



Reporting Period: July 1, 2018 through June 30, 2019

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Date Submitted: July 31, 2019

Nevada County Economic Resource Council would like to thank the County Board of Supervisors for the opportunity to provide contract economic development and enhanced tourism marketing services for Nevada County. Also, the multiple county staff members, along with ERC Board Members and consultants who share their enthusiasm, energy, and expertise towards our efforts to strengthen the Nevada County economy through the many activities described in this report.

Nevada County Economic Resource Council remains committed to ensuring Nevada County continues to have balanced, sustainable, quality growth while providing economic opportunity and a work/life balance for everyone in our community.

Economic Development and Tourism Integrated Marketing

Scope of Work Reference Section D1	List activities to connect local businesses to capital, information or technical expertise.
1.2	<ul style="list-style-type: none"> • ERC/NC Tech Connection organizes and hosts networking meetups, seminars and workshops throughout the year connecting local businesses, entrepreneurs and startups to information and expertise. These events have created a collaboration among business professionals, startups, beginning entrepreneurs and community stakeholders and are mentioned throughout this report. • In its' second year, Nevada County Economic Resource Council (ERC) contracted with Sierra Business Council (SBC) to operate a Small Business Development Center as a satellite office in the Nevada County Tech Hub (104 New Mohawk Road) providing free in-depth counseling, relevant expertise, and tools for local new and existing small to mid-size businesses. The service is offered by appointment and includes creating a business model, determining financial needs, identifying potential sources of financing and designing an effective strategy to market and grow. Due to the confidentiality agreements with each client, we do not have the specific client names that assistance was given to, the wages or

number of jobs/high wage jobs. Below is the data from (SBC) for this report period July 1, 2018 through June 30, 2019:

- Total Number of Clients: Served: 245
- Total Counseling Hours: 1,140
- Jobs Created: 66 (7 part time, 59 full time)
- Capital Infusion: \$22,463,627
- Business Startups: 20
- Number of Clients from Eastern County: 117
- Number of Clients from Western County: 128

Testimonial: 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. Small businesses need help to stay afloat in today's economy which is dominated by large corporations with deep pockets and ties to Washington. SBDC's services have had a real impact on our small business and the employees and guests that we serve. Michael LaMarca

- ERC advisors continue to meet and work with local small to medium businesses on available funding, recruitment of management positions, employee growth, how to handle everyday operations and more.
- Having a Board of Directors from professional business organizations, gives ERC the advantage of having expertise in many areas of business right at our fingertips. The ERC Board of Directors meetings are the one place where representatives from education, healthcare, banking, real estate, public utilities, finance, chambers, workforce development, the arts, agriculture, manufacturing and technology businesses, the County, cities of Grass Valley and Nevada City, are all seated at the same table.
- There are various workshops for entrepreneurs and business owners in partnership with Sierra Small Business Development Center (SBC), Nevada County Business and Career Network, Small Business Administration, Sierra College, Connecting Point, NCSOS. A few are listed below and throughout this report.
 - August - Export/Import for small business
 - February - Veteran Business Forum
 - May 30 - Manufacturing Connection Forum
 - June 27 - ERC/NC Tech Connection: Build your employee base, creating a local talent pipeline to help your company grow
 - Local businesses in attendance included: Grass Valley, a Belden Brand, AJA Video Systems, Autometrix, Inc., South Yuba Club, Brewbilt Manufacturing, Sierra Streams, and ReStore. (25 attendees)
- Other workshops providing information and expertise promoted through ERC email database and social media channels:

	<ul style="list-style-type: none"> ○ 2019 Employment Law Up-Date: January in Truckee and February in Grass Valley ○ March 2019 – Meet Your Match Job Fair ○ April 2019 – Green Plumbing, Water and energy efficiency in Grass Valley ○ May 2019 - Regional Industry Advisory Meeting & Advanced Manufacturing ○ Retail Webinar Series: Launching your dream, marketing your business and visual merchandising & marketing strategies ○ Google Universe Boot Camp: How to use Google Suites, time management, SEO, Social media strategies and more ○ Nonprofit and housing workshop: Funding that is available to nonprofit organizations and public through USDA Rural Development and several financial assistance opportunities available for very-low to moderate- income homebuyers and homeowners <ul style="list-style-type: none"> • Hosted at the Nevada County Tech Hub, Sierra College Gig Economy 2018 Cohort: 8-week Training for Freelancers who want to take their gig work to a full-time career. (25 student attendees) • Supporting Community Builders in Truckee – Tahoe Silicon Mountain has pioneered building a tech community, bringing together a robust network of entrepreneurs and freelancers. ERC/NC Tech Connection participated and sponsored Startup Weekend Truckee at the Truckee/Donner Recreation Park (30 attendees) and Tahoe Showcase and Pitch Camp. (81 attendees)
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"> • ERC continues to be engaged in keeping the housing issue a priority and in the forefront, working with Nevada County Contractors’ Association, Nevada County Association of Realtors, the County and local business leaders. Barbara Bashall of The Nevada County Contractors’ Association and Steve Garrett of Loma Rica Ranch each gave presentations at ERC Board of Directors meetings. ERC representatives and board members attend and participate in the community meetings that are held. • High Speed Internet has been a priority issue that ERC has been actively involved in since the beginning. ERC realizes this is a critical missing piece for businesses looking to relocate here. Parties from our Board of Directors, along with former Executive Director, Jon Gregory went to the CPUC in support of the Gigabit Project grant in 2015. ERC is a strong supporter, working with Gold Country Broadband Consortium, the County and Race Communications. Due to persistence and the support of several community partners, a fiber-to-the-home build will service

	<p>1,900+ homes within the next 12 months. It is a great start! Article by ERC/NC Tech Connection communication consultant.</p> <ul style="list-style-type: none"> • The ERC/NC Tech Connection advisory board held two meetings to discuss broadband and the availability of commercial real estate space and are in action to create a plan and proposal that will be presented to city representatives. • Recommendations for incentives to stimulate economic growth: Provide relocating small businesses (under 50 employees) “free” wi-fi and/or create an internship “matching” fund program where if the new business hires a local intern/s; they pay half and the County and/or city entity pays half of the hourly wage. Create an incentive program through the ERC that the entire community is aware of, then create marketing outreach through news, radio and social media. This along with great marketing campaigns will have relocating businesses inquiring about Nevada County instead of having to research and choose select companies to solicit.
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"> • 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. • Small manufacturing business from startup to current growth stage continues to receive advisory assistance. They currently have 14 staff onsite, hire local summer interns and have purchased a building in Nevada County.
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"> • Being a tenant at the Tech Hub, a small start-up had access to other tenants’ expertise which allowed them to quickly move forward and obtain funding. There now have 4 employees and have moved to a larger office space. • With the assistance of an ERC advisor, a local small manufacturing business received a business loan, went from 5 to 10 employees and as of December 2018, 12 employees and 2 consultants. With the extensive growth of their product market, they have moved to a larger space in Nevada County. Their product is sold locally and internationally. • A local app development company went from 5 employees in December to 7 currently and another 4 working remotely. They won an award for their innovative software product and recently received additional funding and their first major client.

	<ul style="list-style-type: none"> • A Grass Valley medical solutions company created a partnership with our local hospital. They were recognized as the medical technology and services winner in 2017 at Sacramento’s Region Innovation Awards. They currently have 13 onsite employees and 9 working remotely. • A Nevada County manufacturing company will be expanding into a 45k sf new construction building in 2020. 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.
1.8	<p><u>List business showcase/networking events held, and companies showcased</u></p> <p>Through the ERC/NC Tech Connection several networking events and meetups are held monthly and feature local and surrounding area companies. The Nevada County Tech Hub is a point of connection, networking and learning, and offers various business support/mentoring/meetups and events.</p> <p>Businesses showcased at the monthly TechTonic Tuesday are listed below: totaling 200+ attendees</p> <ul style="list-style-type: none"> • Mondae Hott, Ensemble Designs - Presenting tech products to high end customers and markets (15 attendees) • Michael Anderson, Clientworks - Web X.0 The future of the internet (20 attendees) • Elizabeth Dodson, HomeZada: Digital Home Management (14 attendees) • Steve Pisenti, FamilyGram: Technology app to address problems of social isolation (16 attendees) • Eric Little, Tech Lawyer - California Privacy Policy and Legal nuts and bolts of building a business online (22 attendees) • Gerry Baranano, Tech Futures Group - How to land large corporate customers and grow your sales (14 attendees) • James Hipkin, Red8Interactive - Hands on SEO (21 attendees) • Bill Kilday, Never Lost Again - the Google Mapping Revolution. This was in partnership with Nevada County Arts Council (40 attendees) • Connie Gallippi, BitGive - Giving through blockchain (17 attendees) • Roger Kent, A gamified introduction to project management (20 attendees) • Cindy Zuelsdorf, Kokoro Sales and Marketing - Marketing Automation for small business (13 attendees) • Anna-Thea, Author - How to use SEO-Optimized blogging (16 attendees) <p>Local business successes and awards are mentioned through ERC/NC Tech Connection social media channels and the news media such as “Three Nevada County Tech Companies Win Awards for Innovation” Traitware, Autometrix and Telestream.</p> <p>Several local businesses have been showcased in the media, such as: Electrical Design Technology Inc., Floracopeia, Traitware, Autometrix Inc., Nevada City Engineering, AJA Video Systems and Clear Capital and more. ERC/NC Tech Connection have a monthly spot on KNCO and regular articles in The Union.</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> <hr/> <p>NCERC.org continues to be updated to include more resources for our local businesses, along with new business information. The RSS feed on the ERC site includes Go Nevada County, and the NC Tech Connection sites and streams updates to one place as they are posted on each site. Additions and updates to nccerc.org are as follows:</p> <ul style="list-style-type: none"> ○ Recruitment video: You should move to Nevada County. Live and work where you play! ○ Recruitment video: Sierra Nevada Memorial Hospital ○ Why Nevada County: Blends the T.O.T.A.L package campaign (tourism) with information to assist local new and existing business with growth and expansion and businesses considering relocation with information on Nevada County. ○ Links to Facebook, Twitter, Instagram ○ New Contact Form ○ NC Tech Connection Why Nevada County has links to Business and Talent directory and Resources for Tech Professionals and talent looking for a career (business, career and lifestyle) ○ The Newsroom: RSS feed that connects nccerc.org news/posts, along with nctechconnection.org and GoNevadaCounty.com posts and events. ○ Sites and Properties that links to the latest residential and commercial properties for sale and lease. It also showcases the current residential housing being build. ○ Community Profile that consists of demographics, housing and transportation, population and health and safety. ○ Key Industries page that showcases tech/manufacturing, tourism, retail, agriculture, construction, healthcare. ○ Business Support/Resources that highlights Sierra Business Council, workforce training and business and license information. ○ Business Connections Magazine a guide to opening and sustaining a business in Nevada County ○ Links with GoNevadaCounty.com, NC Tech Connection ○ Regular posts are added to the site/s with information on employment data, commercial real estate reports, and employment opportunities.
1.10	<p>List new business startups with the potential to create 10 jobs or more that ERC helped foster in Nevada County.</p> <hr/>

	<ul style="list-style-type: none"> • Through our partnership, Sierra Small Business Development Center (SBC) has been working with 20 start-ups. Due to their confidentiality agreements, names and other data are not available. • An AR/VR startup was awarded a contract and their first and second round of funding. They have created a 3-5-year plan for growth, expansion, and hiring of remote and onsite employees. They recently moved into a larger space with additional offices and are currently at 4 employees. • A startup business ERC helped has reported they currently have 16 employees. • Through the ERC/NC Tech Connection networking events 7 individuals have been hired at local tech companies; and another 5 since June 2018.
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> <hr/> <p>All events hosted by ERC/NC Tech Connection are promoted through email, social media, and local news media to both Eastern and Western County. There have been presenters and attendees from both Eastern and Western County at some of the following:</p> <ul style="list-style-type: none"> • TechTonic Tuesday - A monthly tech mixer business event held at the NC Tech Hub, connecting tech business professionals with the tech community. (200+ attendees) • Nevada County Online - An online marketing and business group, with 486 members. Monthly learning/networking event showcasing various topics of online business support, held at the NC Tech Hub (172 attendees) • JavaScript Meetup changed to Web Development - This twice a month meetup held at the NC Tech Hub, is designed as a support group to learn various programming languages of Web design (7-9 regular attendees) • AR/XR Meetup - Organized by Alan Moore, software engineer at AJA Video Systems, this twice monthly meetup held at the NC Tech Hub is for AR/XR enthusiasts and highlights demos on the latest in headsets, robots and drones. Lou CasaBianca, a writer and director from the Bay Area and a new tenant at the Nevada County Tech Hub has joined as Co-Organizer (10 -15 regular attendees) • ERC/NC Tech Connection collaborates with Tahoe Silicon Mountain and the Small Business Development Center in support of local meetups and Startup Weekend in Truckee. • June 3: Startup Weekend Tahoe - Get business ideas off the ground and introduces like-minded people and mentors. NC Tech Connection sponsored the Sunday night presentation and dinner in Truckee.

