 10 jobs or more that ERC helped foster in Nevada County.</p> <ul style="list-style-type: none"> <li>• Sierra Business Council has been working with 17 start-ups and due to confidentiality agreements, we cannot list names at this point.</li> <li>• An AR/VR startup recently was awarded a contract and their first round of funding. With the second round of funding, their goal is to hire employees with the potential to hire 10 within the next 16 months.</li> </ul>
1.11	<p>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.</p> <p><i>All of the events hosted by NCERC are announced through email, social media, and local news media to both Eastern and Western County.</i></p> <ul style="list-style-type: none"> <li>• Annual Economic Development Summit Luncheon in April was attended by 167 guests at the Gold Miners Inn. The keynote presentation by UC Berkeley Economist, David Roland-Holst was “Prospecting for growth in the Gold Country”, how to secure long term prosperity in Nevada County. He spoke of the “Three Pillars”, Agriculture, Technology, and Tourism. <a href="#">Economic Summit Video</a></li> <li>• TechTonic Tuesday – monthly learning/networking event (220 participants Oct through June)</li> <li>• Nevada County Online – started in March - monthly learning/networking event (70 participants March through June)</li> <li>• <a href="#">Tech Stars Start-up Weekend Tahoe</a> – NC Tech Connection was a sponsor of this event in Truckee that introduces startups to like-minded people and mentors.</li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Tech Talent Forum – (70+ participants) A second forum will be held in Sept.</i></li> <li>• <i>Global Game Jam – (13 participants)</i></li> <li>• <i>See below</i></li> </ul>
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<b>Scope of Work Reference Section D2</b>	<b>Report activities and outcomes to assist and support the growth of existing and emerging business “clusters” in the following areas:</b>
2.4	<p>Provide a summary report on the Digital Media Campus including the programs and services that are being operated and any upcoming plans.</p> <ul style="list-style-type: none"> <li>• <i>The Digital Media Campus as of April 2018 has been named by its occupants Nevada County Tech Hub and has several events/meetups each month. The Connected Communities Academy hosted a Robotics Professional development class for local teachers in April and completed a 10-week course on Introduction to Programing and App Development in June.</i></li> <li>• <i>Services to local new and existing businesses is offered at the Nevada County Tech Hub. Two to three days per week, consultants are available to work with new and existing small to mid-size Nevada County businesses with in depth counseling, relevant expertise, and local tools to help with business growth.</i></li> <li>• <i>In January Global Game Jam 2018 was held at the Connected Communities Academy. Attended by 13 community members from Community College to Tech Professionals, 4 teams were formed to create games from concept to creation; one board game, two video games and one game in virtual reality.</i></li> <li>• <i>Ag-Tech Micro Conference was held in February. This event connecting farmers and technology developers for an inspiring look at the future of farming. There were 70 attendees and a panel of farmers and ag technology experts.</i></li> <li>• <i>Every month the following events/meetups/services/meetings are held at the Nevada County Tech Hub:</i> <ul style="list-style-type: none"> <li>○ <i>Talent Development Committee: meeting of businesses, workforce and education providers to plan and implement (1) K-20 education focused collaboration, events and activities to develop the tech talent pipeline in Nevada County, (2) Recruitment and retention related projects.</i></li> <li>○ <i>NC Tech Connection Community Collaboration Meeting: discuss, plan and implement ongoing and new events, community resources and website/social media maintenance and content development.</i></li> <li>○ <i>All Hands Meeting: meeting of all task force teams for updates and discussion. Participants include educators, business professionals, and workforce development individuals.</i></li> <li>○ <i>Nevada County Online: meetup that gives Nevada County’s small business owners a venue to learn from experts, network, and share tips and best practices for growing their business. Topics covered include branding, web design, content marketing, social media, blogging and more.</i></li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ <i>TechTonic Tuesday: networking event where local tech talent, entrepreneurs, solopreneurs, coders and others get together to learn from industry experts on a variety of tech-related topics.</i></li> <li>○ <i>Nevada County JavaScrip (formerly Code and Coffee): meetup for local developers to work on independent projects in the company and mentorship of their peers.</i></li> <li>○ <i>AR/XR – Hacking Sessions: meetup where developers work on projects and discuss recent VR/XR industry topics.</i></li> <li>○ <i>NCTV operates various programs and services for the community: Here are a few:</i> <ul style="list-style-type: none"> <li>▪ <i>All Things Digital</i></li> <li>▪ <i>Kids Shows</i></li> <li>▪ <i>Kids Video Bootcamp</i></li> <li>▪ <i>Construction/Tech Day</i></li> <li>▪ <i>Nonprofit Day</i></li> </ul> </li> </ul>
2.3; 2.4	<p>Provide a list of participating businesses located at the Campus number of vacancies, and any recruitment efforts.</p> <p><i>The Campus (now named Nevada County Tech Hub) houses 13 tenants. Currently, there are 2 small offices available for lease and there have been inquires for these offices; one new startup and an established web development team.</i></p> <p><i>The current tenants are:</i></p> <ul style="list-style-type: none"> <li>● <i>Gyro-Stabilized Systems</i></li> <li>● <i>CoreSol</i></li> <li>● <i>Searls Group LLC</i></li> <li>● <i>Enchanted Inkwriters Studio</i></li> <li>● <i>Golden Road Productions</i></li> <li>● <i>Nevada County Digital Media (NCTV)</i></li> <li>● <i>Traitware, Inc.</i></li> <li>● <i>Augmnttr</i></li> <li>● <i>Law Office of Eric Little</i></li> <li>● <i>Sierra Business Council</i></li> <li>● <i>Nevada County Economic Resource Council, Inc.</i></li> <li>● <i>Connected Communities Academy</i></li> <li>● <i>Twin Cities Charter School</i></li> </ul>
2.2; 2.5	<p>Provide a summary on any coordination with key government, private, education and nonprofit stakeholders who can add value to, or benefit from, the Digital Media Campus, including any pursuits of public, private and/or philanthropic funding endeavors.</p> <p><i>The Nevada County Tech Hub is a great collaborative and cohesive space. Each organization, community partner and individual stakeholder adds value to the tech hub and benefits from being involved. Nonprofit sector includes NCERC and The Nevada County Digital Media Center, home of NCTV is a creative hub for all things in film and video. It includes a 20x20 cyclorama greenscreen, and a creative lab for film editing. They provide various workshops, meetups and programs such as kids video boot camp,</i></p>

