

ERC Nevada County Economic Resource Council



Board of Supervisors Presentation

July 19, 2016

A Few Highlights



- Accelerated by a year, launch of the Sierra Digital Media Campus
- Completed all planning and secured resources to launch The Connected Communities Academy
- Completed Feasibility Study resulting in focus on VR & AR Sectors
- Designed & Developed key Websites
- Held most successful ERC Annual Development Summit yet
- Developed an integrated marketing plan resulting in the T.O.T.A.L. brand
- Developed Trade Show Display reflecting T.O.T.A.L.
- Provided valuable assistance to local businesses

ERC Core Programs



- FAB 5
 - Royal Welcome
 - Talent Connection
- Integrated Marketing Campaign
- Including Key External Conferences
 - Websites
 - Annual Summit
- County & Regional Coordination/Collaboration

FAB 5



Examples:

Applied Science, Inc.
Gyro-Stabilized Systems (GSS)
Spiral Internet
RCD Engineering, Inc.

Assistance to local companies
with growth potential:

- Advocacy
- Customers & Partners
- Talent
- Capital
- Keen Insight
- Public Relations/Visibility

Royal Welcome



Our Effort to Bring Companies & Talent to Nevada County

Royal Welcome



- Top Bay Area Tech Companies
- 50 Bay Area Digital Media Startups
- Telecommuters/Commuters
- “The Bait” – Customized Presentations From Extensive Data Collection
- Accelerator Startup Prospects
- The Keys: “Build the Ecosystem” and “Extend the Runway”
- Business Climate Items





“It’s easier to start a company outside the Valley than in it.”
Sergey Brin, Google cofounder

Housing



Nevada County



\$799,000
4 Bedrooms
3 Baths
2,286 SF

San Francisco



\$1,390.00
4 Bedrooms
3 Baths
2,161 SF

Rental: Nevada County 1 Bedroom = \$1,300 – San Francisco 1 Bedroom = \$3,500

Commercial Space



Nevada County

San Francisco



Nevada County = 1.25 Per SF

Bay Area = \$28 Per SF

Talent Costs



Silicon Valley will offer a senior software engineer
\$124,131---

30,000 above the average

Yikes!



Bay Area

Expensive & Crowded

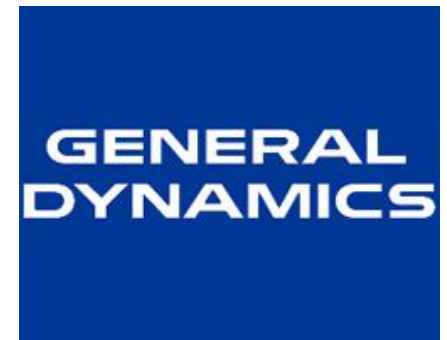
Nevada County
Affordable with
Room to
Explore & Create



Talent Connection



APPLIED SCIENCE



iHeart
RADIO



Talent Connection

- ✓ **Workforce Needs Assessment**
- ✓ **University Career Fairs**
- ✓ **Innovative Education Inventory**
- ✓ **Exhibit Display**
- ✓ **Temporary Housing For Summer Interns**



ERC Tech Employer Analysis – 50 Tech Companies In Commuter Region



Tech Employer Analysis: Future Jobs



- Jobs Available in 1-5 Years: 395
- 833 Jobs When Considering Replacement Positions Due To Attrition Or Retirement



Key Areas for Job Opportunities:

- Software Development
- Networking and Systems Administration
- Sales/Business Development
- Manufacturing/Assembly/QA
- Project Management
- Embedded Systems or Hardware Development
- Web Development



Connected Communities Academy: Initial Classes



- Intro to Cloud Networking
- Web Development
- Coding Fundamentals with Python
- Programming Foundations using C and C#
- Virtual Reality Boot Camp
- Video Production Boot Camp for Virtual Reality
- UX
- LAMP Stack Coding
- Microsoft Office – Basic to Advanced