	<ul style="list-style-type: none"> September 24: Tahoe Truckee Pitch and Pitch Showcase – a series of workshops culminating in a showcase entrepreneurs, startups, and founders present to the community their innovative companies and ideas. Nearly 20 companies participate in the 3-week pitch camp, and 5 finalists present in the showcase that attracts over 90 viewers. September 26: Tech Talent Forum II hosted at Nevada Union High School with introductions by Stephanie Ortiz and Bob Hudelson and facilitated by Brett McFadden. The forum had 3 areas of focus: (1) Build awareness of Nevada County tech companies and available career opportunities (2) Create business-led educational experiences for local students and (3) Advance professional development options for interns, newer tech professionals, and tech professionals 10 years into their career. This forum brought together local Educators, Nevada County Tech Business Leaders, Local Tech Professionals and Workforce Development (60 attendees)
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Scope of Work Reference Section D2	Report activities and outcomes to assist and support the growth of existing and emerging business “clusters” in the following areas:
2.4	<p>Provide a summary report on the Nevada County Tech Hub including the programs and services that are being operated and any upcoming plans.</p> <hr/> <p>The Nevada County Tech Hub provides a one-stop connecting convenience that startups, small business and entrepreneurs increasingly desire. The goal is to educate and encourage new talent and provide a space where high-tech business growth can be accelerated and in turn, bring prosperity to our community. Companies, organizations and individuals cluster together and become part of the economic infrastructure of our community. This does not happen overnight, but in the end, the success of the Tech Hub can at least partly be measured by the companies that have been developed and grown because of its existence.</p> <p>The ERC/NC Tech Connection organizes and hosts committees, events, meetups, and forums at the NC Tech Hub that supports the growth of talent, technology, agriculture, manufacturing, and tourism in both Eastern and Western Nevada County.</p> <p>Also, free counseling support to local new and existing businesses is offered two to three days per week by the Small Business Development Center through a contract with the ERC. See Section 1.2</p> <p>Outside organizations also use the Tech Hub for meetups, events and general meetings such as, ACME Robotics, Sierra Nevada Memorial Hospital, Nevada County Superintendent of Schools, Sierra College, Bear River and Nevada Union High Schools and others.</p>

An annual technology event is Global Game Jam, in January with sponsorships by Traitware and AJA Video Systems, along with programmers from each company hosting the event; Dillon Lankenau of Traitware and Garrett Dorland of AJA Video Systems. Another event that supports the agriculture sector is AgTech 19 Micro Conference held annually in February in participation with Sierra Harvests' Sustainable Food and Farm Conference, this year held at Sierra College. This event brings together farmers/agriculture, software developers and community members interested in learning how technology can support our local food production. Presenters were Daniel Swid of the Regen Network, Dr. Fatma Kaplan on Pheromone, Angelo Campus, BoxPower Inc., and Jenna Rodriguez of Ceres Imaging. Sponsors were Sierra College, Briar Patch Co-op, Nevada Irrigation District and The Union.

Each month the following events/meetups/services/meetings are held at the Nevada County Tech Hub:

- Talent Development Committee: Consisting of businesses, workforce development and education representatives 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. (Talent cluster)
- ERC/NC Tech Connection Community Collaboration Meeting: This team plans and implements ongoing and new events, community resources and website/social media maintenance and content development.
- All Hands Meeting: Meeting of all task force teams for updates and discussion. Participants include educators, business professionals, and workforce development individuals.
- 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.
- 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.
- Web Development: Meetup for those interested in learning the back-end language of web development.
- AR/XR - Hacking Sessions: meetup where developers work on projects and discuss recent VR/XR industry topics.
- Writer's Resources - Provides support for writing projects such as a novel, poem or website content. There are presentations on technology including software, databases, and apps. Networking opportunity to share work, ask for advice and connect with potential mentors.

	<ul style="list-style-type: none"> ○ Nevada County Media (NCTV) operates various programs and services for the community at the Nevada County Tech Hub (education cluster) Here are a few: <ul style="list-style-type: none"> ▪ All Things Digital ▪ Kids Shows ▪ Kids Video Bootcamp ▪ Construction/Tech Day ▪ Nonprofit Day ▪ LIVE Music Program ▪ The Academy – Film & Video
2.3; 2.4	<p>Provide a list of participating businesses located at the Campus number of vacancies, and any recruitment efforts.</p> <hr/> <p>The Campus (named Nevada County Tech Hub) houses 11 tenants. Currently there are two office spaces available. A tech business relocated to a larger office space in Grass Valley and the first-floor tenant now occupies two additional vacated spaces.</p> <p>The tenants have an invested interest in operating their business at Nevada County Tech Hub and like the idea of having it be the thriving Nevada County Tech Hub.</p> <p>The current tenants at the Nevada County Tech Hub are:</p> <ul style="list-style-type: none"> • Gyro-Stabilized Systems • Searls Group LLC • Enchanted Inkwriters Studio • Golden Road Productions • Lou CasaBianca – Executive Director of Virtual World Builders • Nevada County Media (NCTV) • Traitware, Inc. • Law Office of Eric Little • Sierra Business Council – Sierra Small Business Development Center • Nevada County Economic Resource Council, Inc. • ERC/Nevada County Tech Connection
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 Nevada County Tech Hub, including any pursuits of public, private and/or philanthropic funding endeavors.</p> <hr/> <p>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. A nonprofit sector, along with the ERC, is Nevada County Digital Media, formally NCTV. There occupancy includes the Nevada County Digital Media Center which is for all things digital in film and video. It consists of a 20x20 cyclorama greenscreen, and a creative lab for film editing. Also provided are various workshops, meetups and programs such as kids video boot camp, all things digital, construction day, nonprofit day and more. Local students benefit through the internship programs that they offer. In March, ACME Robotics held the Junior Hackathon which was an 8-hour event attended by 30 middle schoolers for a game development workshop. Using the</p>

	<p>software Scratch, teams were formed to create games. Also, in March, TechTest Jr. was held with 15 students. This is an exam primarily targeted for high performing 5th through 8th grades and it focuses on problem solving skills. The students had the opportunity to meet and participate in demos from the technology tenants at the NC Tech Hub; Gyro-Stabilized Systems, Traitware, Augmnt, and NC Digital Media. Another tenant of the NC Tech Hub Enchanted Inkwriters Studio teaches creative writing to young adults.</p> <p>As a tenant of the NC Tech Hub, Traitware benefits from being a part of the Tech Hub. It has helped Herbert Spencer raise money to fund his business. "It adds credibility as a startup to be a part of the Tech Hub," he said. "It's helped us raise \$1.5 million - from local Nevada County sources." "There's synergy in this space," said Spencer. "A lot of the developers up here don't realize we are here until they find out about us through TechTonic Tuesday." TraitWare has not only found employees through the Tech Hub - they found legal help as well. "We've got an attorney at the Tech Hub (Eric Little) who has a tremendous amount of experience with startups right here in the house," said Spencer. "We would not have had that kind of legal talent, with Bay Area experience, available to us without the Tech Hub."</p>
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Scope of Work Reference Section D3	List activities and outcomes to assist businesses with talent-related needs in the following areas:
3.1	<p>Collaboration with industry, workforce development and education partners to improve the labor pool.</p> <hr/> <p>Through the following committees/events/seminars there is collaboration with industry, workforce, education and community partners to improve the labor pool.</p> <ul style="list-style-type: none"> • ERC/NC Tech Connection started a pilot program teaching a structured programming class to students in grades 5-8 in the Computer Club at Mount St. Mary's Academy. It is being taught by a NU graduate who went away to college and returned to Nevada County and has a career as a Software Engineer for Grass Valley-a Belden Brand. Article • This is the fourth year, with the support of ERC/NC Tech Connection, that Partner companies such as Grass Valley-a Belden Brand, AJA Video Systems, Inc., and Autometrix, Inc. has hosted the summer Intern Connection. The goal: To have summer interns, who are visiting from various colleges, feel connected with the community by hosting them for lunch, fun activities and introducing them to a concurrent event while they are in Nevada County. Hopefully by engaging students in what Nevada County has to offer in career opportunities and the best in life/work balance, they will consider Nevada County as the place to live. • In September 2018, ERC/NC Tech Connection collaborated with Sierra College and hosted an 8-week class for aspiring freelancers called "Get

Ready to Gig!" This workshop teaches young entrepreneurs how to take their part time gigs into a full-time career. (25 students)

- The Talent Development Committee's mission is to build a competitive, expanding & sustainable tech talent pipeline in Nevada County. This committee consists of various education, business and workforce development organizations such as:
 - Sierra College
 - AJA Video Systems
 - Grass Valley - a Belden Brand
 - Nevada County Business and Career Network
 - Connecting Point
 - Adecco
 - Nevada County Library
 - NJUHSD
 - NSOS

- Tech Talent Forum II in September 2018
 - This ERC/NC Tech Connection event hosted by NCSOS and held at Nevada Union High School brought together Tech Businesses/Employers, Local Educators, Local Tech Professionals, and Workforce Development Agencies to (1) build awareness of tech opportunities in Nevada County, (2) create business led educational experience for students and (3) advance development options for interns (35 attendees) Tech Talent Forum I was held in May 2018 at Grass Valley - a Belden Brand and consisted of two panels of 10 native Nevada County Tech Professionals, and a panel of 10 Nevada County Tech Businesses. The focus was (1) how can businesses and educators work together more to develop tech talent locally, (2) what might a tech talent pipeline look like, (3) advice for drawing more young talent and tech professionals to Nevada County.

- Manufacturing Connection in May 2019
 - This event hosted by Grass Valley-a Belden Brand was to connect small and medium size manufacturing companies with community organizations, educational institutions, workforce development and nonprofits. ERC partnered with California Manufacturing Technology Consulting which is a federally funded nonprofit that provides technical assistance for business growth and job retention in California. (50 attendees) [Article](#)

	 <p>o Another manufacturing connection meetup is being scheduled in August 2019 for the Tahoe/Truckee area.</p>
3.2	<p>Marketing of workforce programs.</p> <ul style="list-style-type: none"> Working closely with Connecting Point, Nevada County Business and Career Center, Nevada County Library and NoRTEC, marketing of workforce programs continues through the websites – ncerc.org, nctechconnection.org, Social Media, Email Campaigns, Blogs, and news media such as The Union and KNCO.
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"> ERC Talent Development Committee and NC Tech Connection support 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. ERC Talent Development Committee and NC Tech Connection will be attending and participating at two Chico Career Fair Days; September 19, 2019 Engineer & Technical Fair and November 6, 2019 Career Interns. In April, the ERC’s Talent Development Committee and NC Tech Connection partnered with Nevada County Superintendent of Schools in the high school STEAM Expo, held at Nevada County Fairgrounds. New this year was the expansion in engagement of local businesses and entrepreneurs to participate so students and their parents become aware

of the career paths and opportunities that are available in Nevada County. Through the sponsorship of the ERC, another building was rented for the businesses and their hands-on exhibits and signage was sponsored by Cranmer Engineering. The business exhibitors were: AJA Video Systems, Autometrix, Inc., California Solar Electric Company, Geo-Logic Associates, Grass Valley-a Beldon Brand, Grass Valley Police Department, Music in the Mountains, Nevada Irrigation District, Nevada City Film Festival, Sierra Soil Biology Association, Sierra Streams Institute, South Yuba Citizen’s League, Telestream and Traitware. STEAM Expo 2020 is scheduled for March.



3.4; 3.5

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

- ERC’s 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 and local talent.
- [Business Connections Magazine](#) provides a resource for our local businesses and outside the area businesses looking to relocate. Many local businesses are connected to the Bay Area and this magazine provides a connection to work/life/play.
- The communication consultant for the NC Tech Connection writes success stories on the local technology talent and businesses that thrive from both Eastern and Western Nevada County. Here are a few samples: [Autometrix](#) and [AJA](#), Traitware, Heads up Health, Keep on Movin and Clear Capital. Here is a new [video](#) showcasing Electrical Design Technology who relocated to Nevada County.
- Sierra Living Magazine - [High Tech Hot Spots](#) “How the Foothills are Attracting High Tech”
- Reports and updates on technology and talent are posted on various social media sites such as [Facebook](#) and [Twitter](#).