*all things digital, construction day, nonprofit day and more. It also benefits our local students through the internship programs that are offered. The education sector includes NCERC Connected Communities Academy, two classrooms for Twin Cities Charter School and the Enchanted Inkwriters Studio that teaches creative writing to young adults. NCERC’s Business and Education Liaison works with the NC Tech Connection on the Talent Development Committee and works with local educators, students and business owners to create a proof-of-concept model to develop a Nevada County Tech Industry worker pipeline.*

<b>Scope of Work Reference Section D3</b>	<b>List activities and outcomes to assist businesses with talent-related needs in the following areas:</b>
3.1	<p>Collaboration with industry, workforce development and education partners to improve the labor pool.</p> <p><i>Through the following committees/events/seminars there is collaboration with industry, workforce, education and community partners.</i></p> <ul style="list-style-type: none"> <li>• <i><a href="#">Tech Talent Forum</a> brought together tech talent, tech businesses, education, Alliance for Workforce Development and Business and Career Network.</i></li> <li>• <i>Business Success Series in collaboration with Sierra Business Council, Alliance for Workforce Development and the Business and Career Center, are workshops focused on small to mid-sized business; how to get alternative financing, business growth and marketing.</i></li> </ul>
3.2	<p>Marketing of workforce programs.</p> <ul style="list-style-type: none"> <li>• <i>Marketing of workforce programs continues through the websites - NCTechConnection, NCERC, Social Media, Email Campaigns, Workshops and news media such as The Union and KNCO.</i></li> </ul>
3.3	<p>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.</p> <ul style="list-style-type: none"> <li>• <i>Through the Talent Development Committee, we work with local businesses in the recruitment, housing and social activities for the summer internship program. Businesses such as Autometrix, Inc., AJA Videos, Telestream and Grass Valley – a Belden Brand.</i></li> <li>• <i>Nevada County Tech Connection and Talent Development Committee held a Tech Talent Forum at Grass Valley – a Belden Brand. It consisted of two panels of 10 native Nevada County Tech Professionals, and a panel of 10 Nevada County Tech Businesses. The audience was a mix of the above as well as educators and workforce agency individuals. Discussions were on how businesses are currently engaging with education and youth and what opportunities exist to develop this engagement further. Tech Talent Forum 2 is in the works and scheduled for September.</i></li> <li>• <i>NCERC through the Talent Development Committee is in discussion to have a Career Fair at Sierra College or another centralized location where business and</i></li> </ul>



	<i>students can meet. We want to engage the students who live here and show them what opportunities are available in Nevada County.</i>
3.4; 3.5	<p>Update on integration of technology and talent into the ERC’s marketing campaign.</p> <ul style="list-style-type: none"> <li>• <i>An initiative of NCERC, the Nevada County Tech Connection’s website showcases, business, career, lifestyle and educational resources. There is a directory that allows visitors to research the local technology companies along with the technology talent in Eastern and Western Nevada County. A goal is to have all local technology businesses and local talent to add their information and update as needed.</i></li> <li>• <i><a href="#">Destination Magazine</a> shows the integration of technology and talent through the articles on NCERC and the NC Tech Connection, begins on page 186 through page 194.</i></li> <li>• <i>A consultant on the NC Tech Connection Communication Team has written various articles on the local technology talent and businesses that thrive in Nevada County. Here are a couple <a href="#">Autometrix</a> and <a href="#">AJA</a>.</i></li> <li>• <i>Sierra Living Magazine – <a href="#">High Tech Hot Spots</a> “How the Foothills are Attracting High Tech”</i></li> <li>• <i>Reports and updates on technology and talent are posted on various social media sites such as <a href="#">Facebook</a> and <a href="#">Twitter</a>.</i></li> </ul>

<b>Scope of Work Reference Section D4</b>	<p><b>List activities and outcomes to assist businesses seeking to move to the area using the following metrics:</b></p> <ul style="list-style-type: none"> <li>• Site Selector Visits to the County of Nevada</li> <li>• Trade shows attended and analysis of benefits or detriment</li> <li>• Number of new businesses locating in Nevada County</li> </ul>
4.2; 4.3	<p>Resources or custom-tailored data provided to companies seeking to locate in Nevada County.</p> <ul style="list-style-type: none"> <li>• <i>A personalized outreach letter is sent with an overview of Nevada County, along with links to <a href="#">ncerc.org</a>, <a href="#">gonevadacounty.com</a>, <a href="#">nctechconnection.com</a>, and <a href="#">connected.academy</a></i></li> <li>• <i>With the recruitment/relocation elements in place on <a href="#">ncerc.org</a>, there is information on demographics, community life, education, healthcare, talent workforce and more.</i></li> <li>• <i>NCERC and Sierra Nevada Memorial Hospital are currently working on an all-inclusive Nevada County video with Lou Douros and his team. The first phase will showcase the healthcare sector, slated for production in August.</i></li> <li>• <i>Destination Magazine (2<sup>nd</sup> edition) is a handout and digital media resource.</i></li> </ul>
4.5	<p>Integration of business attraction initiative efforts with the ERC’s marketing campaign, including participation in industry trade shows.</p>

