





**SCED
OVERVIEW**



**REGIONAL
ECONOMIC
DEVELOPMENT
PLANNING**



**ACCESS TO
CAPITAL**



**ENHANCING
CAPACITY**



OPPORTUNITIES

SCED STAFF



Ryan
Richardson
Executive
Director



Cheryl
McKannay
Loan Closing
Specialist



Jamie
Campbell
Loan Program
Specialist



Sierra
Butler
Business
Finance
Specialist

SCED MISSION

- SCED provides assistance in economic development planning, coordination and implementation and provides small business training, counseling and financing assistance with the goal of creating stable, long-term employment opportunities in the private economic sector.

ECONOMIC DEVELOPMENT – EDA

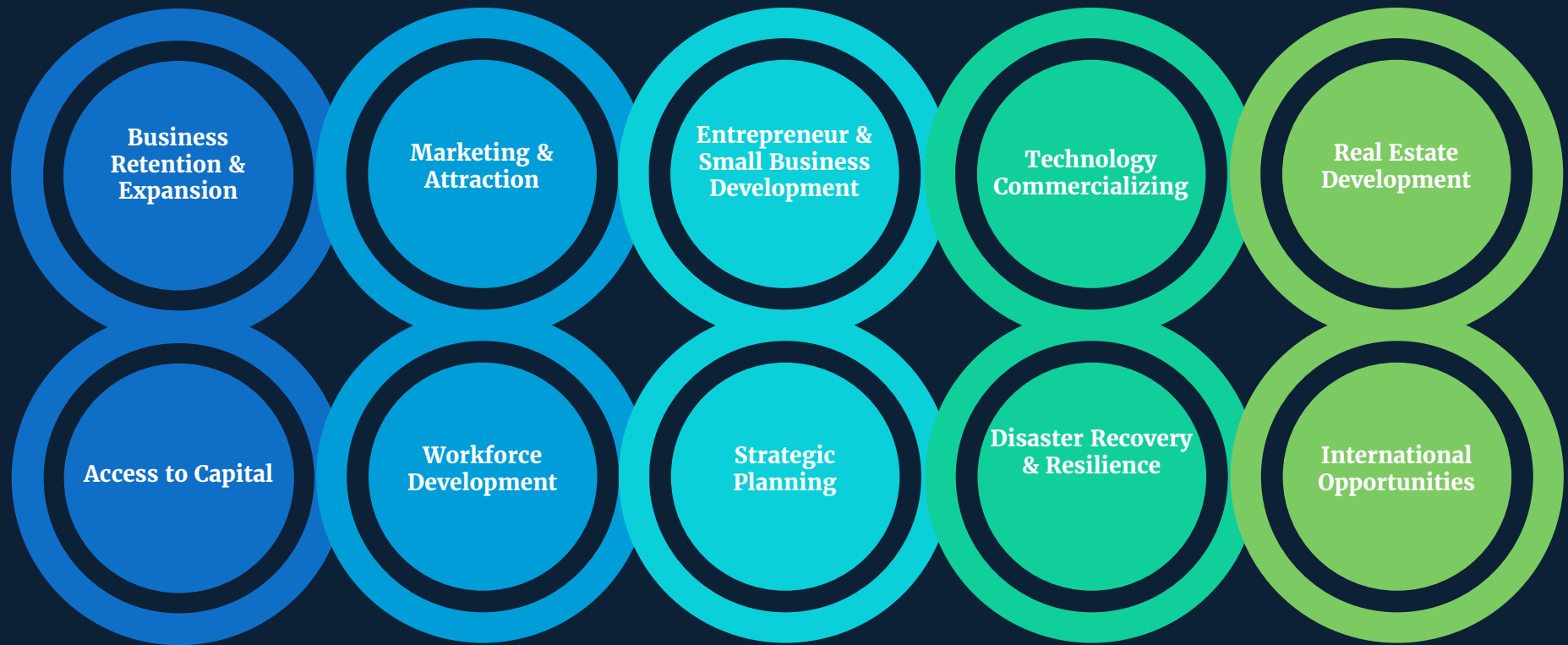
Economic development is a set of programs and policies that aid in the:

1. Creation, retention, and expansion of jobs
2. The development of a stable tax base
3. The enhancement of wealth

Why Communities Invest in Economic Development



ECONOMIC DEVELOPMENT



International Economic Development Council

ECONOMIC DEVELOPMENT

SCED's Core Areas



The diagram features three overlapping circles in a horizontal row. The leftmost circle is blue and contains the text 'Access to Capital'. The middle circle is cyan and contains the text 'Strategic Planning'. The rightmost circle is green and contains the text 'Disaster Recovery & Resilience'. The circles overlap such that the middle one is partially behind the left one, and the right one is partially behind the middle one. The background is dark blue with faint, larger circles.