<p>Scope of Work Reference Section D4</p>	<p>List activities and outcomes to assist businesses seeking to move to the area using the following metrics:</p> <ul style="list-style-type: none"> • 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
<p>4.2; 4.3</p>	<p>Resources or custom-tailored data provided to companies seeking to locate in Nevada County.</p> <ul style="list-style-type: none"> • There have been follow up calls to business CEO's outside of Nevada County who expressed an interest in Nevada County. Two businesses requested additional information, another is interested in a weekend Nevada County tour, and another requested information on available commercial spaces within the next six months. ERC hired a short-term marketing consultant who has produced recruitment relocation collateral. This collateral is being edited and updated. The collateral will also be shared with business leaders, tourism sectors and community partners. A short recruitment video has been created "Live and Work where you Play" • The Nevada County Video for Sierra Nevada Memorial Hospital doctor recruitment was completed in December 2018 and previewed at the ERC Board meeting. The video is being used as a critical piece in the recruitment process for healthcare professionals. View the video here ERC is researching other community organizations to engage in being a part of a complete Nevada County video. • Recruitment/relocation information is also listed on ncerc.org, demographics, community life, education, healthcare, talent workforce and more.
<p>4.5</p>	<p>Integration of business attraction initiative efforts with the ERC's marketing campaign, including participation in industry trade shows.</p> <hr/> <ul style="list-style-type: none"> • ERC has not participated in industry trade shows in the past year. • The marketing/recruitment consultant hired by the ERC produced a list of 90 Bay Area companies. Conference calls with several CEO's have taken place and along with the recruitment/relocation collateral and video. Some of the companies who were contacted are: <ul style="list-style-type: none"> ▪ #1 San Mateo- appreciates the quality of life and is interested in resources to help small companies with finding office space and employee housing. (another follow up is pending) ▪ #2 San Francisco/Los Angeles- interested in learning about Nevada County as a potential, future location for off-site employees. (possible weekend tour) ▪ #3 San Jose - cannot expand unless there is significant funding or grants. (requested follow up late 2019)

	<ul style="list-style-type: none"> ▪ #4 Milpitas- there will be a need for an additional office location in the next 2 years. (commercial with office space) ▪ #5 Redwood City- request for information on Nevada County and future contact to discuss potential growth options. (follow up with collateral and personal call.
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Scope of Work Reference Section D5	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: <ul style="list-style-type: none"> • 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; 5.5; 5.6	<p>Provide an executive summary on the ERC's Tourism Integrated Marketing activities.</p> <hr/> <p>Since July 2018 when the ERC's Tourism Integrated Marketing committee was formed there have been four general meetings; August 2018, November 2018, January 2019 and April 2019. Each meeting consisted of 12 to 15 committee members with a few from Eastern County on call-in. Meetings consisted of creating goals for the tourism integrated marketing adopted plan and discussion on the Trumba calendar, media outreach, Nevada County Arts interactive asset map, press room portal, magazine advertising, and writing content.</p> <p>A sub-committee was formed to write content and propose the best avenues for use of the outreach marketing funding. This committee consists of Jesse Locks, Valerie Costa and Eliza Tudor. All tourism sectors have been requested to send content and press releases, so they are featured on GoNevadaCounty.com</p> <p>Membership was renewed in the Gold Country Visitors' Association, and an ad was created by Valerie Costa and Susan George. Gold Country Visitors' Association is a marketing region under the California Travel & Tourism Commission (CTTC). The Visitors' Guide is 200 pages; 500,000 copies are printed, and it is distributed to 12 district regions from Shasta to San Diego. Visit California launched a new road trips initiative focusing on unique California experiences and as part of this, Visit California created a global media FAM tour that was held in May highlighting Highway 49 and the Gold Country Region. Called "The Gold Rush Rally" FAM Tour, it brought 28 media representatives to the region, spread across seven groups of four. The Nevada County tour was organized by Valerie and Susan and consisted of local tours and fine dining.</p> <p>The Press Room Portal went live in May and is a great source to attract outside media and journalist to Nevada County. Content has been written for the</p>

	<p>stories, and press release sections. The portal needs updated photos and short videos and there is discussion of hiring a local photograph to help with this.</p> <p>The Cultural Interactive Asset Map is now live. (See 5.11).</p> <p>The next tourism committee meeting is scheduled for Thursday, August 1.</p> <p>The tourism integrated marketing committee consists of the following tourism sectors:</p> <ul style="list-style-type: none"> • Cassie Robertson – Music in the Mountains • Cathy Whittlesey – Nevada City Chamber • Erika Seward – Bear Yuba Land Trust • Gretchen Bond – Miners Foundry • Jorie Emory – Wild and Scenic Film Festival • Marni Marshall – GV Downtown Association • Robin Davies – Greater Grass Valley Chamber • Susan George – Penn Valley Chamber • Valerie Costa – The Union, GoNevadaCounty.com • Wendy Oaks – Nevada County Fairgrounds • Eliza Tudor – Nevada County Arts Council • Jesse Locks – Nevada City Film Festival • Melinda Booth – SYRCL • Patrick Eidman – Nevada County Fairgrounds • Amber Jo Manuel – The Center for the Arts • Beth Tanhoff – Donner Summit Area Association • Cassie Hebel – Truckee Downtown Association • Colleen Dalton – Truckee Tourism Business Improvement District • Eric Sams – South Nevada County Chamber • Lynn Saunders – Truckee Chamber • Sheridan Loungway – Rough and Ready Chamber • Sus Busby – Castle Peak Vacation Rentals / Soda Springs <p>GoNevadaCounty.com and various social media tools are used daily to enhance the Nevada County message. The website editor regularly posts, updates and creates campaigns that are in alignment with tourism and economic development on GoNevadaCounty.com website and Facebook page. Everything is shared through the RSS feed on ncerc.org either daily, weekly, monthly depending on the content and simultaneously shared on Facebook. The social media campaigns are county-wide reaching both Eastern and Western Nevada County.</p>
5.1; 5.2	<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> <hr/> <p>GoNevadaCounty.com, nctechconnection.org and ncerc.org are regularly updated with the latest news posts, event listings and blogs which are automated on the sites through RSS feed along with campaigns on Facebook and email announcements through MailChimp and Constant Contact. These</p>

	<p>tools are used daily to enhance the Nevada County message along with the integration of the Trumba calendar (promoting tourism events for Eastern and Western Nevada County), blogs, Instagram #gonevadacounty and fresh content on GoNevadaCounty.com.</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> <hr/> <ul style="list-style-type: none"> • August 29 Capital Region AR VR Pitch Fest Sacramento - Featured 20 start-up and early stage augmented reality or virtual reality companies. The event provided ERC/NC Tech Connection attendees the opportunity to network and connect with new startups, some of whom have spoken at TechTonic Tuesday meetups and the AR/XR meetup. • In September 2018 and April 2019 Sierra Business Council and Tahoe Silicon Mountain - Tahoe Pitch Camp and Tahoe Pitch Showcase, a series of workshops/showcase for entrepreneurs, startups, and founders. As a sponsor of this event, it afforded the opportunity to collaborate with Eastern Nevada County, connect with upcoming businesses, and promote what ERC/NC Tech Connection is providing for Nevada County. • Sponsoring and attending other local events allows for networking, gathering ideas, learning what is already taking place and shows a willingness for collaboration.
<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> <hr/> <ul style="list-style-type: none"> • Examples of monthly radio spots on KNCO with Tom Fitzsimmons and Jon Katis include: <ul style="list-style-type: none"> • Valerie Costa - GoNevadaCounty.com • Jason Brown, Business Development Director - Sierra Nevada Memorial Hospital • ERC Advisor Dave Hanson, BrewBilt • Tim Corkins, ERC updates • Shavati Karki-Pearl, ERC/NC Tech Connection, TechTonic Tuesdays and Nevada County Online Meetups • Mark Haney, Peak Performance for Entrepreneurs • News Articles: <ul style="list-style-type: none"> • October: "Tech, Entrepreneurial Ecosystem Paves Way for Growth" • November: "Connecting the Community" • December: "ERC Committed to Prosperity for Community and Businesses" • January: "Nevada County Economic Resource Council Celebrates Another Year of Helping Western Nevada County Businesses Thrive" • February: "ERC and Race Communications" • March: "Putting Nevada County on the Tech Hub Map"

	<ul style="list-style-type: none"> • April: “Working Together to Attract More Visitors to Nevada County” • May: “Nevada County and The ERC – The Place to Be” • Other News Articles and Blogs: <ul style="list-style-type: none"> • “Working with Local Tech Companies to Attract a New Generation of Employees” (Article) • “Library helps close the digital divide in Nevada County” (Article) • “Encouraging Entrepreneurs to Scale their Business” (Article) • “Tech, Entrepreneurial Ecosystem Paves Way for Growth” (Article) • Business Connections Magazine • Nevada County Business Focus: “Technology, Stronger Together” • Facebook – ERC • Facebook – NC Tech Connection • Email Campaigns • The Official Visitors Guide to Nevada County
5.3	<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> <hr/> <p>ERC continually works to participate and collaborate with our community stakeholders.</p> <ul style="list-style-type: none"> • Through efforts of ERC and many other community stakeholders, the Save Our Bridge Campaign Committee was able to achieve the funding necessary to save the Bridgeport Covered Bridge with the construction commencing in Spring 2019. • ERC was a sponsor of the STEAM Expo in April 2019 at the Nevada County Fairgrounds. In partnership with NCSOS, this expo through the local high schools, combines science, technology, engineering, art and math where Nevada County students exhibit their work and compete in various categories. Businesses and Entrepreneurs participated by showcasing their business and available career opportunities for students in Nevada County. • ERC partnered with NC Arts Council on the two Cultural Arts Districts for Grass Valley/Nevada City and Truckee. ERC and NC Arts Council have also collaborated on the proposal for an Arts/Culture Interactive Asset Map. This map has been launched and is available on nevadacountyarts.com. ERC/NC Tech Connection and NC Arts co-hosted a TechTonic Tuesday meetup with Bill Kilday, Never Lost Again - the Google Mapping Revolution • The ERC Tourism Integrated Marketing Committee consists of the following tourism sectors: Grass Valley Chamber, Nevada City

	<p>Chamber, Penn Valley Chamber, South Nevada County Chamber, Rough and Ready Chamber, Truckee Chamber, Nevada County Grown, NC Arts, Miners Foundry, Nevada County Fairgrounds, Music in the Mountains, SYRCL, Wild and Scenic Film Festival, The Center for the Arts, Grass Valley Downtown Association, Donner Summit Association and Truckee Downtown Association. Outreach marketing for the tourism sectors include additional content, magazine advertising, social media campaigns, blog posts, AdWords, enhanced display advertising, a media Press Room Portal on GoNevadaCounty.com.</p> <ul style="list-style-type: none"> • ERC’s Tourism Integrated Marketing Committee sponsored the Nevada County Grown Farm Trails Weekend. • Partnering with Sierra Harvest Food and Farm Conference AgTech19 Micro Conference was held on February 7, 2019 at Sierra College – Nevada County campus. (Info)
5.4	<p>Recommendations to assist/support increased tourism in Nevada County.</p> <hr/> <p>The following have been implemented on GoNevadaCounty.com to assist and support increased tourism:</p> <ul style="list-style-type: none"> • A media Press Room Portal with blogs, stories, photos and short videos • The official visitors guide to Nevada County is in print and online • A targeted digital display program • Enhancement of the ad words campaign • Trumba Calendar is used by 13 tourism sectors • Marketing outreach to travel magazines such as Visit California and Gold Country Visitors Association through advertising, local articles, etc. <p>Recommendations to assist/support increased tourism are:</p> <ul style="list-style-type: none"> • Create a newsletter that gathers tourist emails and delivers information directly to the tourist instead of having them search through several pages for it. Delivered regularly and with relevant material, this outreach will help organizations with serious leads and convert those who are thinking about where to spend their time. Email newsletters enable tourism organizations to offer email-only deals to engaged users. Limited-time offers is a strong lead-building strategy, encouraging both past customers and new leads to convert. • Conduct a survey to the members of the community. This will collect information on the cities/town and will ensure the community can agree on branding and marketing for Nevada County. Questions such as: <ul style="list-style-type: none"> ○ What do you think attracts a visitor to our community? ○ What type of visitor do you see coming to our community? ○ How can we improve the visitor’s experience? • Create a unique slogan. If it is possible to plug another town’s name into the slogan, then it is not unique.