	<ul style="list-style-type: none"> <li>• <i>Through our consultant, 310 Marketing, NCERC received a list of 90 Bay Area companies with the potential to relocate. Two conference calls with CEO's have taken place:</i> <ul style="list-style-type: none"> <li>○ <i>A San Francisco based creative agency specializing in computer-generated photorealism in AR/VR fields. The Director of Business Development is very familiar with this area and is looking to possibly hire some of our local talent to work remotely.</i></li> <li>○ <i>A startup company in the Bay Area that created an advanced vision care platform using VR. The CEO and Co-Founder will be looking to relocate sometime in the next year or so.</i></li> <li>○ <i>Both have been invited to visit Nevada County to see what we have to offer.</i></li> <li>○ <i>Five additional companies have requested information on Nevada County and follow up contact:</i> <ul style="list-style-type: none"> <li>▪ <i>#1 – appreciates the quality of life and is interested in resources to help small companies with finding office space and employee housing.</i></li> <li>▪ <i>#2 – interested in learning about Nevada County as a potential, future location for off-site employees.</i></li> <li>▪ <i>#3 – cannot expand unless there is significant funding or grants.</i></li> <li>▪ <i>#4 – there will be a need for an additional office location in the next 2 years.</i></li> <li>▪ <i>#5 – request for information on Nevada County and future contact to discuss potential growth options.</i></li> </ul> </li> </ul> </li> <li>• <i>Through a local Chamber of Commerce, NCERC was notified of a potential relocation prospect. This prospect was inquiring for an R&amp;D business in San Diego that is looking to relocate. Collaborating with the Chamber, an introductory letter, along with links to <a href="http://ncerc.org">ncerc.org</a>, <a href="http://nctechconnections.com">nctechconnections.com</a>, <a href="http://gonevadacounty.com">gonevadacounty.com</a> websites, a short NCERC Tech Hub <a href="#">video</a> and digital copies of Destination Magazine and Business Connections were sent.</i></li> <li>• <i>NCERC has not attended any industry trade shows.</i></li> </ul>
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<b>Scope of Work Reference Section D5</b>	<p><b>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 where applicable:</b></p> <ul style="list-style-type: none"> <li>• <b>Total reach of editorial placements (impressions)</b></li> <li>• <b>Advertising equivalent</b></li> <li>• <b>Tracking advertising and direct sales efforts by leads generated, coupons redeemed, TOT and sales revenues over a previous period (or other pertinent measures).</b></li> <li>• <b>Creation and distribution of industry packets, promotional materials such as videos, DVD's, etc.</b></li> </ul>
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<p>5.1; 5.2; 5.5; 5.6</p>	<p>Provide an executive summary on the ERC’s Tourism Integrated Marketing activities.</p> <p><i>GoNevadaCounty.com and various social media tools are used daily to enhance the Nevada County message. The Union regularly posts, updates and creates campaigns that are in alignment with tourism and economic development on GoNevadaCounty.com website and Facebook page. Facebook was determined to be the best option for how we target specific audience. Everything is shared through the RSS feed on Ncerc.org either daily, weekly, monthly depending on the content and shared on Facebook. The social media campaigns are county-wide reaching both Eastern and Western Nevada County.</i></p>
<p>5.1; 5.2</p>	<p>Provide a summary on the activities that incorporate the ERC website, www.GoNevadaCounty.com and various social media tools to market Nevada County.</p> <p><i>With the updates to ncerc.org, and the RSS feed with GoNevadaCounty.com, the websites and various social media tools are used daily to enhance the Nevada County message. Since the average user logs in for nearly 1.7 hours every day or 12 hours a week and 9 out of 10 businesses use social media (Facebook, Twitter, LinkedIn, YouTube) this drives a lot of traffic to the websites.</i></p> <p><i>Social content is posted regularly for tourism activities, events and networking opportunities, economic information; these include images, links, and videos.</i></p>
<p>5.2</p>	<p>List trade shows and conferences where ERC participated as an attendee, exhibitor or sponsor; and the value/benefit of such participation.</p> <ul style="list-style-type: none"> <li>• <i>NCERC and Autometrix Inc sponsored Shavati to attend the <a href="#">Blue Print 2018 Conference</a> in Reno to network and learn about how tech companies can help build local economies.</i></li> <li>• <i>Collaborated with TechStars in Truckee for <a href="#">Tahoe Startup Weekend</a></i></li> <li>• <i>Representing NCERC, Shavati attended the Great Sacramento Economic Council’s business development reception with prospects and decision makers from the Bay Area.</i></li> <li>• <i>Representing NCERC and NC Tech Connection, and funded by NoRTEC, Shavati attended the <a href="#">Next Generation Sector Partnership Advanced Training</a> in Chicago.</i></li> </ul>
<p>5.3; 7.4</p>	<p>Promotional/marketing activities to promote <u>ERC services</u> such as through events, print, broadcast and online media.</p> <ul style="list-style-type: none"> <li>• <i>Monthly spot on KNCO with Tom Fitzsimmons and Jon Katis</i> <ul style="list-style-type: none"> <li>○ <i>Spots have included: Sierra Business Council, NCERC updates, Tahoe Startup, GoNevadaCounty.com and more</i></li> </ul> </li> <li>• <i>Destination Magazine</i></li> <li>• <i>Business to Business Connections Guide</i></li> <li>• <i>Facebook</i></li> <li>• <i>Email Campaigns</i></li> </ul>
<p>5.3</p>	<p>Examples of increased / expanded participation and collaboration by stakeholders in the arts, tourism, technology, education, agriculture and other key sectors of the local economy.</p> <p><i>NCERC is always seeking to participate and collaborate with our community stakeholders.</i></p>

	<ul style="list-style-type: none"> <li>• <i>Annual Economic Development Summit brings together various business organization leaders, government, cities, community stakeholders and partners.</i></li> <li>• <i>Partnered with NC Arts Council on the two Cultural Districts for Grass Valley/Nevada City and Truckee. Collaborated on a proposal to create an Arts/Culture walking app.</i></li> <li>• <i>NCERC invited various organizations to participate in creating an Integrated Marketing Plan for Tourism 2018/2019: Greater Grass Valley Chamber, Nevada City Chamber, Penn Valley Chamber, South Nevada County Chamber, Rough and Ready Chamber, Truckee Chamber, NC Arts, Miners Foundry, Nevada County Fairgrounds, The Center for the Arts, Grass Valley Downtown Association, Donner Summit Association and Truckee Downtown Association.</i></li> <li>• <i>Partnered with Sierra Harvest Food and Farm Conference and held AgTech 18 at the NC Tech Hub. With over 70 participants and a panel of farm/tech experts this was a great success. Keynote speaker was Gabriel Youtsey, Chief Innovative Officer at University of California at Davis, Agriculture and Natural Resources, Molly Nakahara of Sierra Harvest, Farm Institute Director and many more <a href="#">here</a>.</i></li> </ul>
5.4	<p>Recommendations to assist / support increased tourism in Nevada County.</p> <ul style="list-style-type: none"> <li>• <i>Have event packages that allow the website visitor to book immediately on GoNevadaCounty.com.</i></li> <li>• <i>Start a database of email addresses for people that want to be notified of coming events in an email newsletter.</i></li> <li>• <i>Start a targeted digital display program “cookies.”</i></li> <li>• <i>Enhance the ad words campaign.</i></li> <li>• <i>Generate a conference/event location guide, both digital and a printed version.</i></li> <li>• <i>Have the Trumba Calendar be the “go to” calendar for all chambers, downtown associations, venues by waiving the fees and providing online/conference support training.</i></li> <li>• <i>Marketing outreach to travel magazines such as Visit California and Gold Country Visitors Association through advertising, local articles, etc.</i></li> </ul>
5.7(a)	<p>Provide a summary report on magazine advertising that includes, but is not limited to, the number of community and business partners engaged, the number of advertisements being deployed, the names and dates of the publications, and the number of subscribers for each publication.</p> <ul style="list-style-type: none"> <li>• <i>This will take effect with the amended agreement.</i></li> </ul>
5.8	<p>List number of business being advertised in Eastern County and date range of publication.</p> <ul style="list-style-type: none"> <li>• <i>This will take effect with the amended agreement.</i></li> </ul>
5.11	<p>Provide a summary on the Interactive Asset Map Initiative including an update on its development, upgrade, number of art and cultural assets inventoried across the County, site analytics and collaboration efforts with the Nevada County Arts Council (such as meetings attended, etc.)</p>

