

# Board of Supervisors Workshop 2023

Organizing for Success:  
A Roadmap for Economic  
Development





## 2022 Board Objective for Economic Development

Promote economic development by emphasizing resiliency and entrepreneurship; retaining and attracting high quality jobs; investing in major infrastructure projects; and working in partnership with our municipalities to support our small business and tourism sectors.





# Overview of Today's Presentation

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- **2022 Summary**
  - Why focus on economic development
  - What we learned
  - What were our highlights
- **A roadmap for 2023**



# The significance of economic development

Economic development is the intentional, concerted, and sustained actions of policymakers and communities that promote the standard of living and economic health of a specific region.



# 2022 Initiatives

- **Develop a workplan**
- **Cultivate economic diversification, sustainability, and equity**
- **Construct infrastructure & further projects and plans to support economic vitality**
- **Support business attraction, retention, and growth**
- **Support tourism**
- **Funding and advocacy**

# 2022 Progress

- Higgins Area Plan
- North San Juan Fire Suppression
- Enhanced permitting processes
- Soda Springs

## Where should change happen in Greater Higgins?



### Other Ideas?

assisted living

your idea here

### Small Format Box Store

- examples:
- general merchandise store (e.g., dollar store)
  - building materials store
  - garden equipment/supply store

### Small Inline Stores



### Restaurants

- examples:
- fast food
  - casual dining
  - fine dining

### Other Commercial

- examples:
- arts
  - entertainment
  - recreation
  - accommodation
  - personal services

### Parks/Plazas



### Office/Light Industrial

- examples:
- professional offices
  - medical offices
  - auto repair and service
  - construction

## NC Economic Development Office

Funding Coordination |  
Advocacy | Concierge Services  
| Finance and Infrastructure  
Support | Improved/Enhanced  
County Processes | Sector  
Support

## Sierra Commons

Business Ignitor |  
Coworking Space |  
Workshops | Meeting  
space rental

## Sierra Business Council

Small Business Development  
Ctr | Technical Assistance |  
Research and Data  
Collection | Broadband

## Economic Growth & Vitality

## NC Economic Resource Council

Sector Participation | 1:1  
Business Coaching | Talent  
Connection & NC Tech |  
Events: ERC Summit/Tour of  
Nevada County, and 2 new  
events