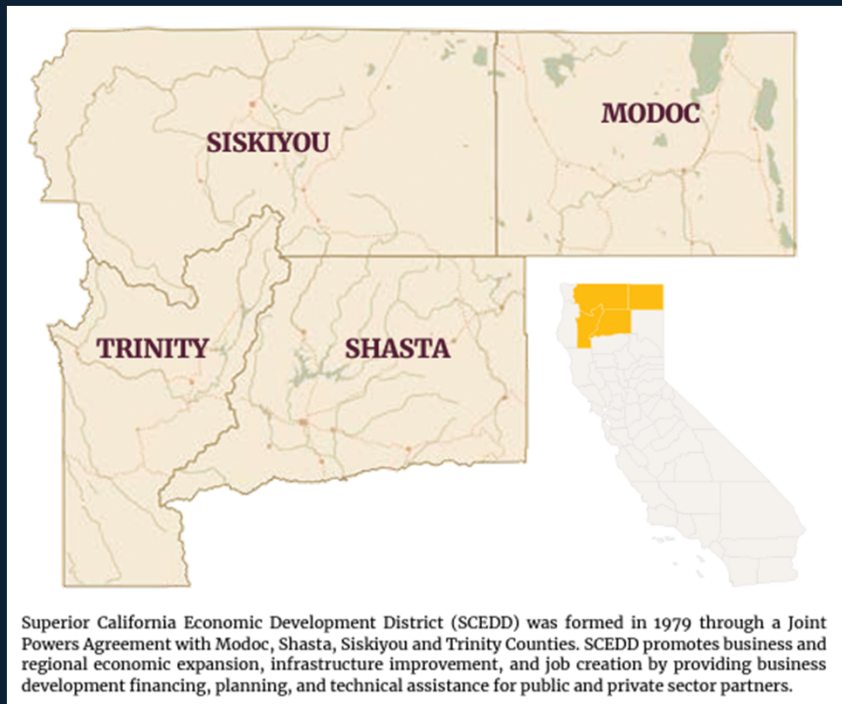
Access to Capital

Strategic
Planning

Disaster Recovery
& Resilience

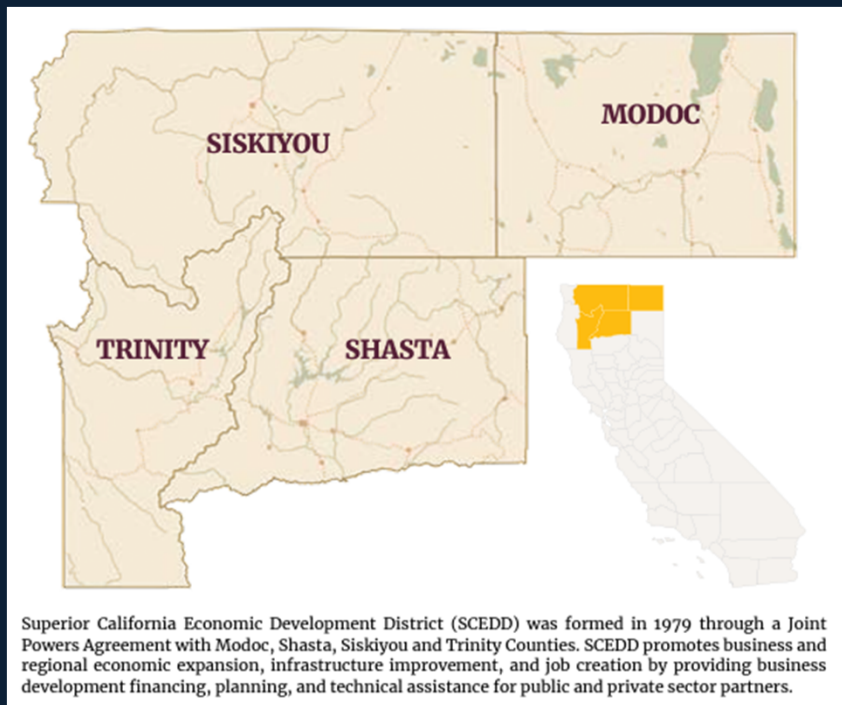
International Economic Development Council