	<ul style="list-style-type: none"> <li>• <i>This will take effect with the amended agreement.</i></li> </ul>
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<b>Scope of Work Reference Section D6</b>	<b>Maintenance of the County’s Tourism Website, GoNevadaCounty.com, to ensure the site’s continued growth, success and integrity.</b>
6.3.2	<p>Provide an overview summary on website traffic reports, including webs usage, referrals, and page hit analysis to the County via Google analytics, existing host admin tools or other methods acceptable to the County. Reports should include a brief professional analysis and/or executive summary of reported data.</p> <ul style="list-style-type: none"> <li>• <i>See attached report</i></li> </ul>
6.4.1; 6.4.3	<p>Provide a Community Calendar Report that includes, but not limited to, statistics on events per month, number of registered subscribers, summary of upgrades on functionality and appearance, information on training sessions provided, and an executive summary.</p> <ul style="list-style-type: none"> <li>• <i>On a weekly basis, the site managers are pulling events from the at least eight different calendars to add to the GoNevadaCounty.com calendar to make it the most robust, comprehensive calendar for the county.</i></li> <li>• <i>The calendars that events are regularly pulled from are: Greater Grass Valley Chamber of Commerce, Truckee Chamber of Commerce, Nevada City Chamber of Commerce, Penn Valley Chamber of Commerce, South County Chamber of Commerce, KNCO and Nevada County Gold. You can expect to find over 100 events a month on the calendar, a strong representation of what is going on in Nevada County.</i></li> </ul>
6.4.2	<p>Provide average number of weekly blog postings.</p> <ul style="list-style-type: none"> <li>• <i>There have been 106 blogs posted, averaging 3 per week.</i></li> </ul>
6.4.4	<p>Provide a short summary of AdWords Campaign activities that include, but is not limited to, top five search terms, frequency and other analytics of search terms and information on top 3 AdWords marketing campaigns launched.</p> <ul style="list-style-type: none"> <li>• <i>The SEM program includes both Google and Bing search engines. The words most commonly searched for are specific areas; Nevada County, Grass Valley, Truckee, Nevada City and Gold Country. Most of those are coupled with terms that show people things to do in the county; events, attractions, famous attractions, adventure, outdoor, vacation, tourism, travel, trip.</i></li> </ul>
6.4.5	<p>Provide a short summary of Targeted Digital Display Advertising activities that include, the type of ads, how many times an ad appears (impressions), how many users viewed the ad (reach), how many people interacted with the ad (engagement rate), and how many people clicked on the ad (click-through rate).</p> <ul style="list-style-type: none"> <li>• <i>There is no targeted digital display advertising at this time.</i></li> </ul>

6.4.6	<p>Provide a brief list of links and/or embedded applications to external booking or trip scheduling platforms or websites that enable the streamlining of travel reservations and scheduling to promote tourism into Nevada County.</p> <ul style="list-style-type: none"> <li><i>This will take effect with the amended agreement.</i></li> </ul>
6.4.8	<p>Provide a summary on the GoNevadaCounty.com Press Room Portal activity, including the number of press releases, the topics covered, number of featured videos and analytics, and the number and duration of user views.</p> <ul style="list-style-type: none"> <li><i>This will take effect with the amended agreement.</i></li> </ul>

<b>Scope of Work Reference Section D7</b>	<b>Sustainability Measures</b>
7.1; 7.2; 7.3; 7.4	<p>Provide an executive summary on the ERC’s suitability efforts that include i) a list new memberships, and sponsorships (value in dollars), ii) any grants applied for or obtained, iii) any fundraising activity including the ERC Foundation, and iv) any other sustainable measures.</p> <ul style="list-style-type: none"> <li><i>The following companies/individuals have become partner/investors, Weiss Landscaping, Greater Grass Valley Chamber, English Mountain Ranch, River Valley Community Bank, Pacific Land Enterprises, Sierra Foothills Construction, Autometrix, Inc., and Gold Miners Inn for a total of \$11,000.</i></li> <li><i>The NCERC Economic Development Summit Luncheon which is NCERC’s annual fundraiser raised \$13,000.00.</i></li> <li><i>NCERC was awarded a grant from NoRTEC in support of the NC Tech Connection – the 1<sup>st</sup> grant was for “Industry Sector Partnership and the 2<sup>nd</sup> grant which completes the end of September is for “Enhancement of the Entrepreneur/Technology Sector.”</i></li> <li><i>With the assistance of the NC Tech Connection Champions, NCERC applied for the “Communities Thrive Challenge “grant. Award announcement date is expected in late August.</i></li> </ul>

**FOR ANNUAL REPORT:** Please provide an expenditure report that includes a breakdown of expenditures of contract funds by Activities and Performance Measures Category.



# SIERRA SMALL BUSINESS DEVELOPMENT CENTER

2018 Mid Year Economic Impact

## WHAT IS THE SIERRA SBDC?

The Sierra SBDC provides direct, no cost, one-on-one consulting that enables businesses and entrepreneurs to start, grow, and thrive. Expert consultants specializing in access to capital, startup, cash flow management, marketing and sales, succession planning, and more!