Integrated Marketing Plan



- Key Target Audiences:

- Aging Millennials
- “Young Old”
- Digital Media & VR/AR Startups, SMEs, and Corporate “Outposts”
- Greater Sacramento, San Francisco Bay Area, Greater Los Angeles Region

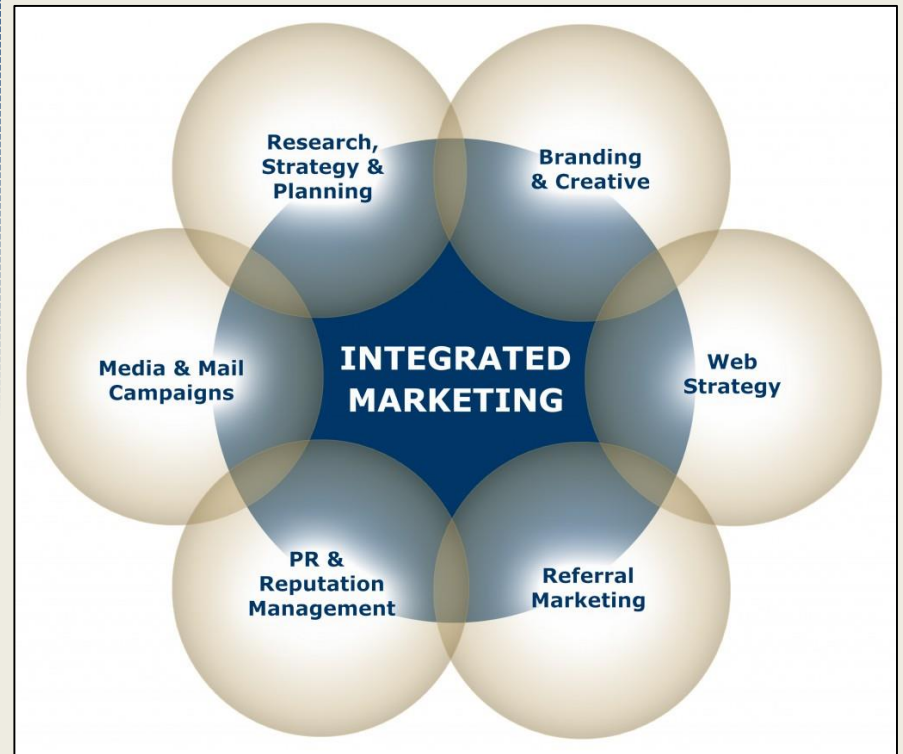


TOUCHDOWN
V E N T U R E S

Marketing



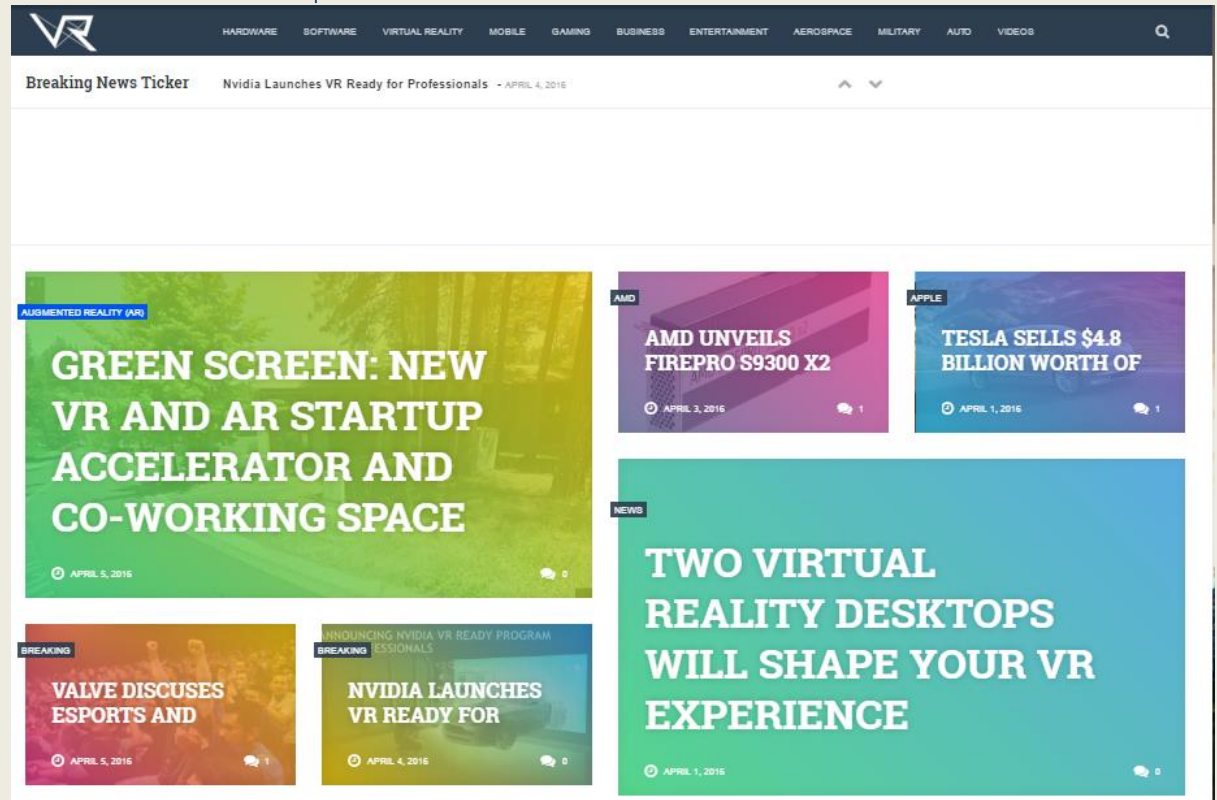
- SF Chronicle Insert & Town Hall
- Annual ERC Membership Meeting
- Calendar of Events Brochure
- Media Articles/PR
- Tradeshows
- University Career Fairs



Articles



- Sacramento Bee
- Upload VR
- VR World
- NACO News
- Sacramento Business Journal
- So Cal Tech
- Comstock Magazine





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NEWS SPORTS ENTERTAINMENT CLASSIFIEDS



ALL DIGITAL
ONLY
FOR 4 W

CATHIE ANDERSON

APRIL 5, 2016 7:35 AM

Nevada County sees virtual reality as way to expand economy

HIGHLIGHTS

Economic council uses \$500,000 federal grant, matching local funds to study possibilities

Digital media heritage shapes belief that county can transition into augmented, virtual reality



BY CATHIE ANDERSON
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Nevada County is taking a laserlike approach to building upon its business successes in the video broadcast industry, founding the Green Screen Institute to help startups pursuing technologies that either create virtual worlds or [expand upon people's view](#) of real-world objects and places.



Last year, the Nevada County Economic Resource Council received a \$500,000 grant from the U.S. Department of Commerce that it used along with matching funds from local businesses, individuals and government groups to hone its plans for a digital media campus that would keep and attract entrepreneurs in that field, said Jon Gregory, the council's



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In California, Nevada County sees virtual greener pastures ahead

By [CHARLES TAYLOR](#) May. 28, 2016

 An unidentified man at Nevada County Economic Resource Council's April 7 economic development summit tries out virtual reality via a smartphone attached to goggles. Photo courtesy of Nevada County

Collaborative Marketing

Exhibit at Industry and Investment Trade Shows



Examples:

- CES
Consumer Electronics Show
- NAB
National Association of Broadcasters
- SelectUSA Investment Summit
- South by Southwest Interactive
- Various University Career Fairs



New Websites



GoNevadaCounty.com

NCERC.org

Visit Nevada County, California

Explore – Connect – Play

California Gold Country, including Nevada City in particular, has been listed among the top 10 travel destinations by Lonely Planet. We are rated #2 of best “river cities in American by Outside Magazine.