SCED DEMOGRAPHICS



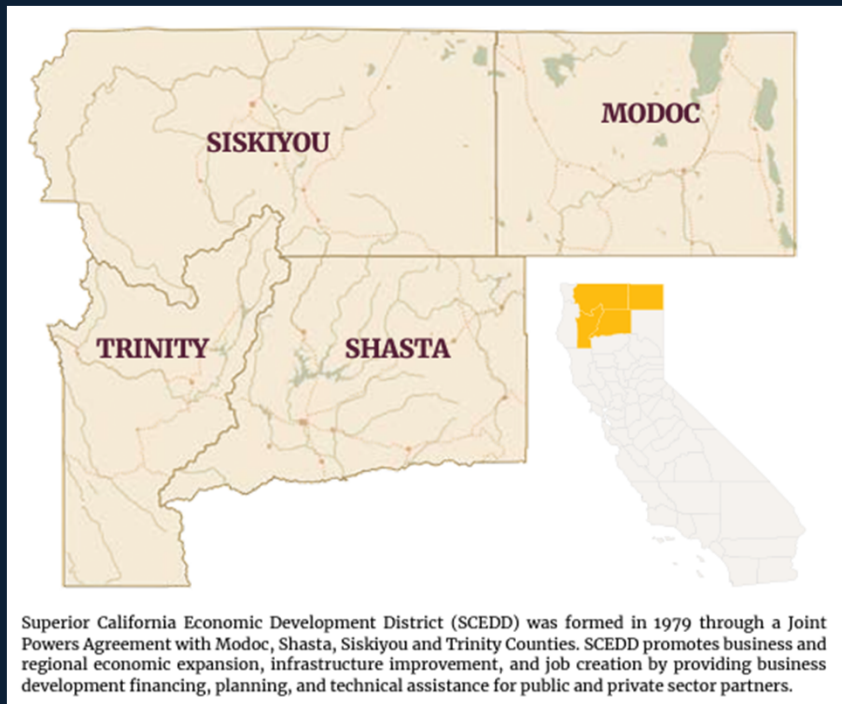
- 4 Counties – 42nd largest state
- 250,600 people
- 72% of population in Redding Metro Area
- 59% of population within 1 Mile of I-5

SCED DEMOGRAPHICS



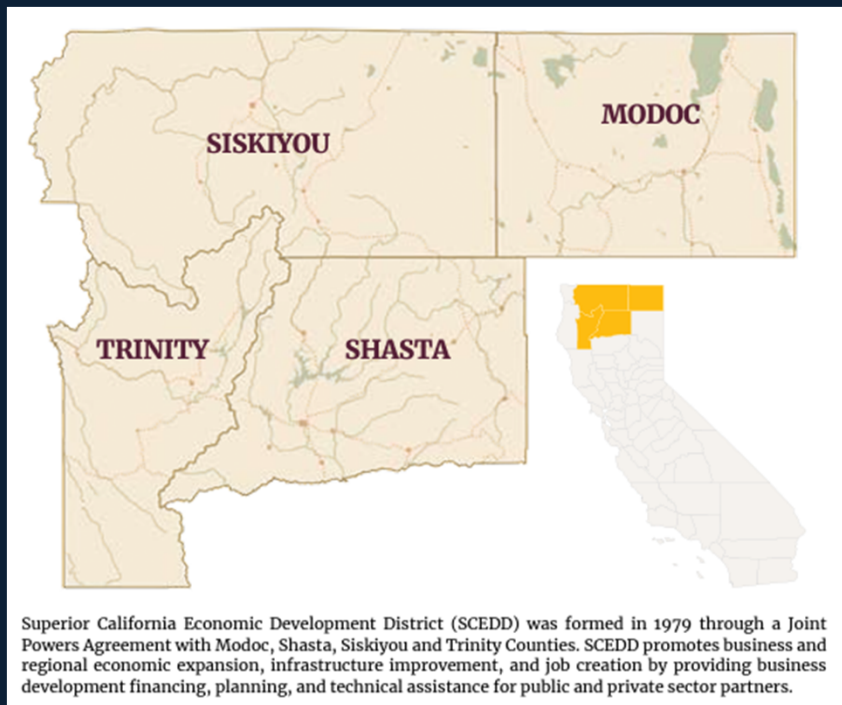
- 77.5% White
- 11.1% Hispanic/Latino
- 4.6% Two or More Races
- 2.8% Asian
- 2.2% Native American
- 1.2% African American
- 0.6% Other