## ECONOMIC IMPACT: 1.1.18 - 6.30.18

Sierra SBDC consultants have assisted 250 clients so far in 2018. Those clients leveraged over \$2 million in capital into the region, launched 15 new businesses, and created or retained 97 jobs.

250

Clients w/ 900 hours of consulting

\$2m

Capital Infusion

15

New Business Starts

97

Jobs Created & Retained

## SUCCESS STORY

Sierra Theaters approached the SBDC to work with consultants on financial projections and cash flow management in anticipation of the expansion of their movie theater to a cafe.

*"Overall I can't say enough. To have personalized business consulting offered free of charge and delivered by seasoned, resourceful, caring and honest professionals is a truly useful and appropriate use of tax dollars."*



*SBDC's services are real and have impact on our small business and the employees and guests that we serve."*  
-Michael LaMarca, Sierra Theaters

**CONTACT US:** [www.SierraSBDC.com](http://www.SierraSBDC.com) | 530-582-5022 | [info@sierrasbdc.com](mailto:info@sierrasbdc.com)



SIERRA



Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or HSU Sponsored Programs Foundation.

# Website Performance Report

## Mining for Insight

### GoNevadaCounty.com

Prepared for: Nevada County Economic Resource Council  
Prepared by: Tom Harbert and Chad Wingo, Nevada County Publishing Co.  
Period: 7/1/17 – 6/30/18

#### Summary:

In the broadest terms, traffic to GoNevadaCounty.com has gone from an average of 121 sessions per day during the first half of 2017 to an average of 151 sessions per day during the first half of 2018, a 25% increase in traffic. That increase in traffic is directly attributed to a paid social media advertising campaign.

#### Detail:

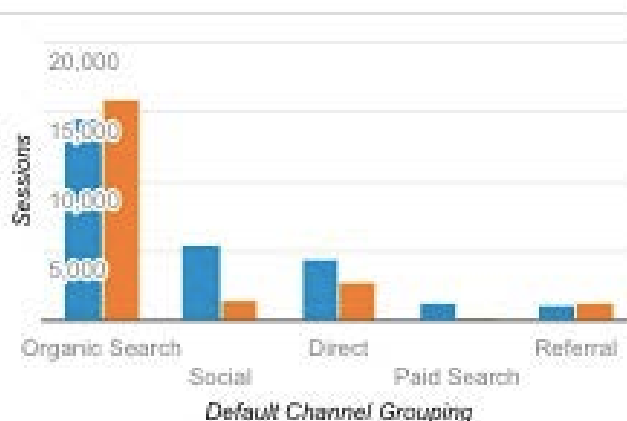
If we compare the first half of 2018 to the first half of 2017, we can see that:

- The total number of users increased 27% over prior year
- The number of New Users increased 27% over prior year
- The number of sessions increased 26% over prior year.
- Pageviews increased 18% over prior year

The increase in traffic noted above is directly related to the Paid Search campaign which brought in 1,243 new users, and the Social Media campaign which increased social traffic 3,164 which is 265% improvement over prior year.

We can see in this graph the taller 2018 blue bar for Social and Paid Search over the 2017 in Orange:

#### Traffic Source Breakdown



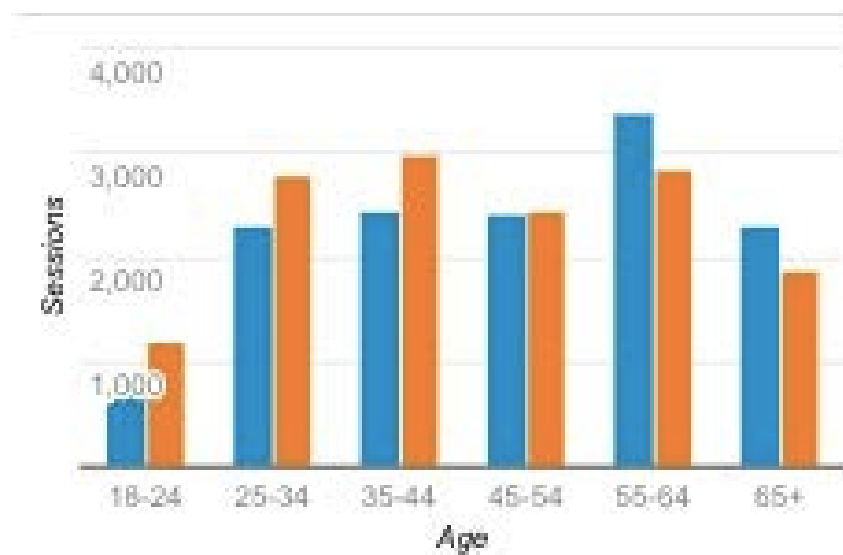
The overall makeup of the site's demographic changed as a result of the social media campaign. Social media users tend to use more mobile devices than other sources which explains why the makeup of the



moved from being predominantly desktop (blue) in 2017, to being evenly split between desktop and mobile (green) in 2018:



The social media campaign also resulted in the demographic of the site increasing older age groups between 2017 (orange) and 2018 (blue):



Not all metrics were positively influenced during the first half of this year. The average session duration went down 16% from a minute ten seconds to 59 seconds, and the number of pages per session went

down 6%. Both of these are a result of the social media traffic because social media users tend to use mobile devices more often, and mobile users tend to spend less time and read fewer pages than desktop device users.

The paid search and social media campaigns are working as intended and we recommend continuing them.

*\* Given the seasonal nature of traffic to GoNevadaCounty.com, the best date range to compare is Year over Year.*

### **Calendar**

On a weekly basis we are pulling events from the at least eight different calendars to add to the GoNevadaCounty.com calendar to make it the most robust, comprehensive calendar for the county. The calendars that we regularly pull events from are: Greater Grass Valley Chamber of Commerce, Truckee Chamber of Commerce, Nevada City Chamber of Commerce, Penn Valley Chamber of Commerce, South County Chamber of Commerce, KNCO and Nevada County Gold.

You can expect to find over 100 events a month on the calendar, a strong representation of what is going on in Nevada County. A significant portion of those are events that we've pulled and added from other places.

### **Blog Posting**

In the last year, we've posted 106 unique blog posts or over twice what is required to fulfill the contract. These have a great range in topics to really cover the breadth of what would be of interest to visitors of this site. We have arts, entertainment, reoccurring events, special events, agenda suggestions and much more.