To enhance the economic vitality of Nevada County by supporting the retention, creation and attraction of primary jobs while retaining our unique environment.

- Economic development
- Business development
- Business creation
- Business expansion
- Business retention
- Jobs
- Demographics



ERC Annual Economic Development Summit



PHOTO BY KIAL JAMES

PHOTO BY KIAL JAMES

PHOTO BY JOHN TABER - LIVESHOTS

HEADER BY BARBARA BITNER DESIGN

Talent **O**utdoors **T**echnology **A**rt **L**ifestyle

What makes a community great: The **T.O.T.A.L.** Package!

A horizontal collage of five images. From left to right: 1. A young man in a plaid shirt sitting in a car. 2. A person in a yellow jacket snowboarding down a slope. 3. A man in a blue shirt looking through a professional video camera. 4. A band performing on stage with a large red circular sign in the background that says "California Worldfest". 5. A man in a green apron working at a market stall with various fruits. Vertical text credits are placed around the images: "PHOTO BY KIAL JAMES" on the far left and right, "PHOTO BY JOHN TABER - LIVESHOTS" in the middle, and "HEADER BY BARBARA BITNER DESIGN" on the far right. The words "Talent", "Outdoors", "Technology", "Art", and "Lifestyle" are overlaid in large, bold, white letters with black outlines at the bottom of each respective image.



green screen INSTITUTE

- **Vision:** Be the Primary Catalyst that Springboards Nevada County to Become Recognized Within 5 Years as a Global Center of Excellence in Digital Media, with a Special Concentration in Virtual Reality and Augmented Realty (VR/AR)

What is the Green Screen Institute?

FACULTY & BRAND REPRESENTING A
A CENTER OF EXCELLENCE TO FOSTER VR & AR INNOVATION



Accelerator

3-month program for
VR & AR startups



Co-Working Lab

Shared facility for
corporations & universities



Programming

Educational & other
programs are in development

- JON GREGORY, MANAGING PARTNER

Feasibility Study: The Sector Analysis



Touchdown Ventures works with leading corporations to launch and manage their venture capital programs, with a focus on digital media. The Touchdown Ventures team itself possess extensive experience in venture capital and digital media investing. The team has over 40 years of experience investing in and running digital media startups, including having made and managed over 50 digital media startup investments with numerous exits via IPO and M& A. In addition, the team has 15 years of experience teaching entrepreneurship and venture capital at the graduate level at institutions including UC Davis (where Scott Lenet co-founded the Center for Entrepreneurship), the University of Southern California, and Portland State University. The team also has guest lectured at numerous leading universities world-wide.



TOUCHDOWN
VENTURES

Methodology for Digital Media Industry Analysis



- Sectors Evaluated

- Advertising
- Analytics
- News and Journalism
- ESports
- Educational Content
- Adult Content
- Digital Video
- Mobile
- 3D Printing
- Virtual Reality and Augmented Reality