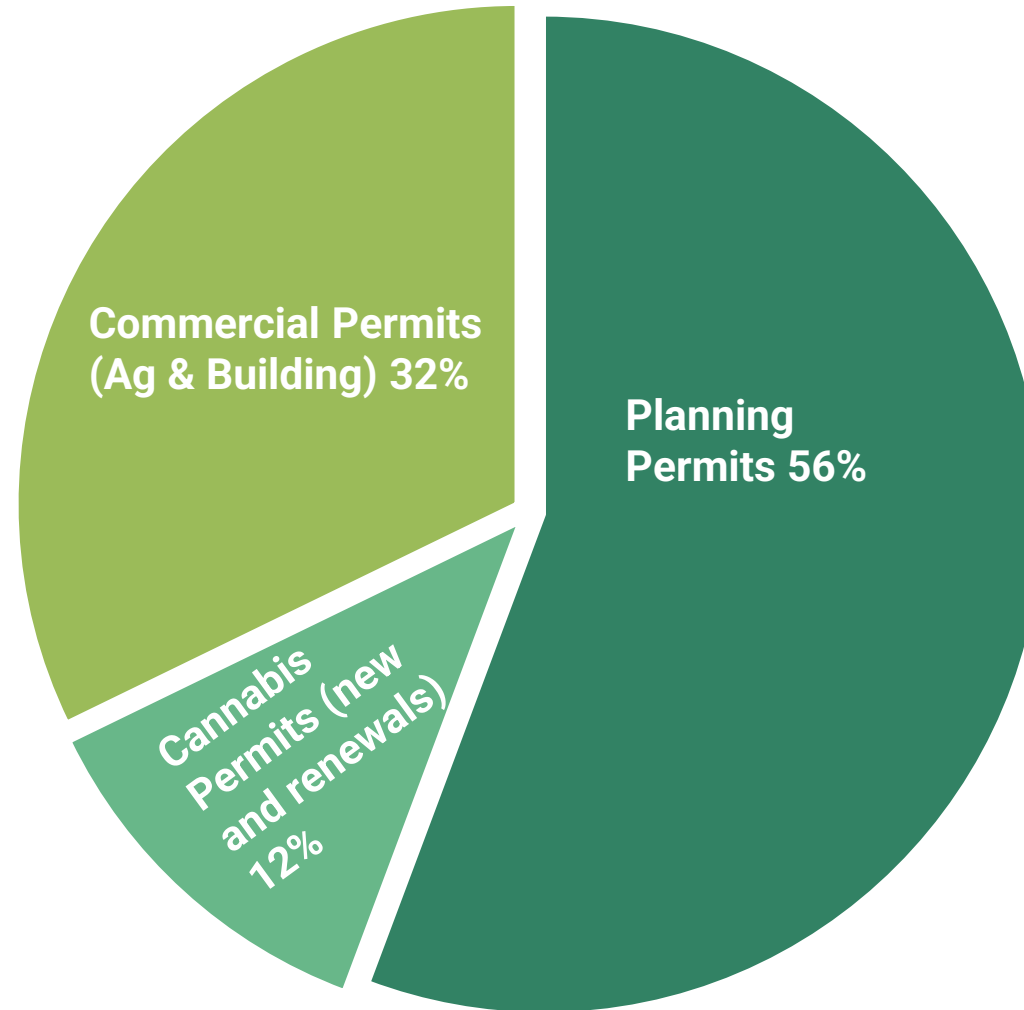


# Economic Development Key Stakeholders





## CDA Statistics



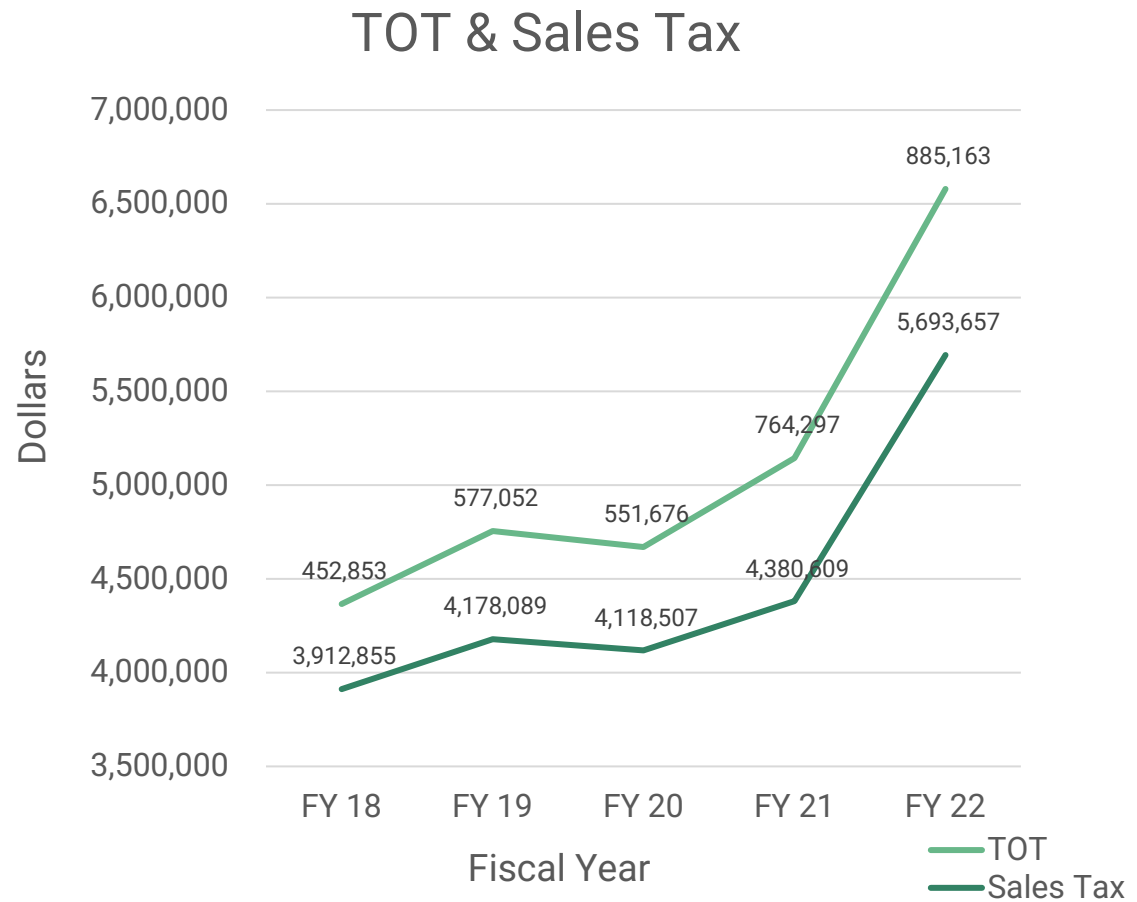
■ Planning Permits

■ Cannabis Permit (new and renewals)

■ Commercial Building Permits

Statistical  
Data

# Statistical Data continued



Unemployment for 2022												
County	4.4	3.9	3.4	2.9	2.5	2.9	2.7	3.0	2.7	2.9	3.2	TBD
CA	5.8	5.4	4.9	4.6	4.3	4.2	3.9	4.1	3.9	4.0	4.1	TBD
Month	01	02	03	04	05	06	07	08	09	10	11	12



# Sierra Business Council 2022 Activity

## Economic Development Contract

Business Assistance	42.5%	\$ 76k
Broadband Expansion	25.2%	\$ 45k
ERC Support	18.5%	\$ 33k
Inclusive Collaboration/CEDS	7.2%	\$ 12.5k
ERC Economic Summit	4.2%	\$ 7.5k
Advocacy & Gov Affairs	1.2%	\$ 2k
Warm Handoff Coordination	1.2%	\$ 2k
<b>Total Investment</b>		<b>\$178k</b>