### **Search Engine Marketing (SEM) also referred to as AdWords**

The SEM program includes both Google and Bing search engines. The words most commonly searched for are specific areas; Nevada County, Grass Valley, Truckee, Nevada City and Gold Country. Most of those are coupled with terms that show people things to do in the county; events, attractions, famous attractions, adventure, outdoor, vacation, tourism, travel, trip.

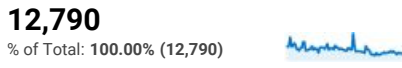
# GoNevadaCounty.com Audience Dashboard

Jul 1, 2017 - Sep 30, 2017

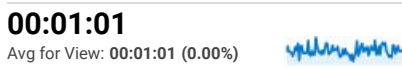
Some data in this report may have been removed when a threshold was applied. [Learn more](#)

**All Users**  
100.00% Sessions

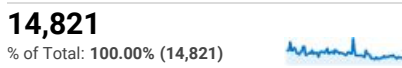
## Users (Unique Visitors)



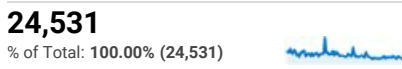
## Avg. Session (Visit) Duration



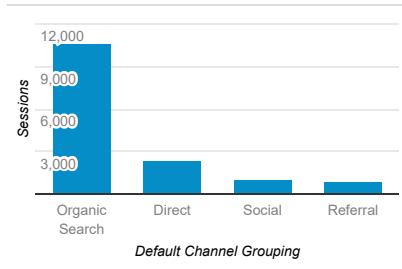
## Total Sessions (Visits)



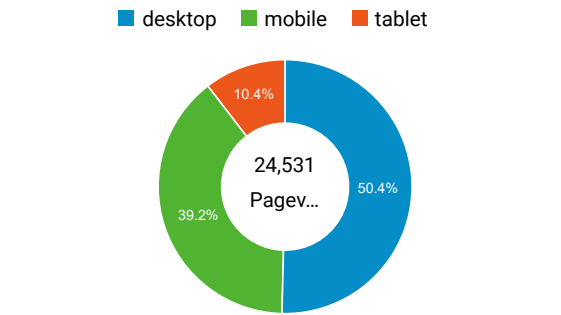
## Total Pageviews (Entire Site)



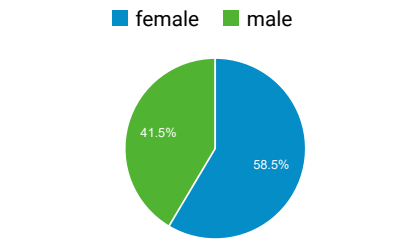
## Traffic Source Breakdown



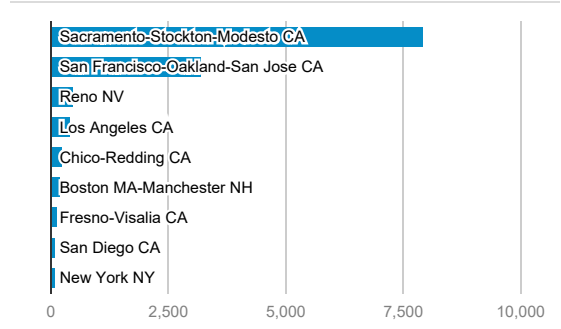
## Device Category (Mobile)



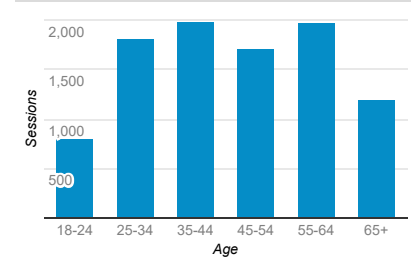
## Gender



## Sessions by Metropolitan Area (DMA)



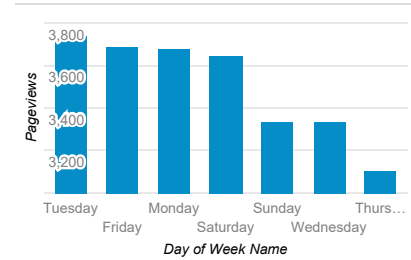
## Age



## Top pages

Page	Pageviews	Avg. Time on Page
/	2,447	00:01:30
/events/	2,315	00:02:56
/attraction/bowman-lake-recreation-area/	1,315	00:02:32
/recreation/fishing/	681	00:01:13
/recreation/camping/	535	00:01:18
/recreation/hiking/	503	00:01:01
/2017/06/things-to-do-in-nevada-county-this-month-2/	486	00:03:05
/2012/07/south-yuba-river-swimming-hole-named-one-of-cas-best-kcra/	448	00:03:14
/2017/06/california-worldfest-coming-july-13-16-2017/	423	00:03:00
/2017/08/get-ready-for-a-fun-filled-weekend-in-nevada-county/	366	00:01:14

## Pageviews by Day of Week



## Keywords (Google Searches)

Keyword	Sessions
nevada county fair	4
bowman lake ca	3
nevada county events 2017	3
yuba river swimming holes	3
bowman lake	2
south yuba river state park	2
antique emporium, grass valley ca	1
best small towns in nevada	1
best swimming holes in northern california	1

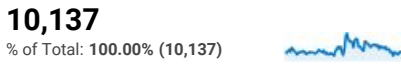
# GoNevadaCounty.com Audience Dashboard

Oct 1, 2017 - Dec 31, 2017

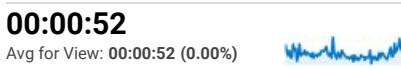
Some data in this report may have been removed when a threshold was applied. [Learn more](#)

**All Users**  
100.00% Sessions

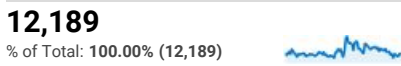
## Users (Unique Visitors)



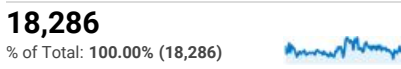
## Avg. Session (Visit) Duration



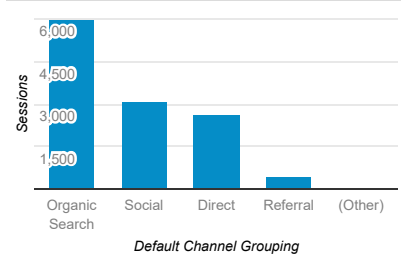
## Total Sessions (Visits)



