



*Annual Report  
July 2018 – June 2019*

*Nevada County  
Economic Development  
& Enhanced Tourism  
Integrated Marketing*

# *ERC*

## *Initiatives*

- 1** *Free Counseling Support for New and Existing Local Businesses*
  - 2** *Building a Sustainable Talent Pipeline*
  - 3** *Connecting the Community and Encouraging Entrepreneurship*
  - 4** *Community Development and Outreach*
  - 5** *Recruiting New and Retention/ Expansion of Existing Businesses*
  - 6** *Promoting Nevada County Tourism Events, Outdoor Life, History, Art and Culture and More*
- 

1

**Sierra Business  
Development Center  
(SBC)**

2

**Talent Development  
Committee**

3

**Nevada County Tech  
Connection  
(NCTC)**

4

**Community  
Outreach**

5

**Recruitment  
Retention  
Expansion**

6

**Enhanced Tourism  
Integrated Marketing**

2

# *Local Business Support*



Number of Clients

245



Hours of Counseling

1,140



Business Startups

20



Jobs Created

66



Clients – Western  
County

128



Clients – Eastern  
County

117

# Talent Development Committee

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



NCSOS  
NJUHSD  
Sierra College  
Connecting Point  
Alliance for Workforce  
Development  
Adecco  
NC Library  
Local Tech Businesses



## Tech Talent Forum

- ✓ Build awareness of tech opportunities
- ✓ Create educational experiences for students
- ✓ Advance development options for interns



## Manufacturing Connection

Connect small-medium size companies with the resources that provide technical assistance for growth and job retention



## NCSOS – High Schools

- ✓ Hands-On Exhibits
- ✓ Engagement of local businesses with students
- ✓ Showcase career paths and opportunities



## Business Awareness Workshop

- ✓ Building your own talent pipeline
- ✓ Resources and solutions to develop your workforce



## Chico Career Fairs

September &  
November 2019

# Nevada County Tech Connection

An Initiative of Nevada County Economic Resource Council

*Connecting the tech  
community, supporting  
innovation and small  
businesses, and boosting  
entrepreneurship in Nevada  
County*



## Nevada County Tech Hub

Supports, connects and showcases the tech ecosystem hosting tech related events, education, training, networking and mentoring opportunities for our regions' tech community



## Tech Business and Talent

A strong, diverse, thriving, and connected tech community is the key to economic growth in our area.

[Local Business Video](#)



## AgTech19

In Participation with Sierra Food and Farm Conference  
How technology can support local food production and benefit small farmers



Tech Talent Forums  
Global Game Jam  
Tahoe Startup Weekend  
Truckee Tahoe Pitch Camp  
AgTech Micro Conference



TechTonic Tuesday  
Nevada County Online  
Writers Resources  
VR/XR Meetup  
Web Development



NoRTEC  
NCSOS  
NJUHSD  
Sierra College  
Connecting Point  
Alliance for Workforce  
Development  
Nevada County Library

# *Community Development & Outreach*

*Community Influencers  
Community Partnerships  
Community Engagement*

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Board of  
Directors

Director of  
Community  
Outreach

Media

Gil Mathew

Radio Spots  
Monthly Articles

Sponsored  
Events

Farm Trail Weekend  
Tahoe Pitch Camp  
Tahoe Silicone Mountain  
AgTech Conference  
STEAM Expo  
Tech Talent Forum  
Manufacturing Connection

Websites

Ncerc.org  
NCTechConnection.org

# *Business Recruitment Expansion & Employment*



5 Potential Bay Area  
Company Connections

2 Small Companies  
Relocated to Nevada  
County

[Nevada County Video](#)



3 Local Businesses  
Moved to Larger  
Spaces



50 New Jobs  
Reported

[Hospital Recruitment  
Video](#)



GoNevadaCounty.com

# Enhanced Tourism Integrated Marketing



Grass Valley Chamber  
 Nevada City Chamber  
 Penn Valley Chamber  
 South County Chamber  
 Rough and Ready Chamber  
 Music in the Mountains  
 Bear Yuba Land Trust  
 Minders Foundry  
 GV Downtown Association  
 Wild and Scenic Film Festival  
 Nevada County Fairgrounds  
 Nevada County Arts Council  
 SYRCL  
 The Center for the Arts  
 Donner Summit Area  
 Association  
 Truckee Downtown  
 Association  
 Castle Peak Vacation Rentals  
 Truckee Tourism Business  
 Improvement District  
 The Union



1,610,054 Ad  
 Impressions  
 2,304 Clicks  
 .143% Click Through  
 Rate



California Visitors Association  
 Visit California  
 Gold County Visitors Guide  
 Go Nevada County App  
 Cultural Interactive Asset Map



100,924 Impressions  
 9,120 Clicks  
 9.04% Click Through  
 Rate



1,200 Events Posted  
 195 Blog Posts  
 300 Facebook Posts  
 4,921 Likes

# Resources

Nevada County Economic  
Development Information and  
Community Resources

Resources To Connect Business,  
Talent, Education, Workforce  
Development and Community

Tourism Industry Engagement

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A “One-Stop” Central  
Resource For Business  
Retention, Expansion  
And Relocation

[www.ncerc.org](http://www.ncerc.org)



Business  
Talent  
Education  
Workforce Development  
Community

[www.nctechconnection.org](http://www.nctechconnection.org)



Explore Nevada County  
Connect With Community  
Play Where You Live

[www.gonevadacounty.com](http://www.gonevadacounty.com)



The ERC is Economic  
Development and  
Tourism Marketing for  
Nevada County

[ncerc.org](http://ncerc.org)

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