SCED TOP 5 EMPLOYERS



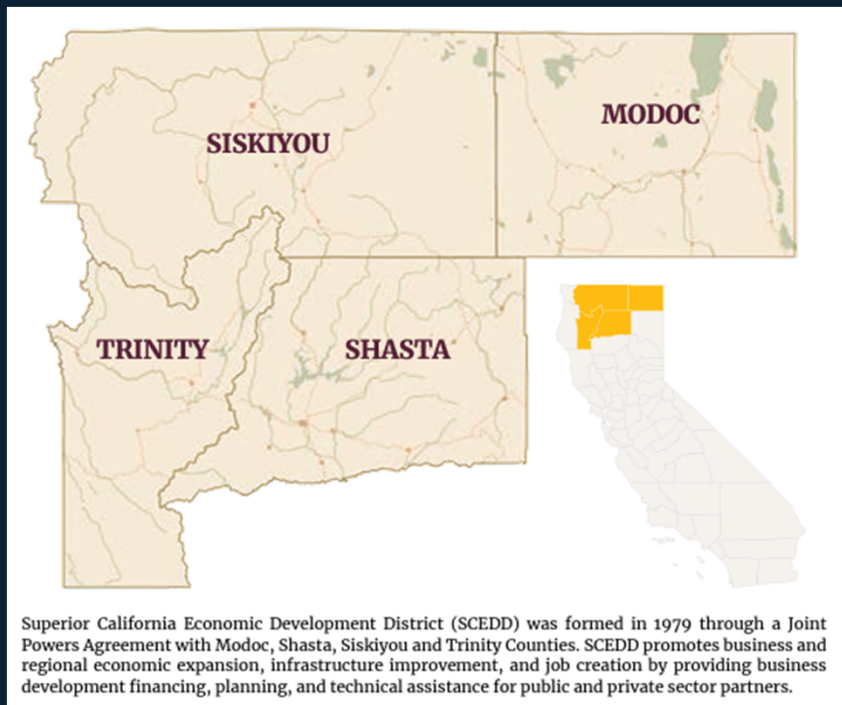
- Sierra Pacific Industries – 3,500
- County of Shasta – 2,000
- Bbdi LLC (Black Bear Diner) – 1,320
- Mercy Home Services – 1,200
- Aqua Regia Inc. – 973

SCED TOP 5 INDUSTRIES – EMPL.



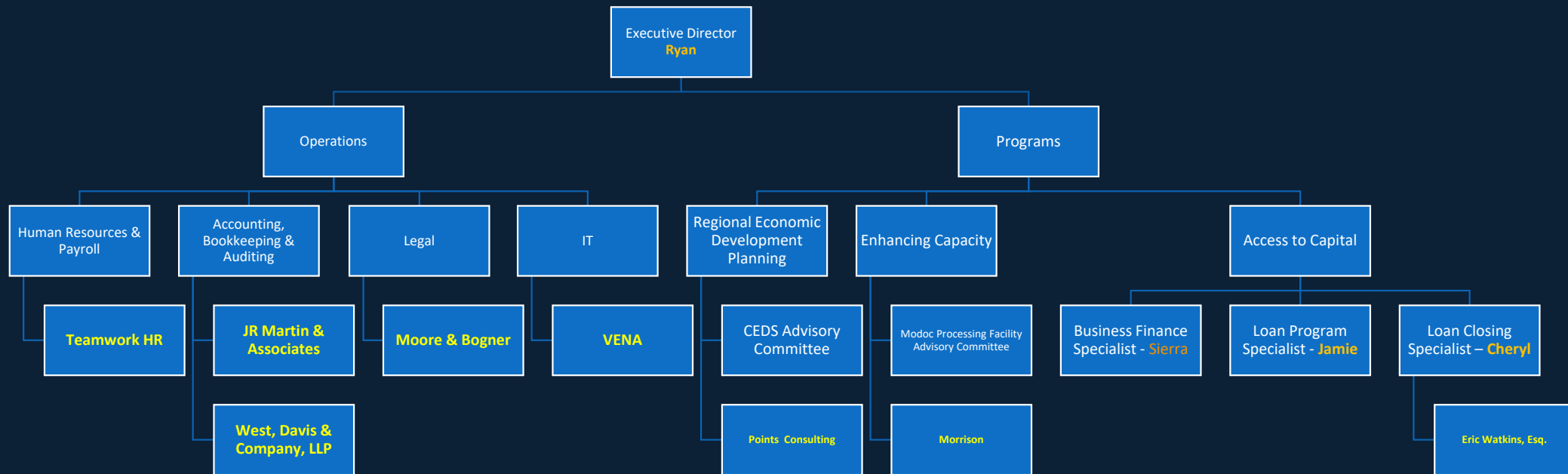
- Health Care & Social Assistance – 7,530
- Government – 4,920
- Retail Trade – 3,640
- Accommodation & Food Service – 3,020
- Other Services – 1,960