	<ul style="list-style-type: none"> • Create promotion materials. This can be promotional stickers, hats, flags, t-shirts with the slogan and branding and sell these at local shops and as promotional giveaway. • Start a YouTube or Vimeo channel. This is a great way to promote and attract tourists. Make it professional and easy to search for titles.
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> <hr/> <p>Through the ERC Tourism Integrated Marketing Committee an ad was created for the Official California Visitors Guide "Gold Country Road Trip." "Gifted with historic downtowns and a vibrant arts community, Grass Valley, Nevada City and Truckee are state-designated Cultural Districts. Together the arts, wineries, craft breweries, state parks, sparkling rivers, trails, snow sports and spectacular natural beauty offers a captivating visitor experience." This guide has over 200 pages, 500,000 copies are printed and distributed to 12 district regions from Shasta to San Diego, Bay Area and Sacramento. GoNevadaCounty.com is also advertised in the Official 2019-2020 Visitors Guide brought to you by Nevada City, Greater Grass Valley, Penn Valley and South County Chambers which is available online and was an insert in The Union. There were 16,000 print copies, distributed throughout Tahoe/Truckee area and directly to target visitors to Nevada County, plus, all year on theunion.com. Promotion is through the chambers' websites, theunion.com and gonevadacounty.com. Text GoNC19 to 63975 to get the FREE GoNevadaCounty app.</p>
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> <hr/> <p>With funding through the ERC Tourism Integrated Marketing Plan, the Grass Valley/Nevada City and Truckee Cultural Art District partners supported the development of the Interactive Asset Map. This database of 100+ Nevada County cultural resources, will be maintained, updated and managed by the Nevada County Arts Council. The map is available to the public on nevadacountyarts.org and gonevadacounty.com and a link on ncerc.org. Nevada County Arts Council is an active member of the ERC Tourism Integrated Marketing Committee and have attended all the tourism meetings ERC has facilitated.</p>

Scope of Work Reference Section D6	Maintenance of the County's Tourism Website, GoNevadaCounty.com, to ensure the site's continued growth, success and integrity.
6.3.2	Provide an overview summary on website traffic reports, including webs usage, referrals, and page hit analysis to the County via Google analytics, existing host

	<p>admin tools or other methods acceptable to the County. Reports should include a brief professional analysis and/or executive summary of reported data.</p> <hr/> <p>See attached "Website Performance Report" and Monthly Analytics</p>
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> <hr/> <p>At the first tourism integrated marketing committee meeting in August 2018, the discussion centered around the GoNevadaCounty.com event calendar (Trumba); how to integrate it with other tourism calendars, how to use it, how to change the appearance and how to provide training to all editors and web personnel. Trumba calendar training was provided in January 2019 by Eric Sams at the Rood Center to 15 representatives of tourism sectors. There was one on one training to individualize the template of Trumba to concur with the look of various websites. Since the Trumba calendar training and the additional editor accounts there are 100 to 150+ tourism related events per month being uploaded.</p> <p>ERC is the administrator for the GoNevadaCounty.com Trumba calendar, Valerie Costa of The Union is the publisher and the various editor accounts are: KNCO, Nevada County Gold, Nevada City Chamber, Penn Valley Chamber, South County Chamber, Nevada County Arts Council, Greater Grass Valley Chamber, Music in the Mountains, Donner Summit Association, SYRCL, Wild and Scenic Film Festival. The Truckee Chamber, Truckee Downtown Association, and other Eastern County tourism sectors send events/press releases to the calendar publisher and administrator of GoNevadaCounty.com. With all the previous and new editor accounts, the Trumba calendar on GoNevadaCounty.com is the centralized place for Nevada County events and shows a strong and vibrant representation of what is going on in Nevada County.</p> <p>See attached "Website Performance Report"</p>
6.4.2	<p>Provide average number of weekly blog postings.</p> <hr/> <p>From July 2018 - June 2019, there have been 195 posts, averaging 3.75 posts per week.</p>
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> <hr/> <p>The SEM program includes both Google and Bing search engines. Phrases most commonly searched that lead to clicks are "fun places", "fun places to go", "tourist attractions", and "fun activities". 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, fishing, etc.</p>

	<p>In FY19 100,924 impressions were delivered, resulting in 9,120 clicks and a click through rate (CTR) of 9.04%. The positioning of the result was either in the first or second spot of the search result. 75% of those who found GoNevadaCounty.com through search were on a mobile device.</p> <p>See attached “Website Performance Report”</p>
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> <hr/> <p>Targeted digital display campaigns allow direct target to the right people, at the right time, with the right message using online display ads. Utilized keyword-level search includes retargeting, geotargeting, geofencing, behavioral targeting and customized audiences. 1,610, 054 ad impressions have been delivered resulting in 2,304 clicks which is a .143% CTR.</p> <p>GoNevadaCounty.com Facebook page has 4,900 likes and 5,100 followers.</p> <ul style="list-style-type: none"> • See attached “Website Performance Report”
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> <hr/> <ul style="list-style-type: none"> • The ERC Tourism Integrated Marketing Committee decided at this time to not pursue adding TripAdvisor to GoNevadaCounty.com. Some of the tourism hospitality sectors currently use TripAdvisor or Bookings.com.
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> <hr/> <p>The Press Room Portal went live in May and serves as a resource for media and travel journalists looking for the latest on research (history of Nevada County), Nevada County. This portal is updated regularly to reflect current tourist events, has five story ideas, six recent event press releases, and 20+ features of Nevada County in the News. Coming soon images and short videos will be integrated. Here is the link.</p> <p>No analytics to report currently.</p>

Scope of Work Reference Section D7	Sustainability Measures
7.1; 7.2; 7.3; 7.4	Provide an executive summary on the ERC’s suitability efforts that include i) list new membership, 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.

In May 2019 the ERC Executive Committee hired Gil Mathew as Director of Community Outreach to assist in engaging community organizations and individuals to become investor/partners. He currently has a short-term contract through August 2019. Gil was the Executive Director of the ERC from 2007 - 2010 and has the connections and experience to fulfill this role. Economic Development is the core of well-being and quality of life for communities and by creating a solid economic development investor/partner membership, policies, programs and activities that seek to obtain and retain jobs facilitating economic growth will continue. Gil has commitments from four organizations totaling \$5,500.00.

NoRTEC has provided three grants to the ERC in support of the NC Tech Connection. The third grant "Industry Sector Partnerships" in the amount of \$37,500 ran from October 2018 to June 2019. This grant award was for services to develop, enhance and expand regional partnerships for Industry Sector Partnership Development. NC Tech Connection will continue working to bring together multiple partners to achieve the overall goals, workforce development programs, education institutions and economic development in the NoRTEC region. A fourth grant was applied for the end of June.

There have been event sponsorships; Global Game Jam held in January 2019 had sponsorships from local tech businesses, AJA Video Systems, and Traitware (\$1,000) and AgTech19 held in February 2019 had sponsorships from Briar Patch, The Union and NID (\$1,300)

The ERC Board of Directors consists of twenty-one organizations and as of January 2019 Nevada County Cannabis Alliance has a seat on the board.

The ERC Annual Economic Development Summit will be held on September 12, 2019 and so far, has sponsorship commitments from several organizations in the amount of \$11,500.00.

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



Nevada County Economic Resource Council

FY 2018/19 Comprehensive Economic Development Program Management

	Budget	Actual	
Economic Development Services	\$170,000.00		
Contract Services	\$ 85,000.00	\$ 85,810.33	
Sierra Business Council	25,000.00	25,676.00	
NC Tech Connection	25,000.00	25,000.00	
Business & Education Liaison	10,000.00	11,418.40	
Marketing & Communication	10,000.00	9,127.00	
Hospital Video for Recruitment	15,000.00	14,589.43	
Operating Expenses	\$ 85,000.00	\$ 74,931.49	\$160,792.32
Tourism Marketing Services			
Website Maintenance-GNC.com	\$ 40,000.00	\$ 40,688.45	
Leveraged Marketing	30,000.00	24,428.69	\$70,117.14
Total	\$240,000.00		\$230,909.46



Website Performance Report

Mining for Insight

GoNevadaCounty.com

Prepared for: Nevada County Economic Resource Council
Prepared by: Valerie Costa, Tom Harbert and Chad Wingo, Nevada County Publishing Co.
Period: 7/1/18 – 6/30/19

Summary:

Site:

In the broadest terms, traffic to GoNevadaCounty.com has gone from an average of 150 sessions per day during FY18 (7/1/17 – 6/30/18) to an average of 249 sessions per day during FY19 (7/1/18 – 6/30/19), a 66% increase in traffic. That increase in traffic is directly attributed to a paid targeted display advertising campaign, paid social media advertising campaign and paid search engine marketing campaign.

Recommendations:

The paid search, social media and targeted digital display campaigns are working as intended and we recommend continuing them. We again recommend starting a database of email addresses for people that want to be notified of coming events in an email newsletter. A visitor to the home page is given a very pretty image that has no “call to action”, we recommend adding functionality at the top to help reduce bounce rate.

Detail:

- 75,977 users (45,893 in FY18)
- 90,765 sessions (54,678 in FY18)
- 133,776 page views (87,314 in FY18)

If we compare FY18 to the FY19, we can see that:

- The total number of users increased 66% over prior year
- The number of sessions increased 66% over prior year
- Pageviews increased 53% over prior year
- The number of New Users increased 74% over prior 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

The blog posts are the fuel that continues to drive people to GoNevadaCounty.com. In the last year we've posted 195 blog posts (averaging 3.75/week), almost four times what is required to fulfill the contract. The posts have a wide range of topics that cover a broad range of what would be of interest to tourist.

Facebook

In the last year, we posted 301 times on Facebook covering that same, large range of topics that would be covered in the blog posts. The number of likes was increased by 9%, to 4,925 and the number of followers was increased by 10%, up to 4,901. This increase is due to content, as there have been no changes to the Facebook budget.

Search Engine Marketing (SEM) also referred to as AdWords

The SEM program includes both Google and Bing search engines. Phrases most commonly searched that lead to clicks are "fun places", "fun places to go", "tourist attractions" and "fun activities". 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, fishing, etc.

In FY19 we delivered 100,924 impressions, resulting in 9,120 clicks and a CTR of 9.04%. The positioning of the result was either in the first or second spot of the search result. 75% of those who found GoNevadaCounty.com through search were on a mobile device.

Targeted Digital Display

This campaign allows us to target the right people, at the right time, with the right message using online display ads. We utilize keyword-level search retargeting, geotargeting, geofencing, behavioral targeting, and customized audiences. For this program we build ads in five different sizes (320x50, 300x250, 728x90, 160x600 & Google Native).

We have a delivered 1,610,054 ad impressions resulting in 2,304 clicks which is a .143% CTR.

Other Activities

- Frequent trips to Truckee- Met with Chamber people, Tahoe Donner Association, Donner Historical Society, KTKR (local Truckee Radio), Art galleries, restaurant owners, Tahoe Donner PR representative, Northstar representative, and more.
- Added 67 new businesses to GNC database
- Removed 12 out of business listings
- Developed press portal with the assistance of Kyle Conrad; created the design model and sent him the content to be used.
- Attended two meetings of Gold Country Visitor's Association (GCVA); worked with Susan George to develop the content for two websites in coordination with that group. Check out the Nevada County page on this Visit Gold Country website: <https://visitgoldcountry.com/>
- Along with Susan George, created an itinerary for two different themed groups (outdoor adventure; history and culture) for a Visit California International media tour as part of their road trip initiative. Also hosted the groups both night at dinner and throughout the days. Worked with GCVA to ensure that we were not duplicating activities. See the article "Gold Country Shines" and great photo on the Gold Rush Rally FAM Tour...also must reads. Here is the link to the article <https://industry.visitcalifornia.com/More/Newsroom/Gold-Rush-Rally-draws-global-attention-to-Gold-Country>
- Answered phone calls from people throughout the state and country, and one from Ireland, answering questions about a whole host of things. Estimated 75 phone calls throughout the year.
- Worked with Eric Sams to increase the number of organizations utilizing the Trumba Calendar. Through workshops and one on one sessions, we added the Nevada County Arts Council, Greater Grass Valley Chamber, Music in the Mountains, and Wild and Scenic Film Festival to the calendar.
- Managed the Trumba calendar, including answering questions frequently from partner organizations.

Recommendations:

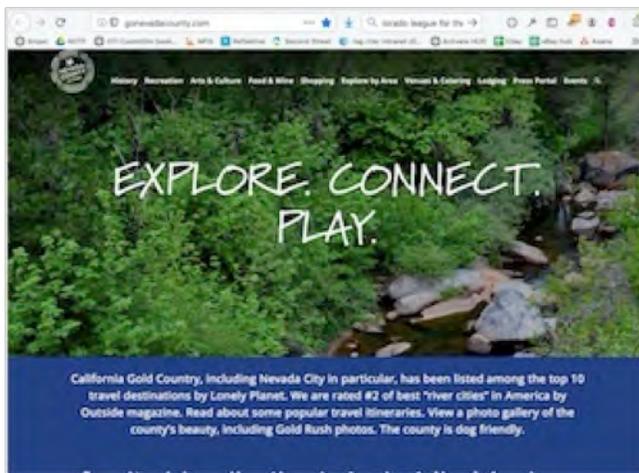
Continue paid and search campaigns: The paid search and social media campaigns are working as intended and we recommend continuing them. The benefit can be directly measured in the users that come to the site. Given the direct, measurable relationship between money spent on these efforts and site visitors, it makes sense to increase spending in these areas.

Start an email newsletter. We again recommend starting a database of email addresses for people that want to be notified of coming events in an email newsletter. There are two benefits to starting an email newsletter. The first is that rather than waiting for people to think to find the site, we can reach out to visitors on our own schedule to remind them to come to the site. A modest email list of just 2,000 email addresses which is sent once a week would give us 106,000 new opportunities to get traffic to the site. If 30%

of those emails were opened, and 30% of those were clicked, the site would have an additional 9,540 sessions per year which compares closely to the Paid Search campaign which has brought 8,402 sessions in the past 12 months.

Homepage Call to Action “above the fold” A visitor to the homepage is presented with a screen that although pretty, has no obvious “Call to Action”. In other words, the portion of the website that is initially visible without scrolling has no button or link that makes it obvious what we expect them to do next. This relies on the user to know to scroll down which could explain why a large percentage of the users who landed on the homepage “bounced” without visiting a subsequent page.

We recommend redesigning the top part of the page so as to have obvious calls to action to keep readers on the site. If the bounce rate was reduced (we got users to click on a subsequent page) by 20%, then there would be 3,950 additional page views on the site in a year.