## Other Activities

Grant Administration – 5% Fee\*

CA Microenterprise Grants

American Rescue Plan Act (ARPA)  
Resilience Fund

Firewise Community Grants

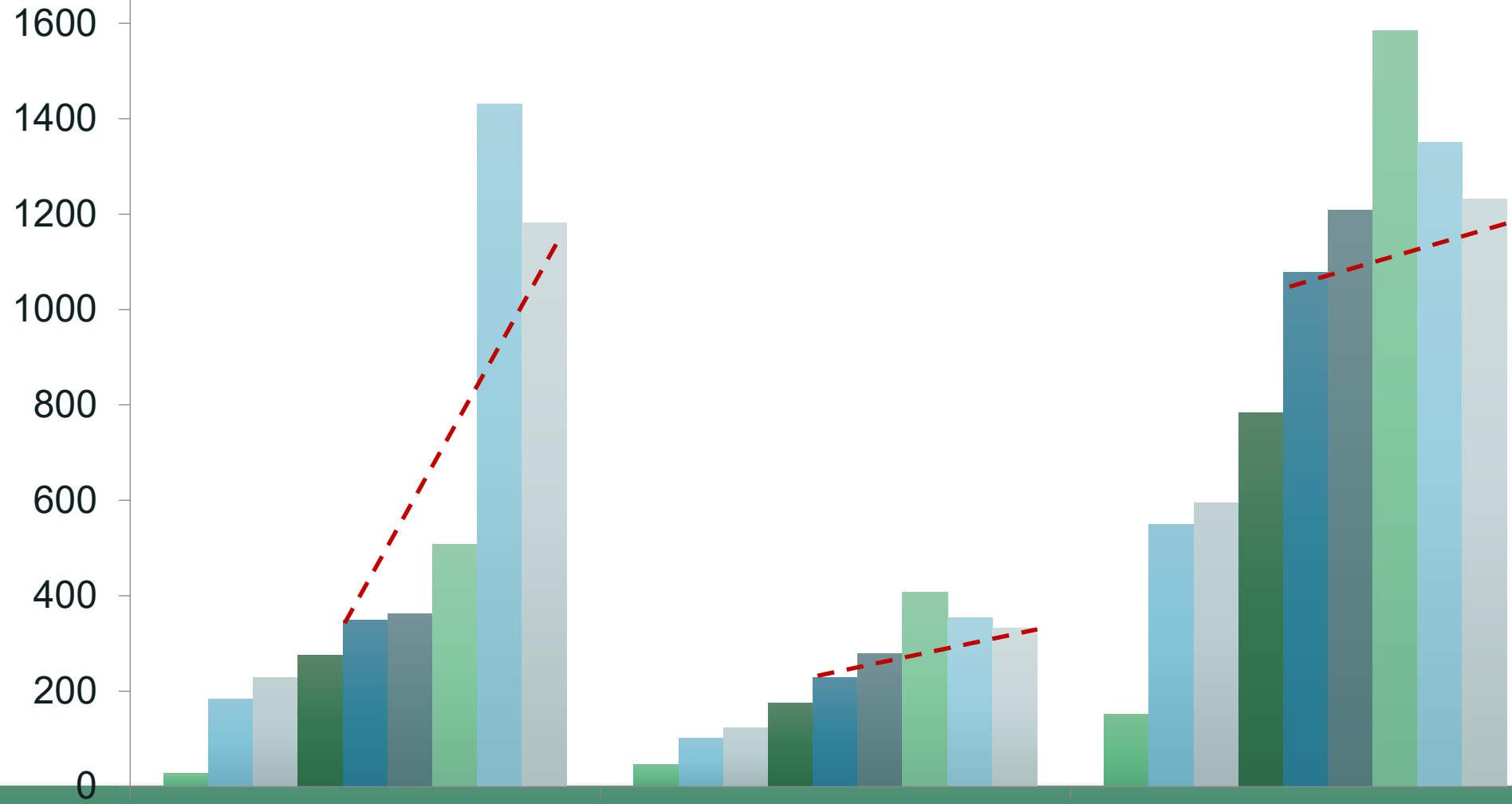
Dept. of Cannabis, Control Grant

Community Economic Resilience  
Fund (CERF) support

# SBC Business Technical Assistance

1800 1600 1400 1200 1000 800 600 400 200 0

2014 2015 2016 2017 2018 2019 2020 2021 2022



Workshop Participants

Clients

Hours



# Success Stories

Make Local Habit



RMU



Hola Granola



# Success Stories



## CA Dream Fund Training Program

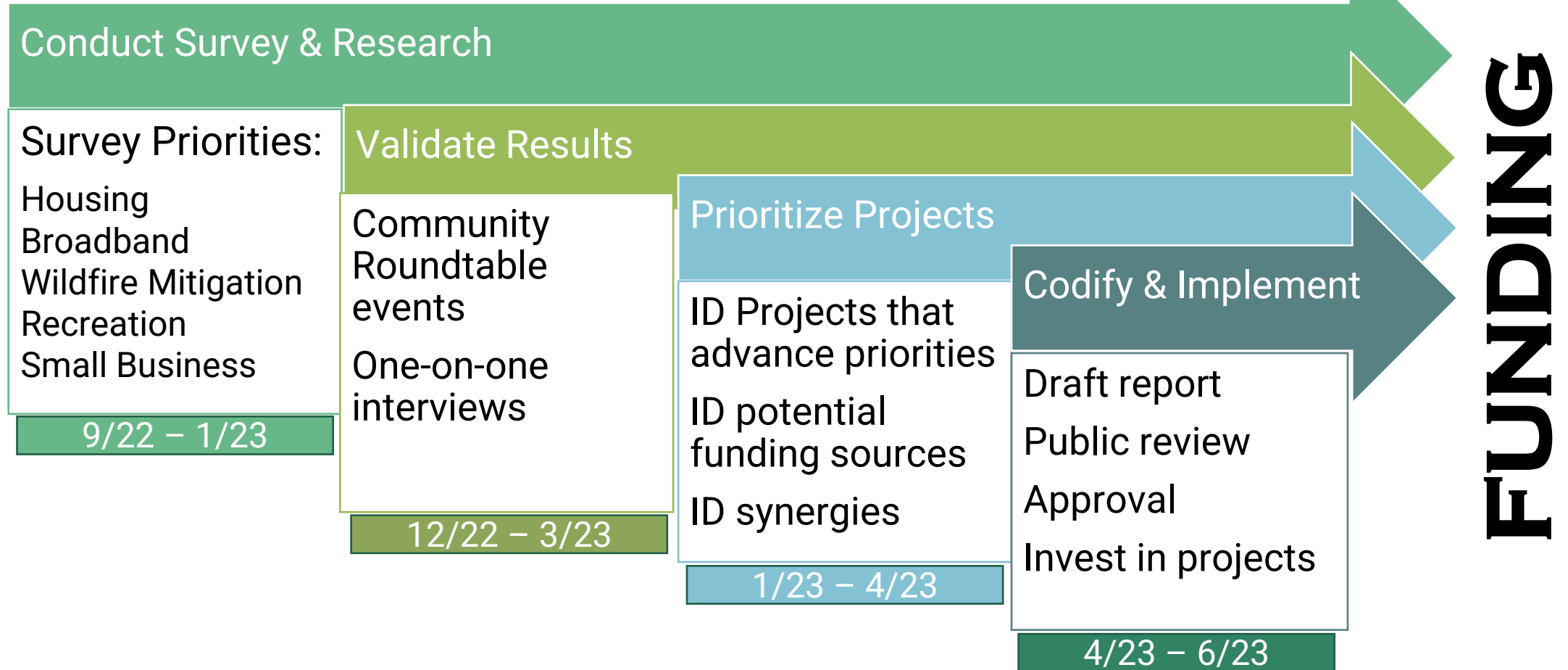


- 7 Week Training Program + 1:1 Counseling
- \$10,000 start up grant for Microbusinesses
- 18 Businesses in program
- 4 Businesses Awarded
  - Mobile Esthetician
  - Restaurant
  - Retail
  - VOB – Artist Coop



# CEDS Update

A regional blueprint to guide investment in community prosperity



# Supporting Nevada County Small Businesses & Nonprofits in 2022





# Support Tourism



# Your Guide to Events in Nevada County

Nevada County is a bustling hub of events, including markets, concerts, art exhibits, outdoor sports, and more.

[Events Guide](#)





# Trip Ideas



Music, Arts & Culture

## Are You A Bookaholic? Bookstores In Grass Valley, Nevada City, & Beyond

The written word is a big deal in Nevada County. Home to local acclaimed authors and events like the Sierra Poetry Festival it's no wonder there are bookstores on nearly every block. Get ready for a dream weekend of hopping from book store to record store to coffee shop then ending the day





# Discussion

# Five Proposed Initiatives For 2023

Cultivate economic diversification, sustainability, and equity

Construct infrastructure & further projects and plans to support economic vitality

Support business attraction, retention, and growth

Support potential high growth sector development

Funding and advocacy



**Cultivate  
Economic  
Diversification,  
Sustainability,  
and Equity**





# Construct infrastructure & further projects and plans to support economic vitality

## County

- NSJ Fire Suppression Project (12 mon.)
- County Storage Facility (12 mon.)
- Airport Hangers/Café (24 – 36 mon.)