SCED TOP 5 INDUSTRIES – \$\$\$

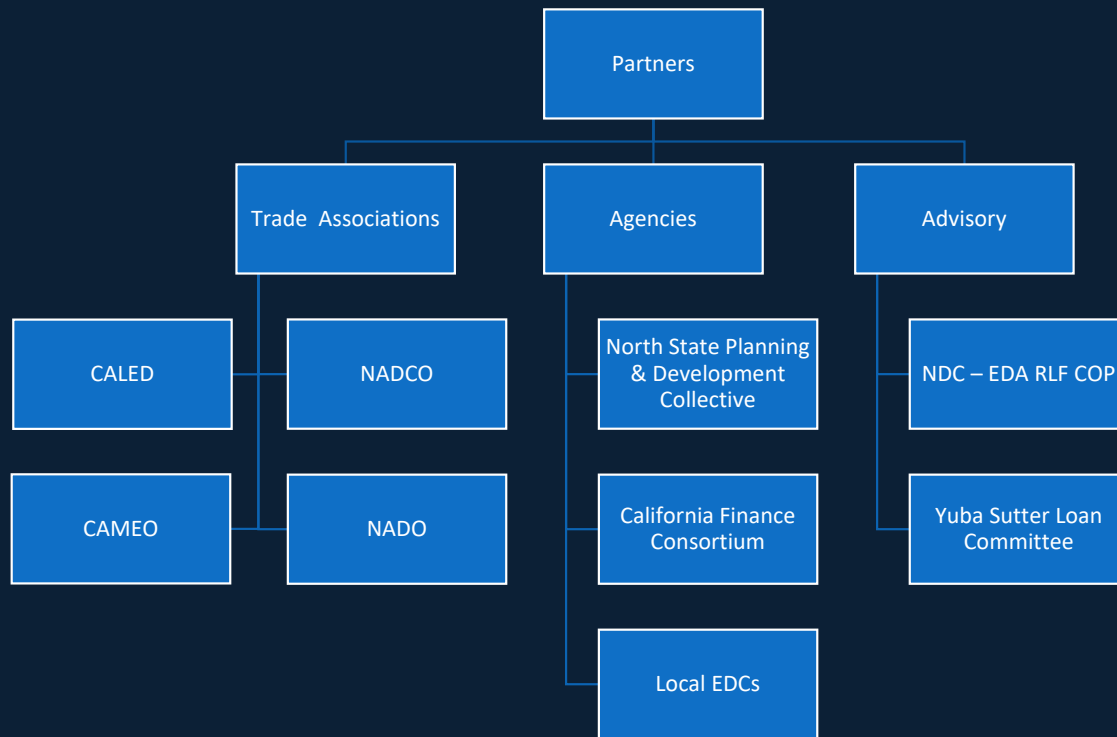


- Health Care & Social Assistance – 515,900
- Government – 492,700
- Real Estate & Rental and Leasing – 451,900
- Utilities – 282,300
- Retail Trade – 236,300