GoNevadaCounty.com Audience Dashboard

Jul 1, 2018 - Jul 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



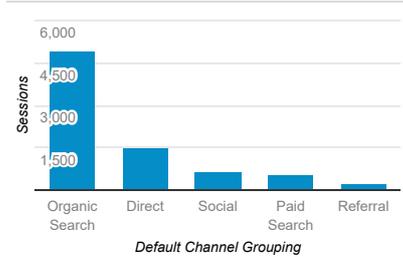
Total Sessions (Visits)



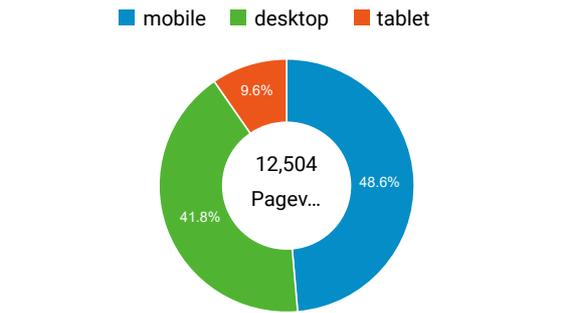
Total Pageviews (Entire Site)



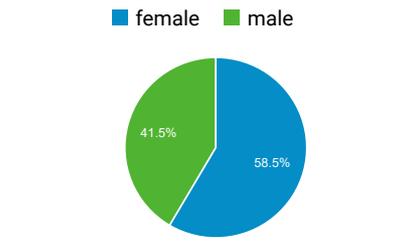
Traffic Source Breakdown



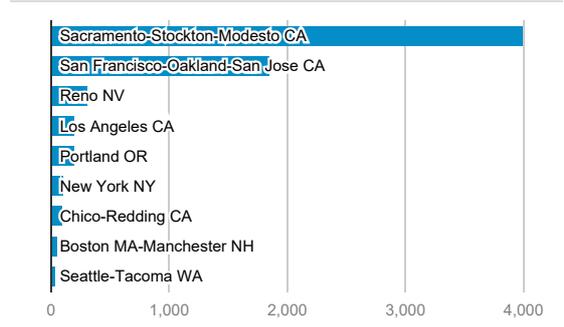
Device Category (Mobile)



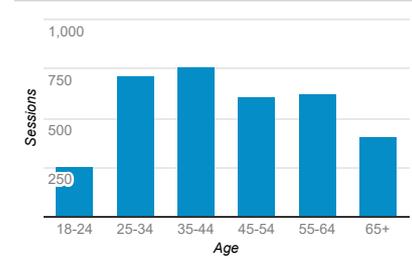
Gender



Sessions by Metropolitan Area (DMA)



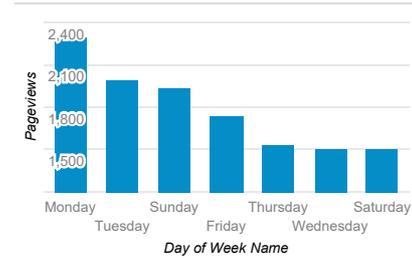
Age



Top pages

Page	Pageviews	Avg. Time on Page
/	1,245	00:01:25
/2018/07/top-10-summer-family-fun-activities-in-nevada-county/	740	00:02:08
/events/	649	00:04:03
/2012/07/south-yuba-river-swimming-hole-named-one-of-cas-best-kcra/	458	00:02:37
/recreation/fishing/	449	00:01:09
/attraction/bowman-lake-recreation-area/	422	00:02:17
/recreation/swimming/	279	00:00:58
/attraction/rollins-lake/	260	00:01:47
/recreation/hiking/	247	00:01:06
/2014/07/five-favorite-swimming-holes-in-nevada-county/	211	00:03:06

Pageviews by Day of Week



Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	140
+fun +places near me	86
+fun +places +to +go near me	64
+tourists +attraction	48
+fun +places	29
+fun +places california	25
+fun +activities	23
+tourist +attractions near me	21
+fun +activities near me	14

GoNevadaCounty.com Audience Dashboard

Aug 1, 2018 - Aug 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



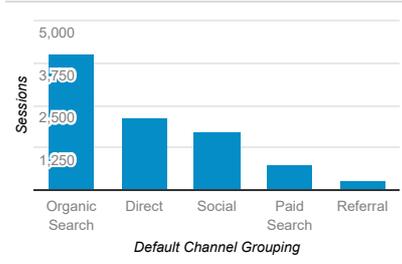
Total Sessions (Visits)



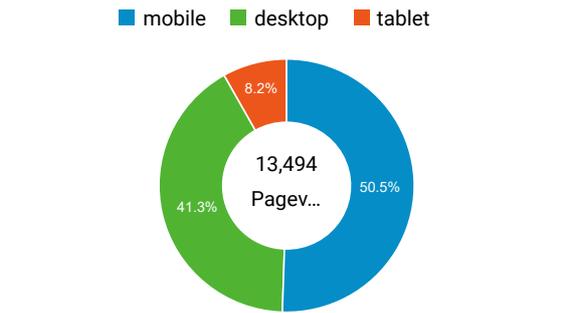
Total Pageviews (Entire Site)



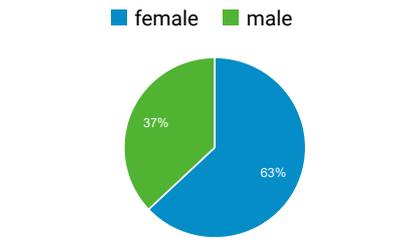
Traffic Source Breakdown



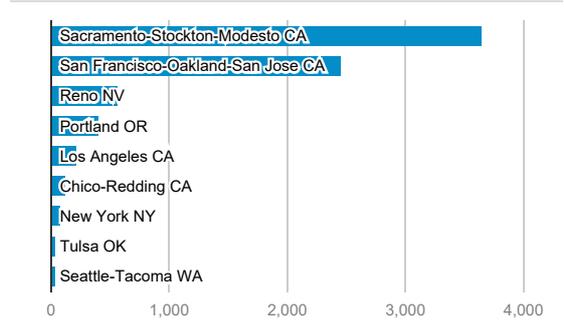
Device Category (Mobile)



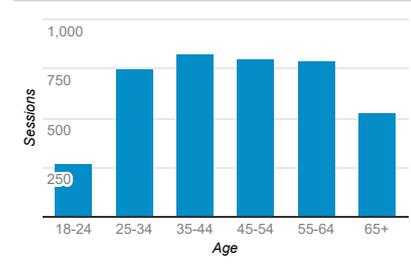
Gender



Sessions by Metropolitan Area (DMA)



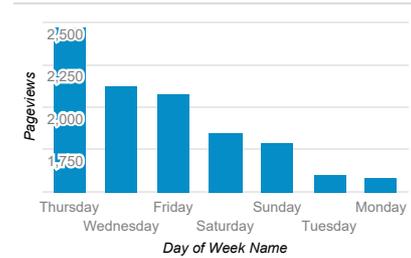
Age



Top pages

Page	Pageviews	Avg. Time on Page
/	1,789	00:02:10
/2018/08/7-upcoming-events-for-foodies-wine-lovers-and-beer-enthusiasts-in-nevada-county/	795	00:01:31
/2018/07/top-10-summer-family-fun-activities-in-nevada-county/	757	00:01:41
/events/	751	00:02:54
/2018/07/nevada-county-fair-tickets-on-sale-now-buy-early-and-save-2/	630	00:02:12
/2018/07/its-almost-time-for-the-nevada-county-fair/	576	00:01:06
/2012/07/south-yuba-river-swimming-hole-named-one-of-cas-best-kcra/	373	00:03:17
/recreation/hiking/	289	00:00:53
/attraction/howman-lake-recre		

Pageviews by Day of Week



Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	142
+fun +places near me	97
+fun +places +to +go near me	68
+fun +activities	57
+fun +places	56
+tourists +attraction	49
+tourist +attractions near me	39
+fun +activities near me	25
+kids +attractions near me	19



GoNevadaCounty.com Audience Dashboard

Sep 1, 2018 - Sep 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)



Avg. Session (Visit) Duration



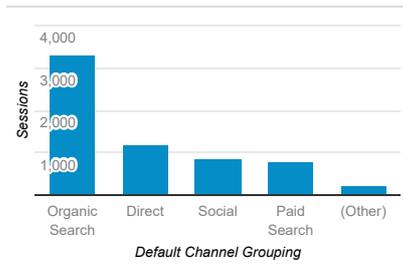
Total Sessions (Visits)



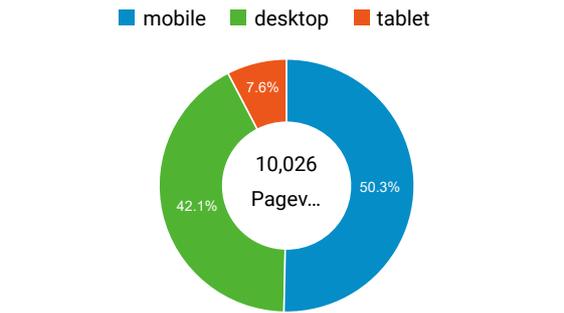
Total Pageviews (Entire Site)



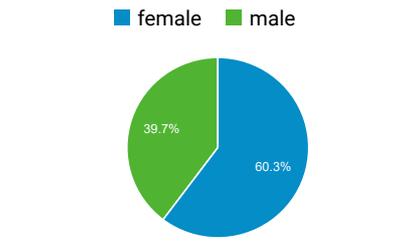
Traffic Source Breakdown



Device Category (Mobile)



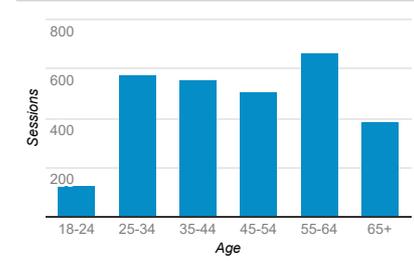
Gender



Sessions by Metropolitan Area (DMA)



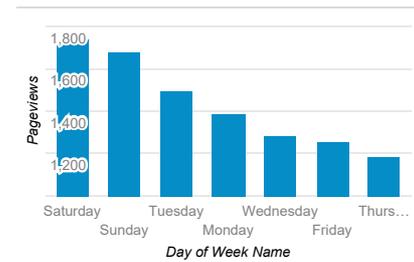
Age



Top pages

Page	Pageviews	Avg. Time on Page
/	1,700	00:01:18
/events/	783	00:03:54
/2018/09/nevada-county-is-internationally-renowned-for-its-ayurvedic-offerings/	409	00:03:41
/2018/09/the-5-most-instagramable-spots-in-nevada-county/	405	00:01:48
/recreation/hiking/	260	00:01:40
/2018/09/get-your-race-on-in-nevada-county-in-september/	240	00:01:55
/recreation/fishing/	221	00:01:21
/2012/07/south-yuba-river-swimming-hole-named-one-of-cas-best-kcra/	199	00:01:44
/attraction/bowman-lake-recreation-area/	170	00:02:05
/arts-culture/faire-festivals-sne		

Pageviews by Day of Week



Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	186
+fun +places near me	74
+fun +places +to +go near me	65
+fun +places	50
+tourists +attraction	47
+fun +activities	44
+tourist +attractions near me	38
+fun +places +for +kids	26
+fun +places california	19



GoNevadaCounty.com Audience Dashboard

Oct 1, 2018 - Oct 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



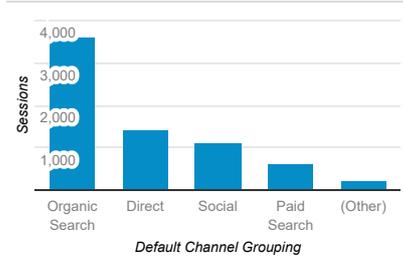
Total Sessions (Visits)



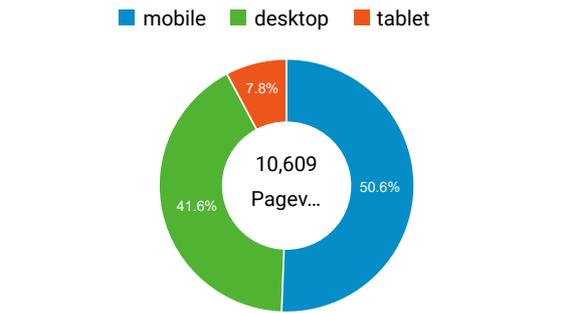
Total Pageviews (Entire Site)



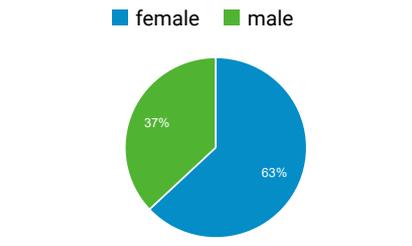
Traffic Source Breakdown



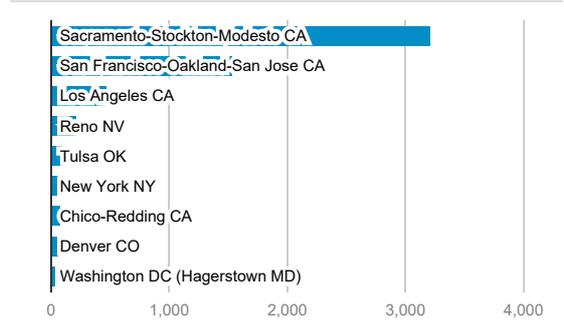
Device Category (Mobile)



