



**Summary:**

The Economic Development Division's role and responsibility is to implement the priorities of the Board of Supervisors' strategic plan for a thriving economy. We are dedicated to growing a healthy, resilient, sustainable, and inclusive economy, creating equitable wealth within our communities. The primary methods through which we do this are long-term strategic planning, connecting people to resources and removing barriers. The Economic Development Division is staffed by one full-time employee.

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

- 3 Grant Applications for Economic Development Projects/Priorities
- 334 Hours of Division Staff Time to Sonoma Mendocino Economic Development District (SMEDD)
- 2 Regional Economic Strategic Planning and Implementation Efforts
- 5 Business Recruitment and Retention Efforts
- 42 Partner, Private Sector Businesses and Government Agency Meetings
- Goals for 2025
- Project tracking list of all current and exploratory projects

**3 Grant Applications Submitted and Pending:**

**Redwood Region Rise (CA Jobs First) Catalyst Funding - \$204,362.24**

Division staff and the grants staff worked collaboratively to apply for Home Hardening Market and Workforce Analysis. This proposal outlines an in-depth study to create:

- Home Hardening Market Analysis Report
- Labor Market Projections Report
- Workforce Training Feasibility Study Report

These reports will be foundational to institutions and organizations to secure funding for workforce development training programs.

**EPA RERC (Recreation Economy for Rural Communities) – Technical Assistance Only (No Cash Award)**

Application for the EPA Recreation Economy Rural Communities for Covelo, Laytonville and Leggett submitted and pending.

**CDBG PI Microenterprise Technical Assistance - \$255,728.49**

Application for division staff to provide TA to local microenterprise in one-on-one consulting, workshops and creation of digital media and resources.

**Regional Economic Strategic Planning**

**Sonoma Mendocino Economic Development District (SMEDD):**

Planning and execution of the Biomass Symposium at UCCE Hopland with 125 attendees coming from as far as Canada

Submission of Economic Development Administration Planning Grant application for 3-year funding cycle

Completed Annual Comprehensive Economic Development Strategy update for 2023/2024 and updates in-process for 2024/2025

Division staff put in 334.35 hours for SMEDD in-kind grant match for 2024

SMEDD CEDS # of projects active/moving forward in

**Redwood Region RISE  
(California Jobs First):**

Monthly and quarterly meetings to fulfill Voting Block Member responsibilities of participation in developing a scoring metric for Catalyst Funding

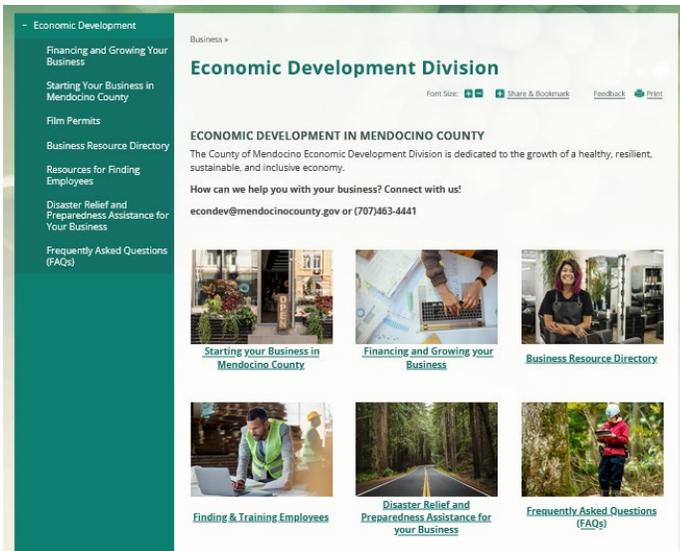
In person attendance of regional conference in Fortuna, CA, and local meeting in Willits, CA



(Photo credit: CCRP – Redwood Region RISE)

**5 Initiatives/Projects in Business Support and Retention Efforts and Technical Assistance**

**Technical Assistance** – For calendar year of 2024 division staff provided 12.75 hours of technical assistance for 5 businesses regarding business planning and general questions regarding doing business in Mendocino County.



**Updated Web Presence** – Division staff redesigned and expanded the Economic Development Division webpages to include:

Economic Development Homepage

Starting your business in Mendocino County

Financing and Growing your Business

Business Resource Directory

Disaster Relief and Preparedness Assistance for your Business

**CDBG Micro-Enterprise TA Grant** – Staff continued to manage the CDBG Micro-Enterprise Technical Assistance Grant contracted to West Business Development Center. In 2024, they provided:

212.75 Hours to 95 unique clients of one-on-one business consulting

79.25 Hours to 60 unique clients to ascertain business readiness

15 Services plans to 15 unique clients

**Business Survey** - Division staff have created an online business survey to understand local businesses unmet needs, challenges and strengths of region. It will be released in early February of 2025, it will be emailed to local partners and posted on the Economic Development Division webpage.