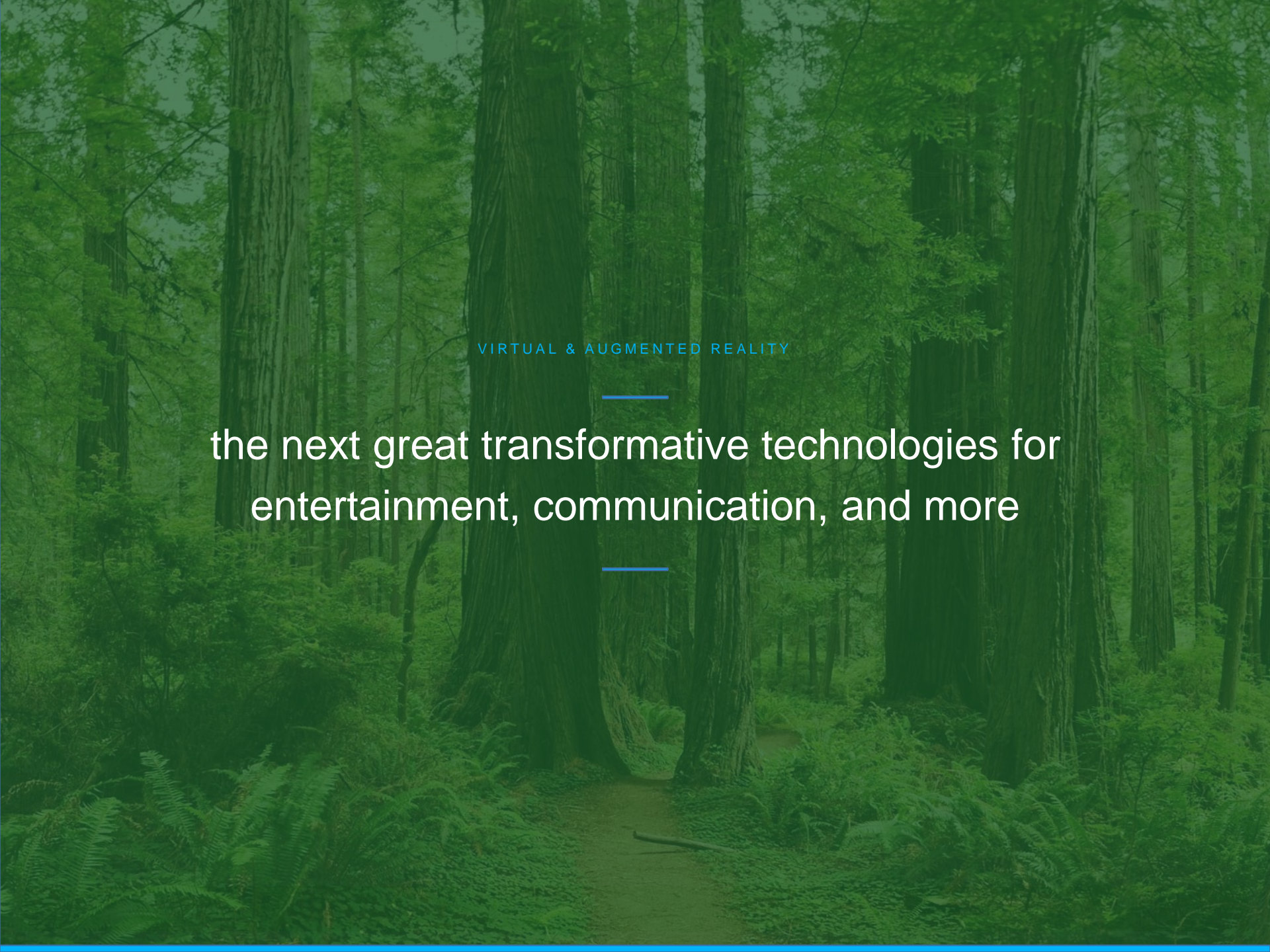
- Criteria Used For Evaluation

- Giant Wave
- Availability to Own
- Platform Agnostic
- Creative
- Grant Money
- Timing
- Broad
- SV and LA Adjacent
- Limited Equipment Needs
- Social Good



- RECOMMENDATION

- Our consultant's recommendation is to focus on virtual and augmented reality, due to its large **market potential**, rapid projected **growth**, the **opportunity to establish a reputation** as a center of excellence, the **diversity of applications**, **compatibility** with incumbent media corporation stakeholders, and the realistic potential to **drive relevant partnerships** with industry leaders in neighboring geographies.



VIRTUAL & AUGMENTED REALITY


the next great transformative technologies for
entertainment, communication, and more

What are virtual reality & augmented reality?

