

Economic Development Division

CEO Report

December 2024

The Economic Development Division is working on several projects addressing economic priorities in the County:

- CA Jobs First Catalyst Funding – Project Proposal
- EPA Recreation Economy for Rural Communities Application - Status Update
- Sonoma Mendocino Economic Development District (SMEDD) - CEDS Updates
- Business Recruitment and Retention Efforts – Updates

Also included at the end of the report is a tracking list of all current and exploratory projects by division staff.

Redwood Region Rise - CA Jobs First – Catalyst Funding Released

The RFP for the Redwood Region RISE Catalyst Funding is now open. The application is available [here](#). Applications are due by January 15th, 2025 at 5pm PST.

Organizations seeking planning funding for projects that support job creation and sustainable economic growth are encouraged to review the application.

Division staff and the grants team will be working collaboratively on exploring an application in broadband or workforce development.

Sonoma Mendocino Economic Development District (SMEDD)

Division staff have worked closely with Sonoma County EDC staff to complete the application for the next 3-year EDA planning grant.

Staff continues to work on the annual CEDS (Comprehensive Economic Development Strategy) updates. Staff will be meeting with project stakeholders and collaborators to receive updates on progress with CEDS aligned projects and gather information on ways the SMEDD can collaboratively support implementation.

EPA RERC (Recreation Economy for Rural Communities)

Division staff are working closely with local communities to apply for the EPA Recreation Economy Rural Communities for Covelo, Laytonville and Leggett. The application has been submitted and staff is waiting on response for EPA. Division staff will move forward with the project regardless of award from EPA program.

Business Support, Recruitment and Retention Efforts

Business Survey - Division staff have created an online business survey to understand local businesses unmet needs, challenges and strengths of (the) region. This survey will be released in

January of 2025. Staff will share this link to the public, local partners, and post to the Economic Development Division webpage.

Business Expo - Division staff is participating in the planning of and will be tabling at the Business Expo on Jan 15th at the Ukiah Valley Conference Center. This event is spearheaded by Economic Development and Financing Corporation and Greater Ukiah Valley Business and Tourism Alliance in collaboration with City of Ukiah, West Business Development Center, WorkForce Alliance of the North Bay and County of Mendocino.

Project Tracking List

The following is a list of all projects currently being worked on or explored by the Economic Development Division staff.

Project Name	Description	Due Date	Status
RRRise/CA Jobs 1st	Staff participated in the planning and development phase of Redwood Region Rise/CA Jobs first data collection and regional strategy creation by attending regular meetings and in person conferences. The Catalyst funding is now open for our region. Staff is working with the grants division to create a proposal for submission.	January 15, 2025	In-process
Business Survey	Staff is creating a business survey intended to be an online 15-minute survey to assess satisfaction w/doing business in Mendocino County and their specific location, needs- infrastructure, permitting, workforce, consumer traffic, marketing, etc. This survey will also help identify unmet needs and inform grant projects concepts.	January 1, 2025	In-process
Business (B2B) Mixer	Staff is working collaboratively with local non-profits to create a business-to-business mixer to create communication and collaboration between local businesses.	January 31, 2025	In-process
Realtor Outreach	Staff is planning to attend the Wed realtors meeting in the Ukiah Chambers to introduce the Econ division and ask for collaboration and awareness of commercial and industrial properties and business opportunities for sale and lease.	December 31, 2024	In-process
Contractor Workshop	Staff is working with Facilities and outside organizations to create a workshop for contractors interested in contracting with the county. It will cover necessary compliance, bidding process and work process	Jan/Feb 2025	In-process

SMEDD	SMEDD will be applying for another cycle for EDA Planning Grant. The application is due Dec 15th. Our division staff is working on the strategy for the next cycle and the budget narrative for the application.	Dec 15, 2024	In-process
SMEDD - CEDS Updates	Staff have begun conducting the annual CEDS projects updates for existing projects and adding new projects in the County which align with the CEDS goals.	March 30, 2025	In-process
Economic Forecast Presentation	Create an annual or bi-annual event similar to Sonoma County EDB Economic Forecast as an event to bring together agencies, NGOs, private businesses to provide economic insight and highlight successful projects.	February 28, 2025	Pre-planning
Ukiah Surplus Real Estate	Discussion of ways Econ Dev can collaborate with the real property team regarding surplus property.	Dec 31, 2024	Pre-planning
U.S. Forest Service Good Neighbor and Stewardship Agreements	US Forest Service creates good neighbor and stewardship agreements. Allows the local community to help inform how they maintain forest land and allows for funding to local agency (govt or non-profit) for maintenance and preparedness.	March 30, 2025	Pre-planning
Regional Economic Development and Place-Making	Create a series of meetings to workshop local and regional place-making, outdoor engagement, walkability, trails, main street revitalization.		Pre-planning
EDA Funding - Firesafe // Home hardening	Staff is collaborating with Mendocino College staff to pursue possibility of an EDA grant application for research and programming to expand the Sustainable construction program with firesafe building materials and home hardening/firesafe landscaping.	March 30, 2024	Pre-planning
Internship Program	Collaboration with CareerPoint (WorkForce Alliance) and Mendocino College to leverage CareerPoint funding to provide paid internships in County of Mendocino Departments. Funding requirements are strict which limits applicant pool.	April 30, 2024	Completed

EPA RERC Application	Division staff are working closely with local communities to apply for the EPA Recreation Economy Rural Communities. This program provides planning support for the northern region of District 3 - Covelo, Laytonville, Leggett and Piercy to create strategies and an action plan to grow local outdoor recreation economy, stewardship and local place making.	October 16, 2024	Submitted
---------------------------------	--	---------------------	-----------