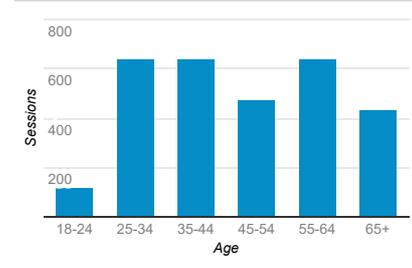
Gender



Sessions by Metropolitan Area (DMA)



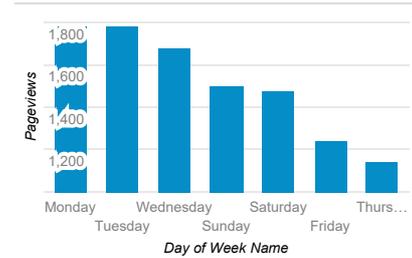
Age



Top pages

Page	Pageviews	Avg. Time on Page
/	1,411	00:01:44
/2018/10/halloween-events-in-nevada-county-fun-for-all-ages/	1,245	00:03:33
/2018/10/fall-in-love-with-fall-in-nevada-county/	892	00:01:42
/events/	713	00:03:26
/recreation/hiking/	206	00:01:01
/attraction/nevada-city-grass-valley-fall-colors-tour/	189	00:02:25
/recreation/fishing/	174	00:01:06
/attraction/bierwagens-donner-trail-fruit-happy-apple-kitchen/	128	00:03:23
/arts-culture/fairs-festivals-special-events/	118	00:00:56
/attraction/bierwagens-pumpkin-patch-harvest-festival/	110	00:02:38

Pageviews by Day of Week



Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	122
+fun +places near me	72
+fun +activities	51
+fun +places	42
+fun +places +to +go near me	42
+tourists +attraction	31
+fun +places +for +kids	29
+tourist +attractions	23
+tourist +attractions near me	21



GoNevadaCounty.com Audience Dashboard

Nov 1, 2018 - Nov 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)



Avg. Session (Visit) Duration



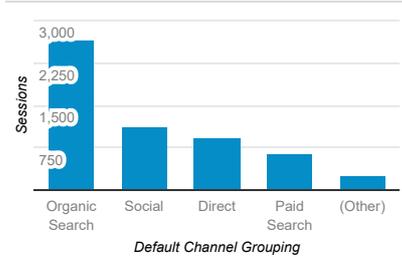
Total Sessions (Visits)



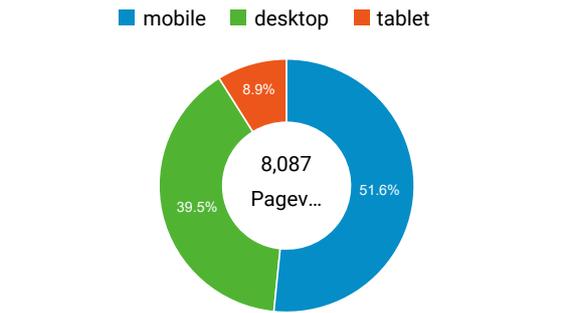
Total Pageviews (Entire Site)



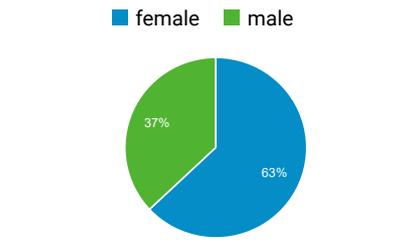
Traffic Source Breakdown



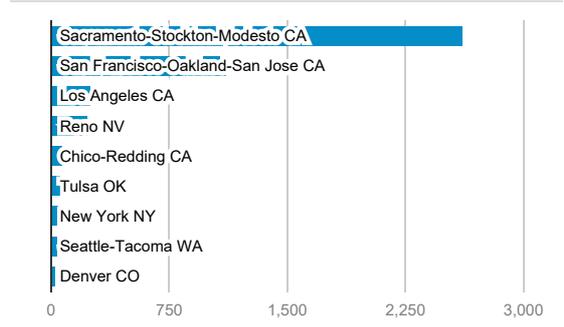
Device Category (Mobile)



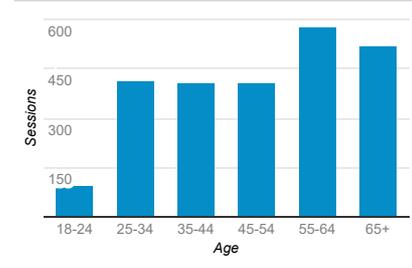
Gender



Sessions by Metropolitan Area (DMA)



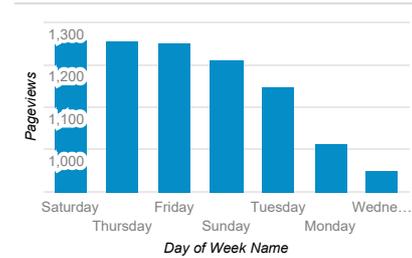
Age



Top pages

Page	Pageviews	Avg. Time on Page
/	1,369	00:01:54
/2018/11/six-great-reasons-to-spend-thanksgiving-weekend-in-nevada-county/	687	00:02:49
/events/	539	00:03:46
/2018/11/cornish-christmas-kicks-off-on-november-23/	336	00:02:24
/recreation/hiking/	214	00:00:54
/recreation/fishing/	132	00:01:09
/2018/11/penn-valley-holiday-events/	86	00:02:55
/arts-culture/fairs-festivals-special-events/	80	00:00:41
/2018/11/34th-annual-country-christmas-faire/	78	00:02:59
/food-wine/farms/	77	00:01:23

Pageviews by Day of Week



Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	203
+fun +places near me	63
+fun +places	46
+fun +activities	38
+fun +places +to +go near me	29
+tourist +attractions	26
+tourist +attractions near me	20
+fun +places +for +kids	18
+tourists +attraction	17



GoNevadaCounty.com Audience Dashboard

Dec 1, 2018 - Dec 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



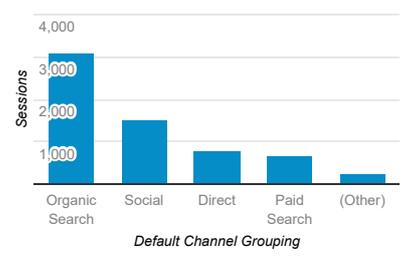
Total Sessions (Visits)



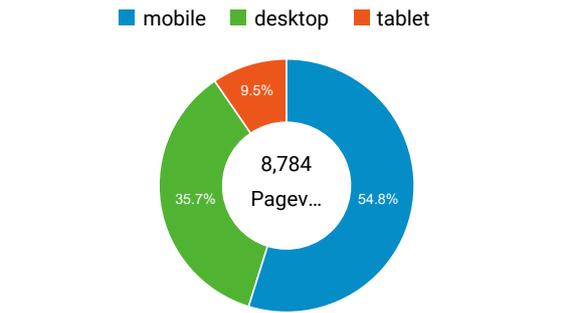
Total Pageviews (Entire Site)



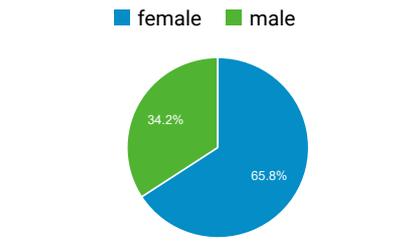
Traffic Source Breakdown



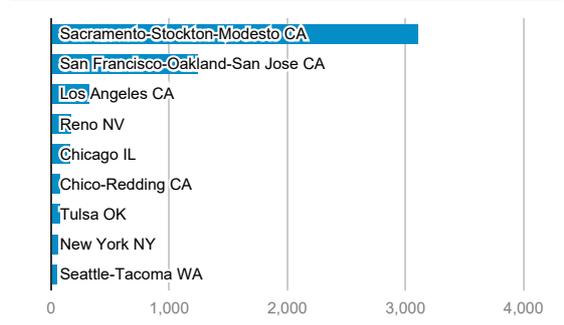
Device Category (Mobile)



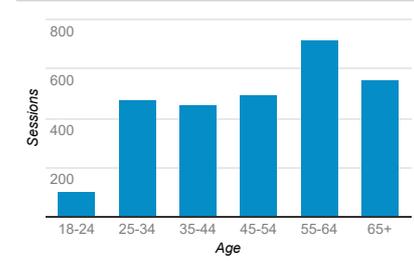
Gender



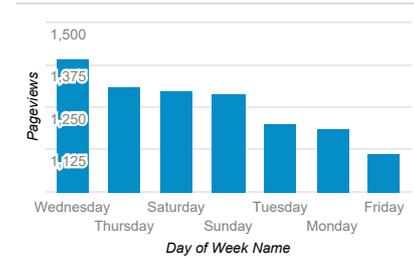
Sessions by Metropolitan Area (DMA)



Age



Pageviews by Day of Week



Top pages

Page	Pageviews	Avg. Time on Page
/	1,499	00:02:06
/2018/12/victorian-christmas/	791	00:04:12
/events/	487	00:04:08
/2018/12/nevada-city-is-chosen-as-the-1-value-town-in-nor-california/	351	00:03:01
/2018/12/celebrate-new-years-eve-in-nevada-county/	262	00:02:59
/2018/11/cornish-christmas-kicks-off-on-november-23/	255	00:02:08
/2017/12/nevada-city-is-chosen-as-the-1-value-town-in-nor-california/	250	00:02:43
/2018/11/penn-valley-holiday-events/	173	00:03:30
/2013/12/christmas-day-dining-in-our-county/	168	00:00:49
/2018/12/truckee-featured-in-		

Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	134
+fun +places near me	77
+fun +places +to +go near me	42
+tourists +attraction	37
+fun +places	36
+fun +activities	33
+tourist +attractions	33
+fun +places +for +kids	31
+fun +activities near me	30
+tourist +attractions near	30

GoNevadaCounty.com Audience Dashboard

Jan 1, 2019 - Jan 31, 2019

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



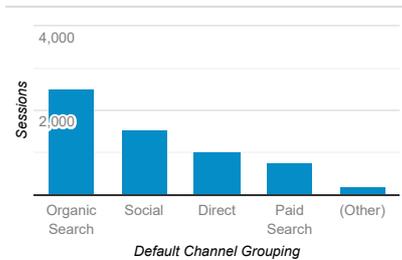
Total Sessions (Visits)



Total Pageviews (Entire Site)

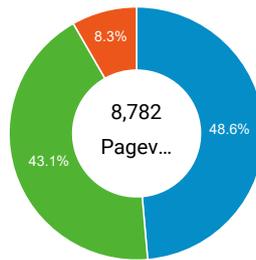


Traffic Source Breakdown



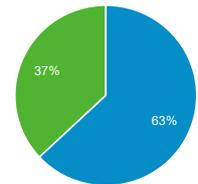
Device Category (Mobile)

mobile desktop tablet

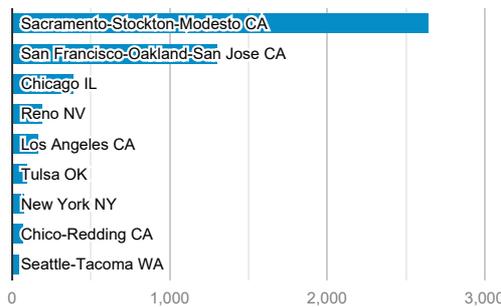


Gender

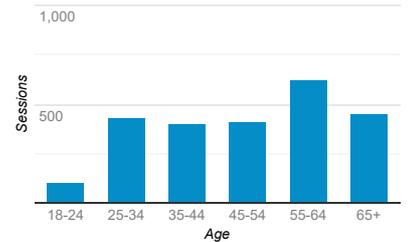
female male



Sessions by Metropolitan Area (DMA)



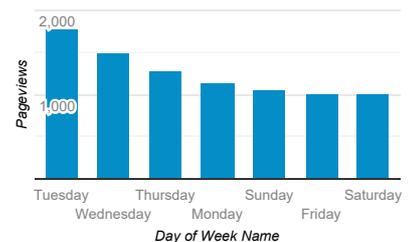
Age



Top pages

Page	Pageviews	Avg. Time on Page
/	1,774	00:01:51
/events/	463	00:04:05
/2019/01/edgy-unique-nugget-fringe-festival-returns-to-grass-valley-jan-18-28/?preview=true&_thumbnail_id=69679	355	00:04:46
/2019/01/getting-married-com-e-check-out-nevada-county/	293	00:02:12
/2019/01/nbc-news-in-los-angeles-touts-nevada-citys-mardi-gras-event-as-worth-the-trip/	231	00:02:21
/2018/12/wild-scenic-film-festival-announces-150-award-winning-environmental-and-adventure-films-to-be-featured-jan-17-21-2019/	222	00:01:39
/recreation/hiking/	204	00:01:17
/2019/01/hallmark-blogger-revisits-the-iconic-locations-from-the-christmas-card/	157	00:04:29