## Total Pageviews (Entire Site)

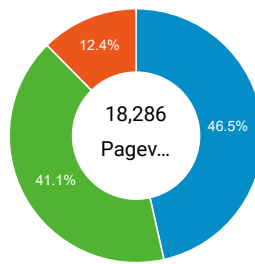


## Traffic Source Breakdown



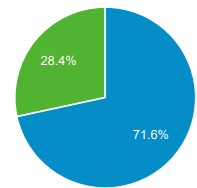
## Device Category (Mobile)

mobile desktop tablet

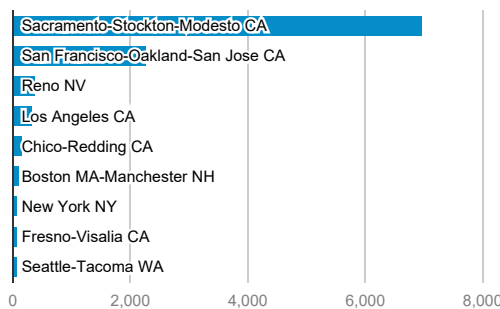


## Gender

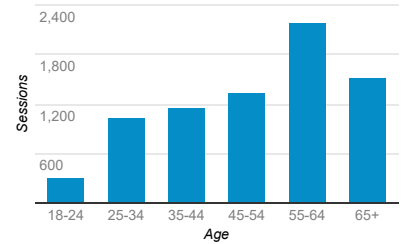
female male



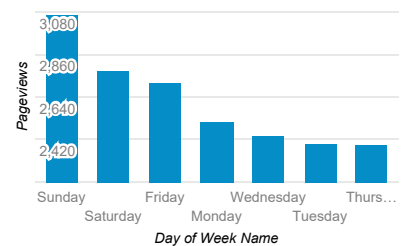
## Sessions by Metropolitan Area (DMA)



## Age



## Pageviews by Day of Week



## Top pages

Page	Pageviews	Avg. Time on Page
/2017/11/the-romance-of-victorian-christmas-returns-to-nevada-city-for-its-xl-anniversary/	2,414	00:03:29
/2017/11/cornish-christmas-celebrates-50-years/	1,956	00:02:51
/events/	1,550	00:03:54
/	1,399	00:01:37
/recreation/hiking/	413	00:00:57
/recreation/fishing/	274	00:01:23
/2017/10/halloween-events-in-nevada-county-fun-for-all-ages/	273	00:03:26
/2013/12/christmas-day-dining-in-our-county/	229	00:02:12
/attraction/bowman-lake-recreation-area/	226	00:02:25
/history/gold/	192	00:02:45

## Keywords (Google Searches)

Keyword	Sessions
nevada county events 2017	3
events in nevada county	2
las catrinas rest nevada city	1
amazon	1
bakbrakken acres	1
best autumn colors grass valley area	1
Brian Hoang In The Raw Sushi linkedin	1
Carter Moore Agave Mexican Bistro linkedin	1

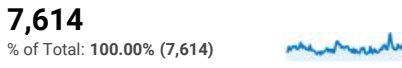
# GoNevadaCounty.com Audience Dashboard

Jan 1, 2018 - Mar 31, 2018

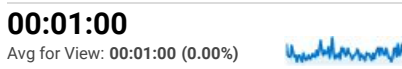
Some data in this report may have been removed when a threshold was applied. [Learn more](#)

**All Users**  
100.00% Sessions

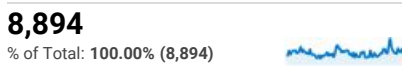
## Users (Unique Visitors)



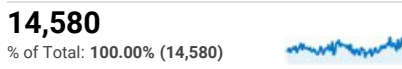
## Avg. Session (Visit) Duration



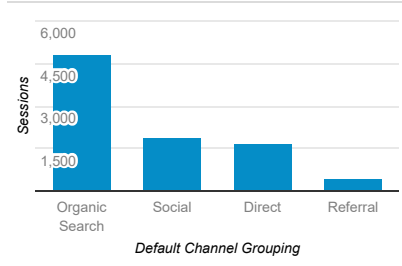
## Total Sessions (Visits)



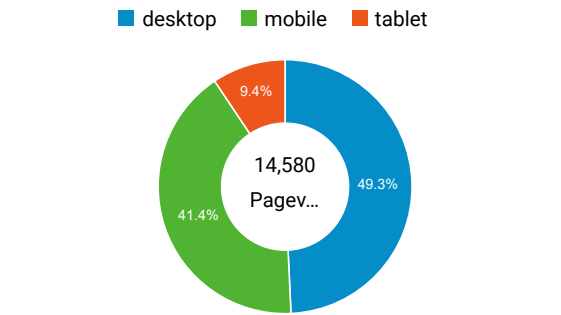
## Total Pageviews (Entire Site)



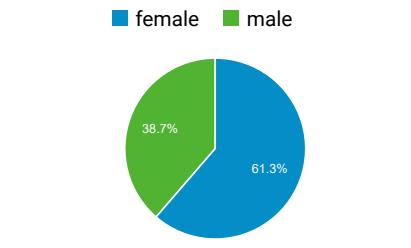
## Traffic Source Breakdown



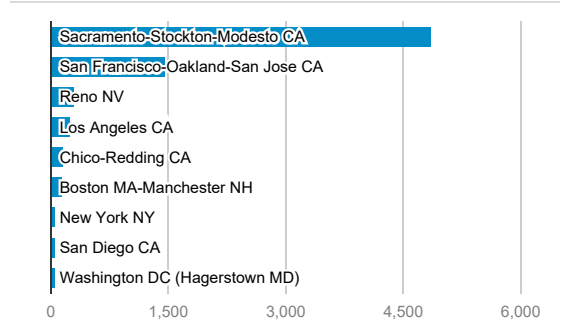
## Device Category (Mobile)