## Community & County

- Donner Summit Visitor Center (24 mon.)
- Rincon del Rio (TBD)
- Truckee Railway Housing (12 -24 mon.)
- Penn Valley Community Center (TBD)

## Emerging Community

- Lake Plaza Strip mall (In progress)
- Site development opportunities: NSJ (TBD)
- Habitat/Berriman Ranch Project (TBD)



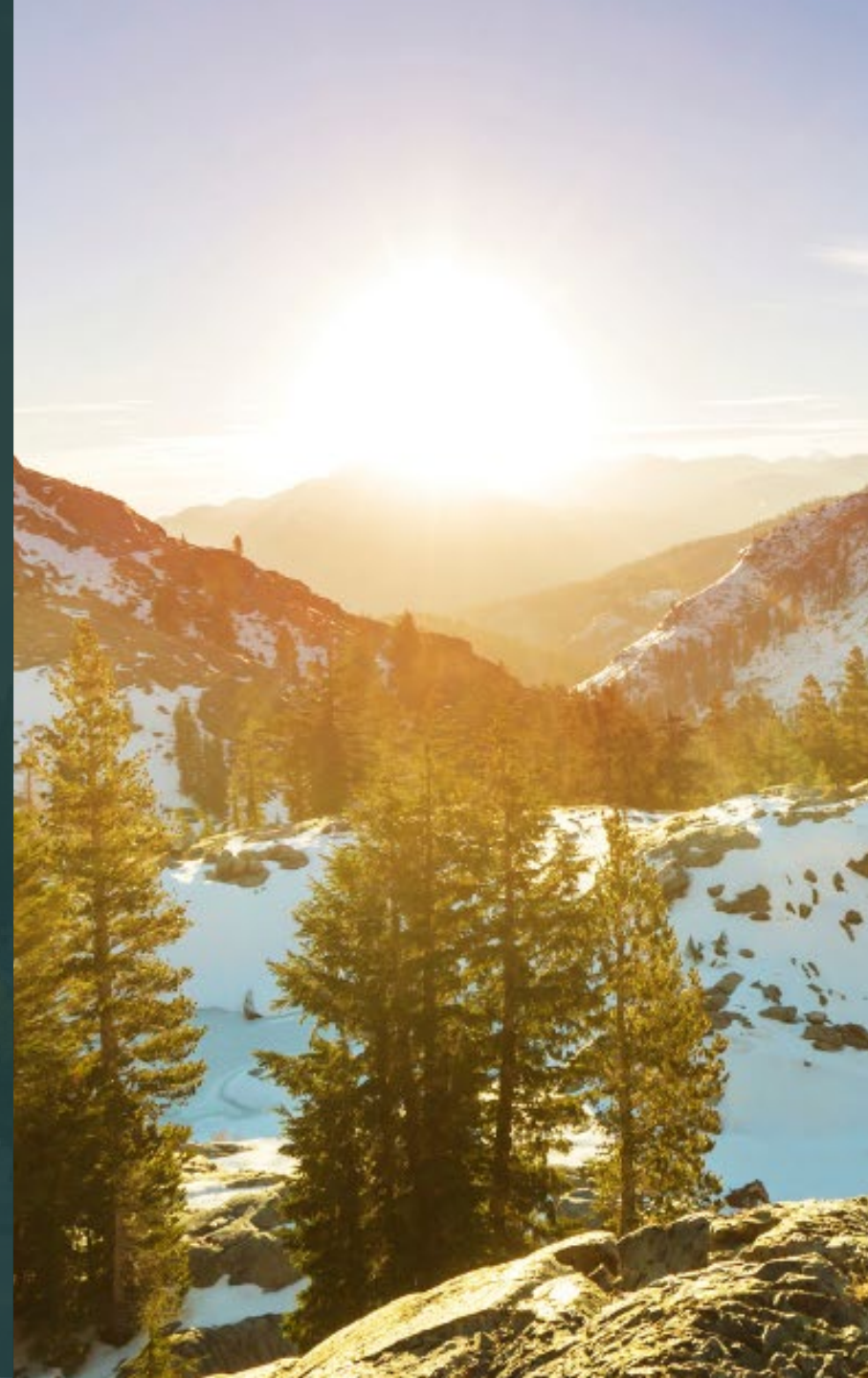


**Support  
business  
attraction,  
retention, and  
growth**





# Support potential high growth sector development





# Funding & Advocacy





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# Discussion