



*Annual Report
July 2018 – June 2019*

*Nevada County
Economic Development
& Enhanced Tourism
Integrated Marketing*

ERC Initiatives

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

1

**Sierra Business
Development Center
(SBC)**

2

**Talent Development
Committee**

3

**Nevada County Tech
Connection
(NCTC)**

4

**Community
Outreach**

5

**Recruitment
Retention
Expansion**

6

**Enhanced Tourism
Integrated Marketing**

2

Local Business Support



Number of Clients

245



Hours of Counseling

1,140



Business Startups

20



Jobs Created

66



Clients – Western
County

128



Clients – Eastern
County

117

Talent Development Committee

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



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



Tech Talent Forum

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



Manufacturing Connection

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



NCSOS – High Schools

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



Business Awareness Workshop

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



Chico Career Fairs

September &
November 2019

Nevada County Tech Connection

An Initiative of Nevada County Economic Resource Council

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



Nevada County Tech Hub

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



Tech Business and Talent

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

[Local Business Video](#)



AgTech19

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



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



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



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

Community Development & Outreach

*Community Influencers
Community Partnerships
Community Engagement*

Board of
Directors

Director of
Community
Outreach

Media

Gil Mathew

Radio Spots
Monthly Articles

Sponsored
Events

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

Websites

Ncerc.org
NCTechConnection.org

Business Recruitment Expansion & Employment



5 Potential Bay Area
Company Connections

2 Small Companies
Relocated to Nevada
County

[Nevada County Video](#)



3 Local Businesses
Moved to Larger
Spaces



50 New Jobs
Reported

[Hospital Recruitment
Video](#)



GoNevadaCounty.com

Enhanced Tourism Integrated Marketing



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



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



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



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



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

Resources

**Nevada County Economic
Development Information and
Community Resources**

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

Tourism Industry Engagement



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

www.ncerc.org



Business
Talent
Education
Workforce Development
Community

www.nctechconnection.org



Explore Nevada County
Connect With Community
Play Where You Live

www.gonevadacounty.com



The ERC is Economic
Development and
Tourism Marketing for
Nevada County

ncerc.org
530-274-8455