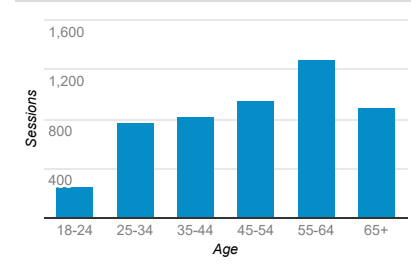
## Gender



## Sessions by Metropolitan Area (DMA)



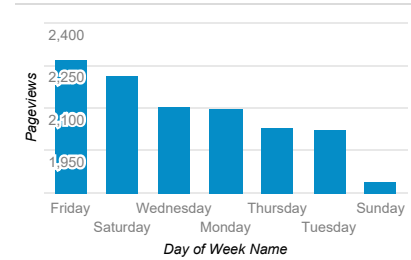
## Age



## Top pages

Page	Pageviews	Avg. Time on Page
/	1,350	00:01:29
/events/	1,111	00:03:15
/recreation/hiking/	580	00:01:07
/2018/02/celebrate-mardi-gras-nevada-city-style-2/	469	00:02:37
/2018/01/wild-scenic-film-festival-announces-135-environmental-and-adventure-films-to-be-featured-jan-11-15-2018/	406	00:04:34
/recreation/fishing/	368	00:01:02
/2018/01/edgy-unique-nugget-fringe-festival-returns-to-grass-valley-jan-18-28/	332	00:02:58
/2018/03/best-of-the-west-a-celebration-of-the-western-film-genre-and-a-fundraiser-for-the-nevada-city-film-festival/	298	00:03:10
/2018/02/get-a-taste-of-western-nevada-county-this-saturday-	282	00:03:20

## Pageviews by Day of Week



## Keywords (Google Searches)

Keyword	Sessions
nevada county events	3
Campground sites nevada county	2
ALDO LEOPOLD	1
amazon	1
champion min road, nevada wity	1
dr. brent modermott grass valley ca	1
go to Nevada County	1
gold mining nevada county ca	1

# GoNevadaCounty.com Audience Dashboard

Apr 1, 2018 - Jun 30, 2018

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

**All Users**  
100.00% Sessions

## Users (Unique Visitors)

**16,230**  
% of Total: 100.00% (16,230)

## Avg. Session (Visit) Duration

**00:00:58**  
Avg for View: 00:00:58 (0.00%)

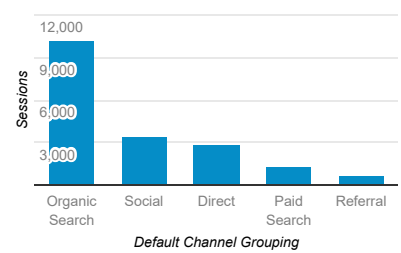
## Total Sessions (Visits)

**18,774**  
% of Total: 100.00% (18,774)

## Total Pageviews (Entire Site)

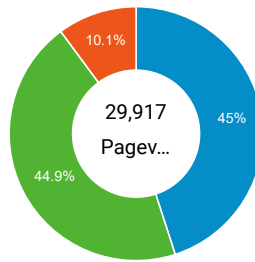
**29,917**  
% of Total: 100.00% (29,917)

## Traffic Source Breakdown



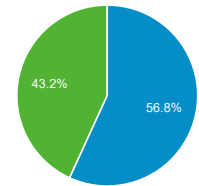
## Device Category (Mobile)

mobile desktop tablet

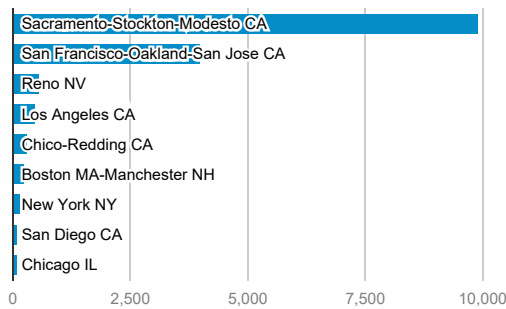


## Gender

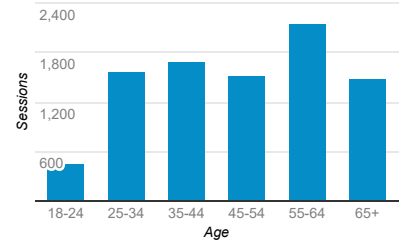
female male



## Sessions by Metropolitan Area (DMA)



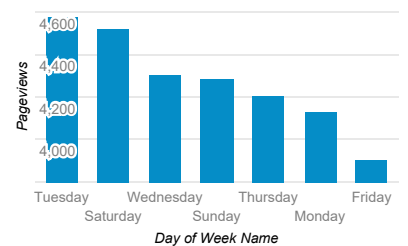
## Age



## Top pages

Page	Pageviews	Avg. Time on Page
/	3,232	00:01:31
/events/	1,719	00:03:15
/2018/04/7-things-you-can-strike-off-your-bucket-list-by-visiting-nevada-county/	1,353	00:02:02
/2018/05/enjoy-music-festivals-all-summer-long-in-nevada-county/	896	00:02:01
/recreation/fishing/	844	00:01:19
/recreation/hiking/	807	00:01:03
/2018/06/camping-guide/	759	00:02:12
/attraction/bowman-lake-recreation-area/	712	00:01:50
/2012/07/south-yuba-river-swimming-hole-named-one-of-cas-best-kcra/	453	00:03:04
/attraction/rollins-lake/	432	00:01:56

## Pageviews by Day of Week



## Keywords (Google Searches)

Keyword	Sessions
+fun +places	357
+fun +places +to +go	173
+fun +places +to +go near me	115
+fun +activities	110
+tourists +attraction	110
+fun +places near me	68
+tourists +attractions	49
+fun +places +to +go california	25
+tourist +attractions near me	25



**Nevada County Economic Resource Council**

**FY 2017/18 Comprehensive Economic Development Program Management**

	<b>Budget</b>	<b>Actual</b>	
Economic Development Services	\$162,000		
<b>Contract Services</b>	\$ 70,000	\$ 57,889	
Sierra Business Council	10,000	9,195	
310 Marketing Ltd	20,000	12,104	
NC Tech Connection	20,000	20,000	
Business & Education Liaison	10,000	12,090	
Marketing & Communication	10,000	4,500	
<b>Operating Expenses</b>	\$ 92,000	\$ 85,908.41	\$143,797.41
<b>Tourism Marketing Services</b>			
Website Maintenance-GoNevadaCounty.com	\$ 18,000	\$ 16,750	
Leveraged Marketing	\$ 10,000	\$ 14,155.76	\$ 30,905.76
<b>Total</b>	\$190,000		\$174,703.17