Technologies that immerse the user in a virtual world

A photograph showing a woman in the foreground wearing a white and black VR headset and large black headphones. She is looking upwards and smiling. In the background, another person is also wearing a VR headset, and the scene is slightly blurred, suggesting a public event or exhibition. The image is overlaid with a semi-transparent white box containing text.

What are virtual reality & augmented reality?

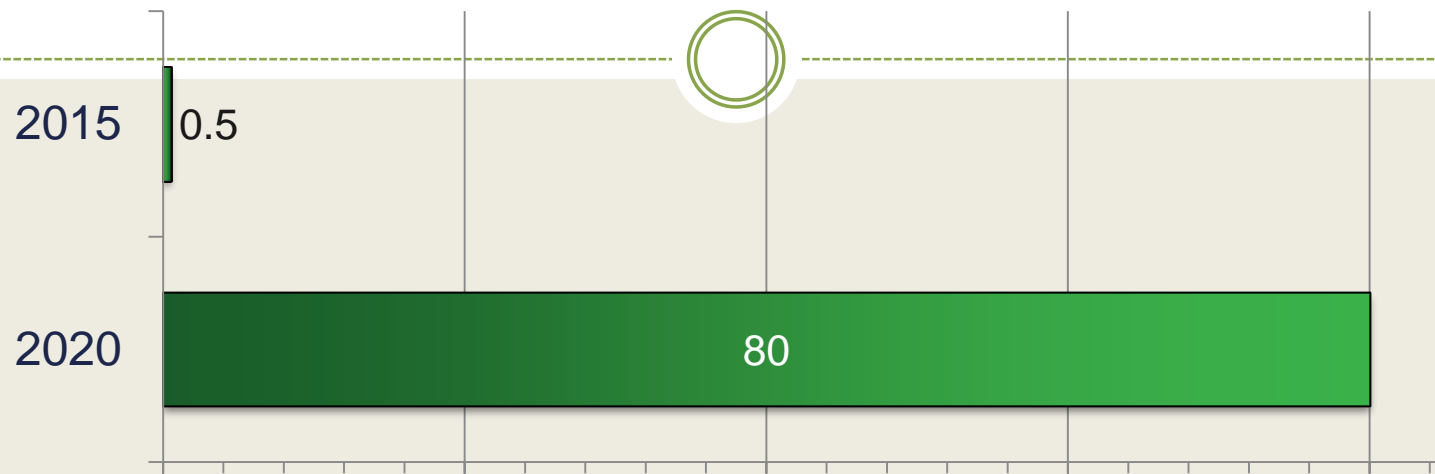


Technologies that augment the real world with digital information

From zero to \$80 billion in 5 years

VR & AR WILL BE AMONG THE FASTEST GROWING MARKETS IN HISTORY

Virtual & Augmented Reality Market (\$B)



Green Screen Institute will focus on companies developing software and content with dominant hardware OEMs

Applications beyond entertainment

VR & AR TECHNOLOGIES WITH NOVEL FUNCTIONS ARE A SECONDARY FOCUS



HEALTHCARE



REAL ESTATE



COMMUNICATIONS

VR & AR can enhance B2B2C and B2C products and services in surprising ways and have large potential markets:

- Hospitals & mental care providers are experimenting with VR to reduce reliance on pharmaceuticals
- Real estate agents use VR to create a more realistic remote walk-through of listed properties
- Augmented reality holograms may provide the next generation of videoconferencing solutions
- Additional applications in market research, manufacturing, civic planning, forensics, etc.

No Economic Development Effort Has Claimed VR/AR!



San Francisco

- Mobile

Los Angeles

- Digital Video Creation & Distribution
- Adult Content

New York

- Media Analytics & Personalization
- News & Journalism
- Brand Development & Advertising

Boston

- 3D Printing

Digital Media Sub-Segments Without a "Home"



Virtual & Augmented Reality



eSports



Educational Content

QUESTIONS?