**Economic Development Roundtable** - Co-led economic roundtable meetings in collaboration with EDFC and Community Foundation to foster economic development and collaboration between local partners.



## **Collaborative Meetings with Partners, Government Agencies and Private Sector:**

### **34 Partner Meetings in Collaborative Economic Development Efforts and Projects:**



**COUNTY OF MENDOCINO  
INTERNSHIP PROGRAM**

**FIND PLACEMENTS IN VARIOUS COUNTY  
DEPARTMENTS IN THE FOLLOWING AREAS:**

Marketing, Social Media, Accounting, Administrative  
Services (office), Animal Care, Facilities &  
Maintenance (construction-oriented), Disaster  
Preparedness,  
Economic Development, and More!

For more information, contact  
CareerPoint Mendocino at  
[connect@careerpointnorthbay.org](mailto:connect@careerpointnorthbay.org) or  
707-708-3828.

The Workforce Innovation and Opportunity Act (WIOA) Programs are fully funded by grant awards from the California Employment Development Department (EDD) using Department of Labor funding, which provides 100% of the total program funding. In FY 2023-24 has budgeted the following amounts:

WIOA Dislocated Worker - \$987,998  
WIOA Rapid Response Layoff Aversion - \$49,183

**America's JobCenter  
of California™**

Mendocino College  
UC Cooperative Extension Hopland  
Economic Development and Finance  
Corporation (EDFC)  
Workforce Alliance of the North Bay (WANB)  
The Community Foundation  
City of Ukiah  
City of Willits  
City of Fort Bragg  
City of Pt. Arena  
Ukiah Adult School  
North Coast Opportunities (NCO)  
West Business Development Center  
Noyo Harbor Collective  
Greater Ukiah Tourism and Business Alliance  
Visit Mendocino

### **Quarterly and Bi-Annual Meetings with:**

County of Mendocino Planning and Building Director Julia Krog  
Mendocino College  
West Business Development Center

### **Annual Meetings for collaboration and situational awareness of plans and priorities:**

UC Cooperative Extension Hopland Director  
City of Willits Community Development  
Director  
City of Ukiah Community Development  
Director  
City of Fort Bragg Economic Development  
Manager  
Regional Economic Conference Hosted by  
Northern Edge

### **Federal and State Agency Meetings:**

Sheba Pearson-Whitley – Regional Director, EDA- introduction and informational session with Sheba, sharing information with her on projects that have applied for EDA funding (Noyo Science Center, Noyo Harbor Collective)



Chris Horton – District Director, SBA – introduction and informational session as to services and support of SBA for County services.

Jennifer Gooler – USDA Rural Development Area Director for California’s Northern Region – Introductory meeting and discussion of USDA loan and grant opportunities for economic development, housing, business development and infrastructure.

### **Developer and Private Sector Economic Development Meetings:**

Mavericks Microgrids represented by Bill Shelvin, and City of Ukiah Sewer & Water – meeting regarding use of solid waste as biomass fuel for energy and sustainable fuel creation.

The Danco Group – Introductory meeting to discuss multi-family housing development opportunities in Mendocino County, developers’ engagement process.

Emergent 3D – Introductory meeting with 3D printing construction company to discuss viability of using 3D printing construction methods in housing development in Mendocino County.

S2A Modular Home Builders – Introductory meeting and discussion of modular/prefab housing viability for multi-family housing development in Mendocino County.

Guillon Inc. – Introductory meeting and discussion of current projects in Mendocino County, timelines and information gathering.

### **Goals for 2025:**

**Business Expo** - Division staff is participating in the planning of a Business Expo in March at the Ukiah Valley Conference Center. This event is spearheaded by EDFC and GUVTBA in collaboration with City of Ukiah, West Business Development Center, WANB and County of Mendocino.

**Economic Development by Industry** – Initiative to hold meetings pertaining to certain industry sectors to foster collaboration and create actionable goals for industry advancement in:

- Behavioral Health
- Cannabis Cultivation and processing
- Home Hardening and Fire Safe Construction and Landscaping
- Forest Health and Biomass Utilization
- Agricultural – Farmers and Livestock
- Arts and Tourism

**CDBG PI Microenterprise Technical Assistance** – Upon award of grant, move forward to create expanded resources and Technical Assistance to local businesses:

- Expand website resource guide, and accessible media

- Create bi-annual newsletter

- Create and facilitation workshops relevant to small business needs in Mendocino County

- Offer one-on-one consulting sessions to eligible entrepreneurs and businesses