Pageviews by Day of Week



Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	179
+fun +places	73
+tourists +attraction	62
+fun +places near me	59
+fun +places +to +go near me	48
+fun +activities	42
+tourist +attractions	37
+fun +places +for +kids	20
+tourist +attractions near me	20
+tourist +information	15

GoNevadaCounty.com Audience Dashboard

Feb 1, 2019 - Feb 28, 2019

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



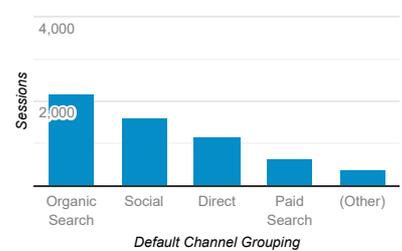
Total Sessions (Visits)



Total Pageviews (Entire Site)

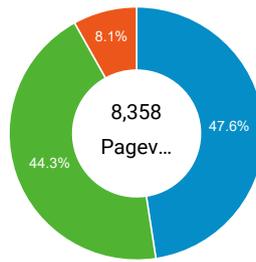


Traffic Source Breakdown



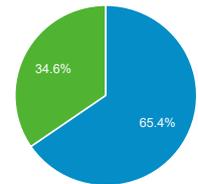
Device Category (Mobile)

mobile desktop tablet

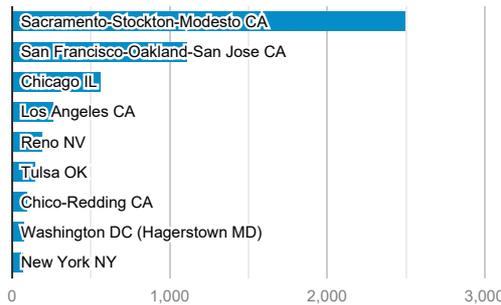


Gender

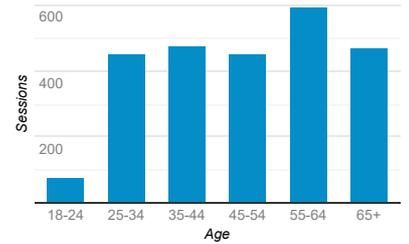
female male



Sessions by Metropolitan Area (DMA)



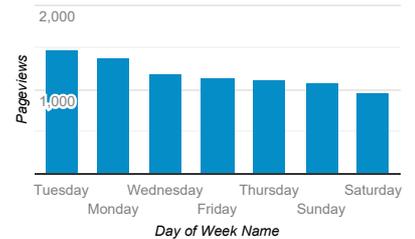
Age



Top pages

Page	Pageviews	Avg. Time on Page
/	1,724	00:01:31
/2019/02/celebrate-mardi-gras-nevada-city-style-2/	643	00:02:40
/events/	448	00:03:10
/2019/01/truckee-california-offering-visitors-100-cash-back-when-they-stay-two-or-more-nights/	443	00:01:52
/recreation/hiking/	119	00:00:57
/2019/02/donner-pass-summit-tunnel-hike-featured-in-popular-travel-blog-california-through-my-lens/	110	00:01:43
/recreation/fishing/	99	00:00:54
/2019/01/happy-chinese-lunar-new-year/	94	00:02:59
/arts-culture/fairs-festivals-special-events/	84	00:00:46
/2019/02/one-night-of-queen-p	77	00:01:10

Pageviews by Day of Week



Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	151
+fun +activities	47
+fun +places	46
+fun +places +to +go near me	44
+fun +places near me	34
+tourists +attraction	33
+tourist +attractions	26
+fun +places +for +kids	23
+kids +attractions	16
+tourist +attractions near me	14

GoNevadaCounty.com Audience Dashboard

Mar 1, 2019 - Mar 31, 2019

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

All Users
100.00% Sessions

Users (Unique Visitors)

6,356
% of Total: 100.00% (6,356)

Avg. Session (Visit) Duration

00:00:55
Avg for View: 00:00:55 (0.00%)

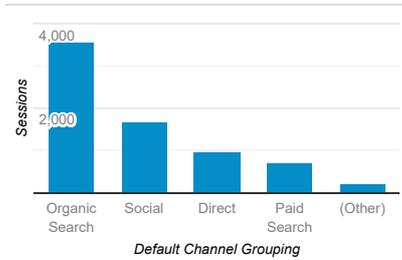
Total Sessions (Visits)

7,227
% of Total: 100.00% (7,227)

Total Pageviews (Entire Site)

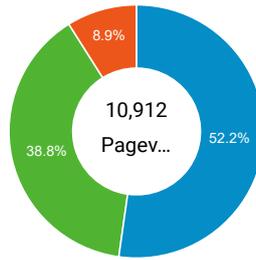
10,912
% of Total: 100.00% (10,912)

Traffic Source Breakdown



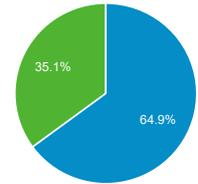
Device Category (Mobile)

mobile desktop tablet

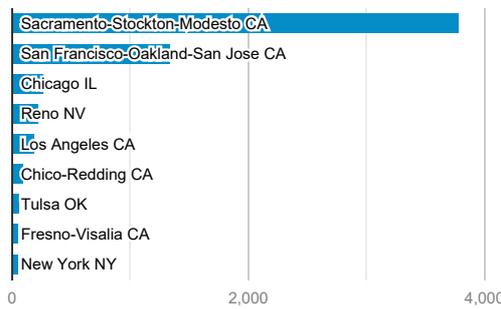


Gender

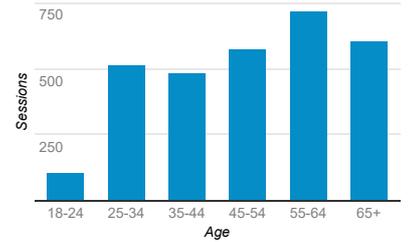
female male



Sessions by Metropolitan Area (DMA)



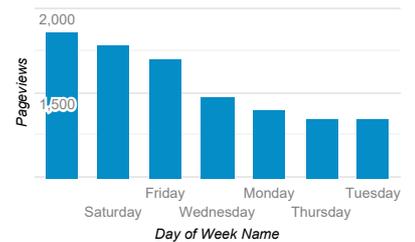
Age



Top pages

Page	Pageviews	Avg. Time on Page
/	1,682	00:01:52
/2019/03/guided-wildflower-walks-at-south-yuba-river-state-park-bridgeport-every-saturday/	1,215	00:02:56
/events/	586	00:03:13
/2019/03/celebrate-st-patrick-s-day-in-nevada-county/	332	00:04:25
/recreation/hiking/	322	00:01:11
/recreation/fishing/	159	00:01:13
/2019/03/birds-wildflowers-trails-and-vistas-all-happening-at-south-yuba-river-state-park/	127	00:02:55
/attraction/buttermilk-bend-trail/	125	00:02:12
/2019/02/sugar-bowl-resort-shatters-all-time-february-snowfall-record/	100	00:03:41
/history/gold/	97	00:03:03

Pageviews by Day of Week



Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	187
+fun +places near me	59
+tourists +attraction	49
+fun +places	46
+fun +places +to +go near me	39
+fun +activities	34
+tourist +attractions	27
+tourist +attractions near me	23
+fun +places california	18
+fun +places +to +go +with friends	17

GoNevadaCounty.com Audience Dashboard

Apr 1, 2019 - Apr 30, 2019

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

All Users
100.00% Sessions

Users (Unique Visitors)

6,792
% of Total: 100.00% (6,792)

Avg. Session (Visit) Duration

00:00:52
Avg for View: 00:00:52 (0.00%)

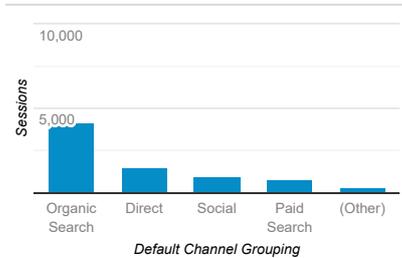
Total Sessions (Visits)

7,646
% of Total: 100.00% (7,646)

Total Pageviews (Entire Site)

11,124
% of Total: 100.00% (11,124)

Traffic Source Breakdown



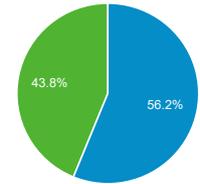
Device Category (Mobile)

mobile desktop tablet

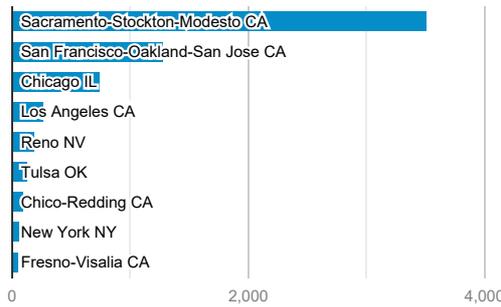


Gender

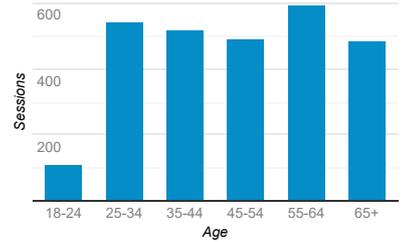
female male



Sessions by Metropolitan Area (DMA)



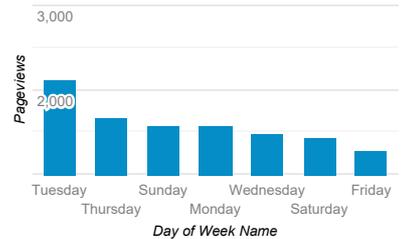
Age



Top pages

Page	Pageviews	Avg. Time on Page
/	1,813	00:01:58
/events/	543	00:03:37
/recreation/fishing/	313	00:01:03
/2019/04/34th-annual-grass-valley-car-show/	304	00:02:29
/2019/03/blue-marble-jubilee-returns-to-grass-valley/	298	00:04:46
/recreation/hiking/	257	00:00:49
/2019/03/guided-wildflower-walks-at-south-yuba-river-state-park-bridgeport-every-saturday/	210	00:03:51
/attraction/buttermilk-bend-trail/	183	00:03:55
/2018/04/7-things-you-can-strike-off-your-bucket-list-by-visiting-nevada-county/	166	00:02:27
/attraction/bowman-lake-recreation-area/	156	00:01:47

Pageviews by Day of Week



Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	212
+fun +places near me	93
+tourists +attraction	56
+fun +places +to +go near me	39
+fun +places	37
+fun +activities	36
+tourist +attractions	35
+tourist +attractions near me	30
+fun +places california	17
+fun +places +to +go +with friends	16

GoNevadaCounty.com Audience Dashboard

May 1, 2019 - May 31, 2019

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

All Users
100.00% Sessions

Users (Unique Visitors)



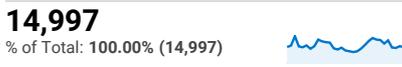
Avg. Session (Visit) Duration



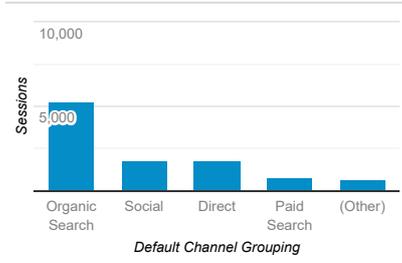
Total Sessions (Visits)



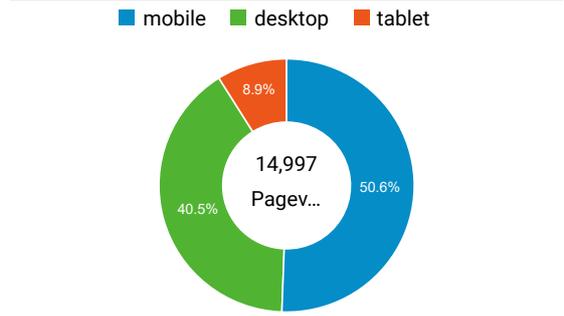
Total Pageviews (Entire Site)



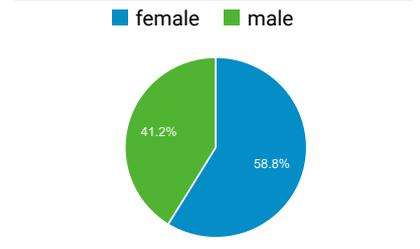
Traffic Source Breakdown



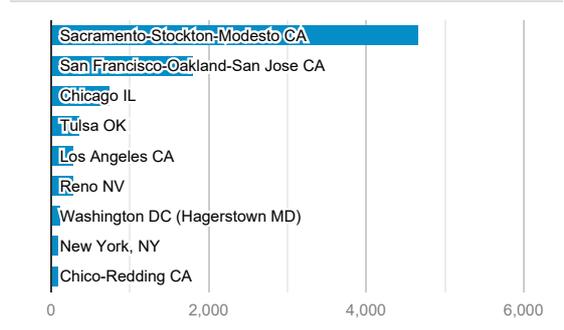
Device Category (Mobile)



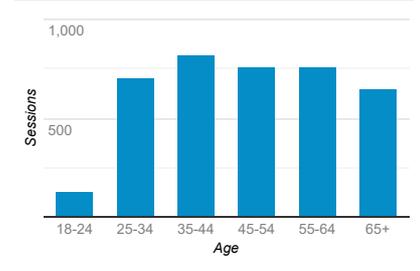
Gender



Sessions by Metropolitan Area (DMA)



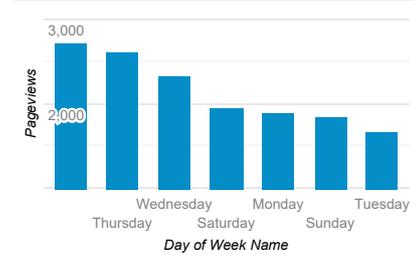
Age



Top pages

Page	Pageviews	Avg. Time on Page
/	2,496	00:01:55
/2019/05/top-10-summer-family-fun-activities-in-nevada-county/	638	00:01:20
/events/	602	00:04:29
/2019/05/mothers-day-events-in-nevada-county-2019/	496	00:02:42
/2019/05/blue-marble-jubilee-returns-to-grass-valley/	419	00:03:31
/recreation/fishing/	329	00:01:46
/2018/04/7-things-you-can-strike-off-your-bucket-list-by-visiting-nevada-county/	265	00:02:22
/2019/05/strawberry-music-festival-returns-to-grass-valley-memorial-day-weekend/	254	00:02:19
/recreation/hiking/	249	00:01:31
/2019/05/59th-annual-nevada-city-classic-bicycle-race-and-br	218	00:02:47

Pageviews by Day of Week



Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	153
+tourists +attraction	86
+tourist +attractions	73
+fun +places near me	59
+fun +activities	43
+fun +places	41
+tourist +attractions near me	29
+fun +places +to +go near me	27
+fun +places california	14
+kids +attractions	14

GoNevadaCounty.com Audience Dashboard

Jun 1, 2019 - Jun 30, 2019

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

All Users
100.00% Sessions

Users (Unique Visitors)

9,138
% of Total: 100.00% (9,138)



Avg. Session (Visit) Duration

00:00:57
Avg for View: 00:00:57 (0.00%)



Total Sessions (Visits)

10,523
% of Total: 100.00% (10,523)

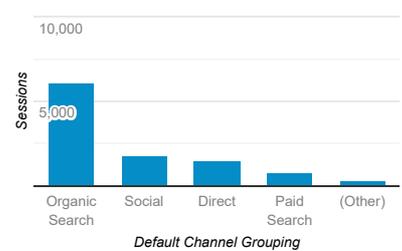


Total Pageviews (Entire Site)

16,099
% of Total: 100.00% (16,099)

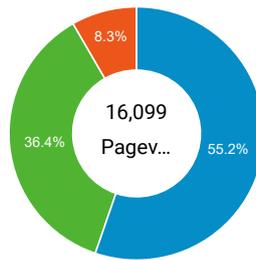


Traffic Source Breakdown



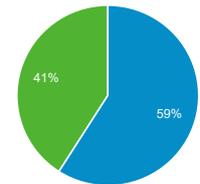
Device Category (Mobile)

mobile desktop tablet

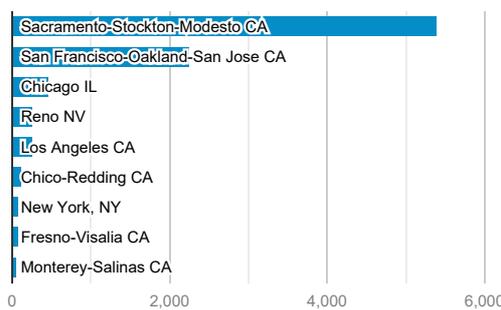


Gender

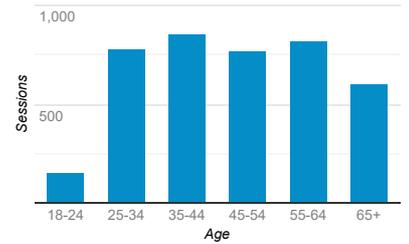
female male



Sessions by Metropolitan Area (DMA)



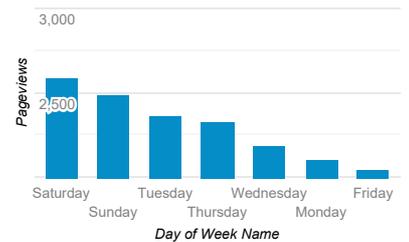
Age



Top pages

Page	Pageviews	Avg. Time on Page
/	1,894	00:01:56
/2019/05/top-10-summer-family-fun-activities-in-nevada-county/	1,026	00:01:32
/events/	689	00:03:35
/recreation/fishing/	501	00:01:13
/attraction/bowman-lake-recreation-area/	434	00:02:09
/recreation/swimming/	416	00:01:19
/attraction/rollins-lake/	414	00:01:57
/attraction/pioneer-park/	411	00:01:29
/2012/07/south-yuba-river-swimming-hole-named-one-of-cas-best-kcra/	390	00:02:39
/recreation/camping/	345	00:00:50

Pageviews by Day of Week



Keywords (Google Searches)

Keyword	Sessions
+fun +places +to +go	154
+fun +activities	71
+tourists +attraction	55
+fun +places near me	48
+fun +places	44
+tourist +attractions	36
+fun +places +to +go near me	26
+tourist +attractions near me	25
+kids +attractions	19
+kids +attractions californi	17

Date Range: Jul 1, 2017 - Jun 30, 2018

URL Filter: Page

Sessions (Visits)

54,678

Total

150

Avg. / Day

Pageviews

87,314

Total

239

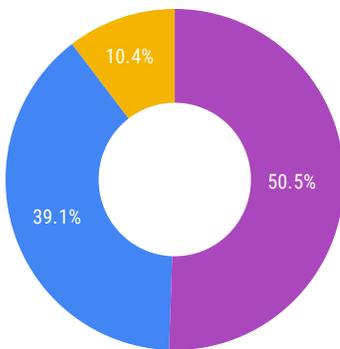
Avg. / Day

Users (Unique Visitors)

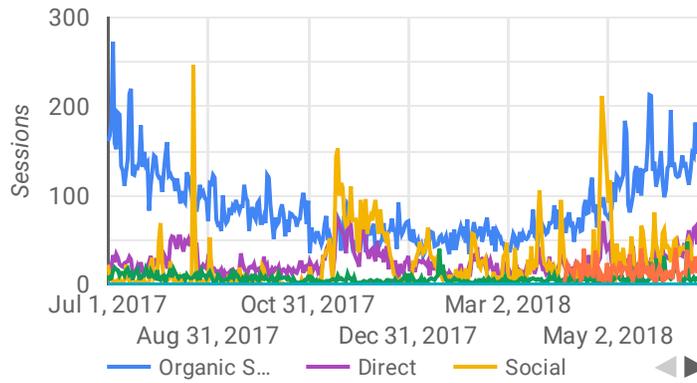
45,893

Devices

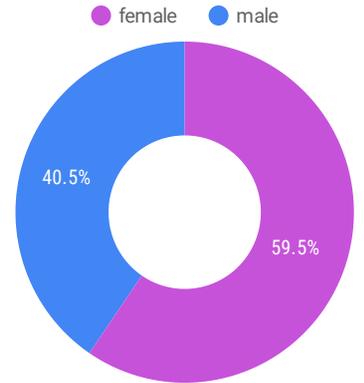
mobile desktop tablet



Traffic Timeline



Gender



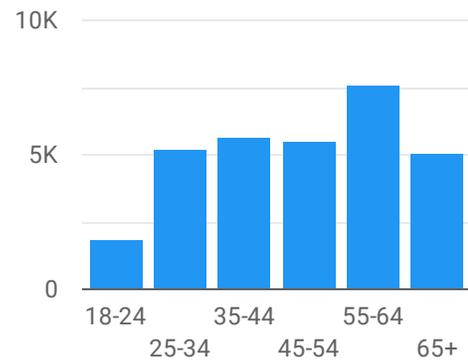
Metropolitan Area

Sacramento-Stockton-Modesto CA	29,678
San Francisco-Oakland-San Jose...	10,920
Reno NV	1,736
Los Angeles CA	1,422
Chico-Redding CA	861
Boston MA-Manchester NH	692
New York, NY	408
Fresno-Visalia CA	335
San Diego CA	321
Seattle-Tacoma WA	256

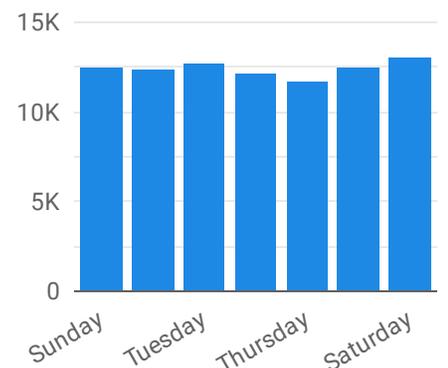
Interests

Food & Dining/Cooking En...	24,554
News & Politics/Avid News...	19,592
Shoppers/Value Shoppers	18,945
Media & Entertainment/Bo...	18,255
Banking & Finance/Avid In...	15,534
Lifestyles & Hobbies/Outdo...	15,408
Travel/Travel Buffs	15,363
Lifestyles & Hobbies/Green...	15,356
Lifestyles & Hobbies/Art & ...	15,145
Lifestyles & Hobbies/Shutt...	14,151

Age



Day of Week



Date Range: Jul 1, 2018 - Jun 30, 2019

URL Filter: Page

Sessions (Visits)

90,765
Total

249
Avg. / Day

Pageviews

133,776
Total

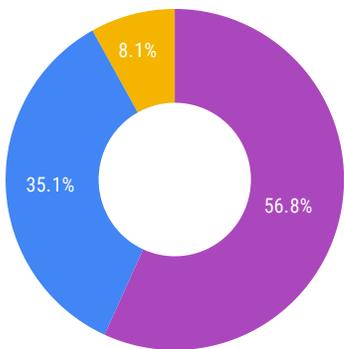
367
Avg. / Day

Users (Unique Visitors)

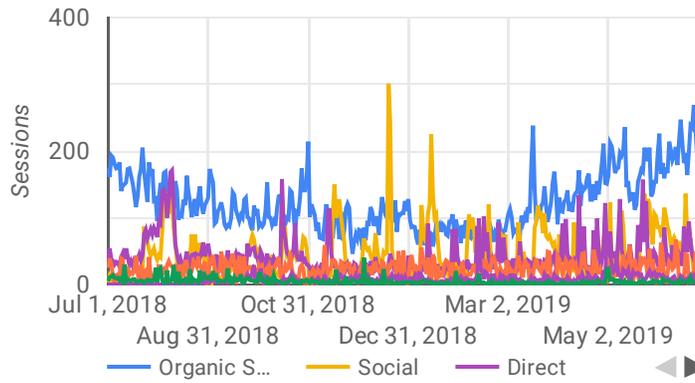
75,977

Devices

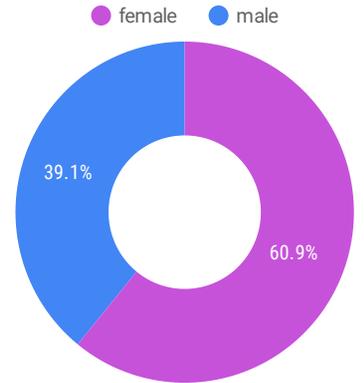
mobile desktop tablet



Traffic Timeline



Gender



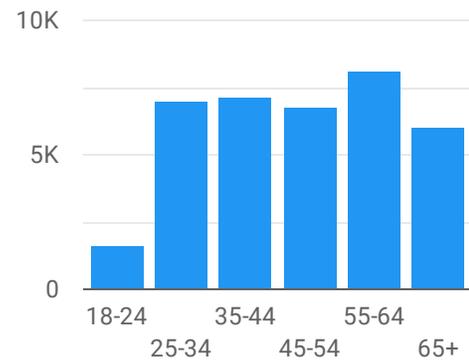
Metropolitan Area

Sacramento-Stockton-Modesto CA	42,139
San Francisco-Oakland-San Jose...	19,000
Chicago IL	3,475
Los Angeles CA	3,092
Reno NV	3,031
Tulsa OK	1,232
Chico-Redding CA	1,118
New York, NY	912
Portland OR	878
Fresno-Visalia CA	530

Interests

Food & Dining/Cooking En...	28,533
Shoppers/Value Shoppers	23,163
Lifestyles & Hobbies/Outdo...	20,988
Media & Entertainment/Bo...	20,437
News & Politics/Avid News...	19,632
Lifestyles & Hobbies/Art & ...	19,280
Sports & Fitness/Health & ...	19,253
Lifestyles & Hobbies/Pet L...	18,605
Lifestyles & Hobbies/Green...	18,526
Travel/Travel Buffs	18,305

Age



Day of Week