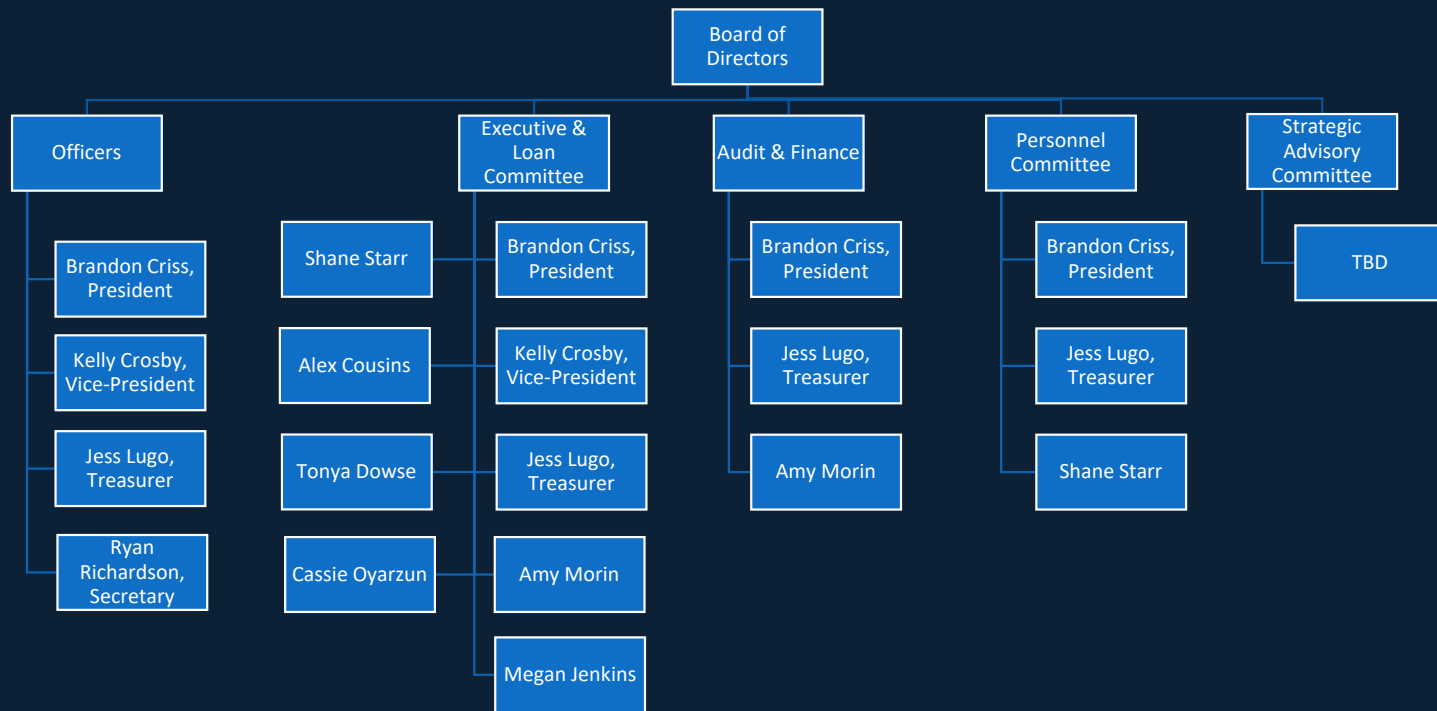
SCED OPERATIONS & PROGRAMS



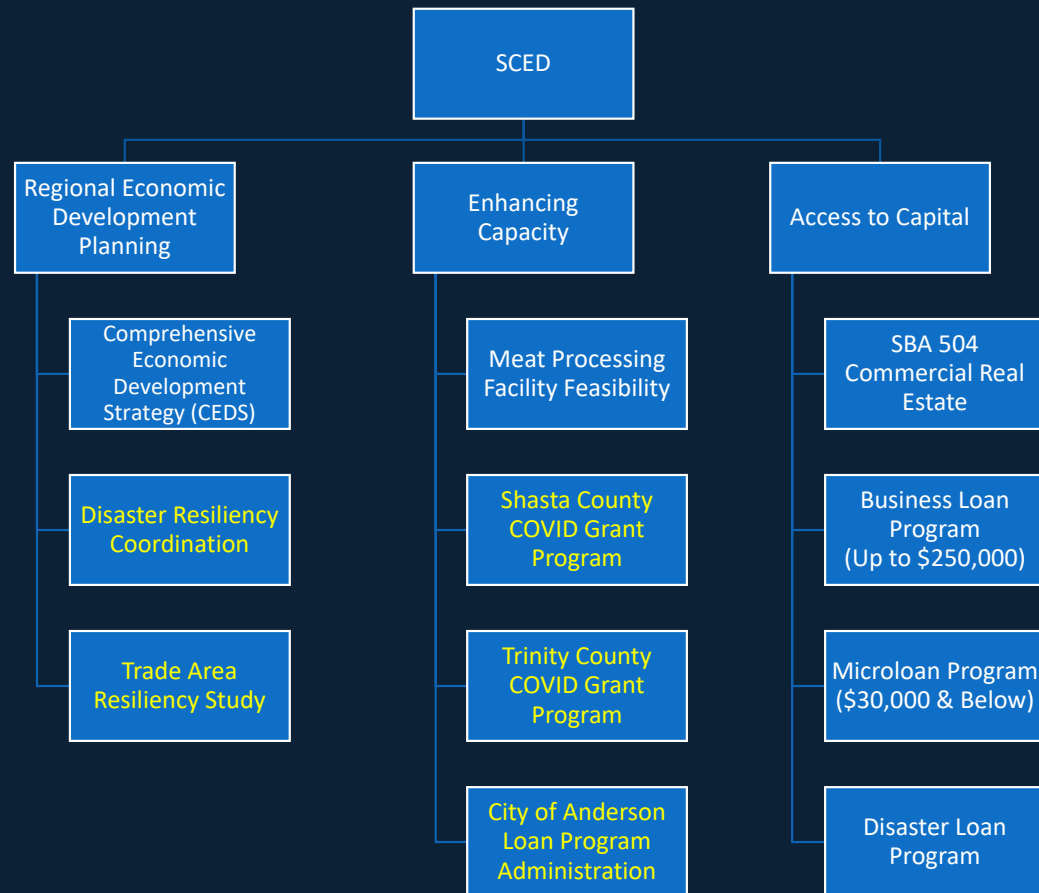
SCED PARTNERS



SCED BOARD COMMITTEES

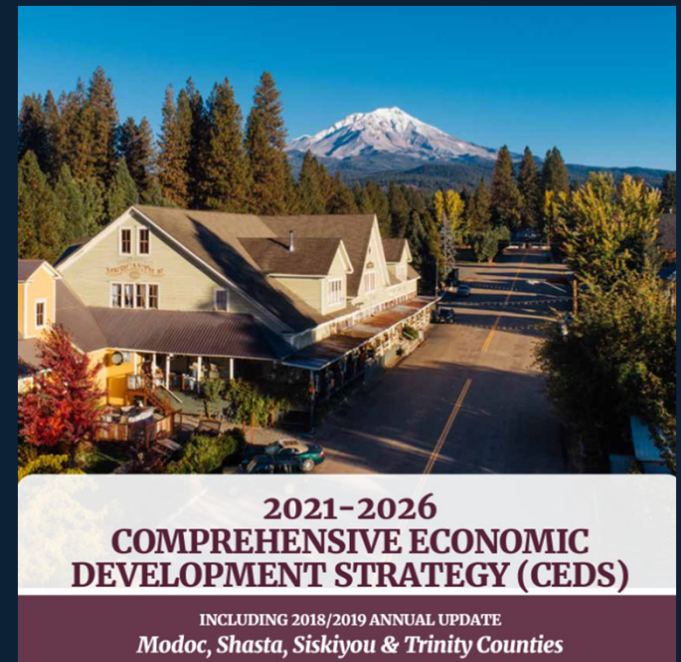


SCED PROJECTS



CEDS

- CEDS is a strategy-driven plan for regional economic development.
- Designed to build capacity and guide the economic prosperity and resiliency of our region.
- Key components are intended in helping to build regional capacity (through hard and soft infrastructure).
- **CEDS should always be referenced grant applications, as it makes federal and state applications more competitive.**



Commercial Real Estate

- Access to Capital
- Risk Position
- Small Business Administration & SCED's Business Loan Program
- Economic Development Lending
- Partner with Banks



Business Loans

- Mission based, story driven underwriting for emerging businesses
- Access to Capital / Risk Capital
- Partner with Bank or Sole Financing
- Do not compete with banks



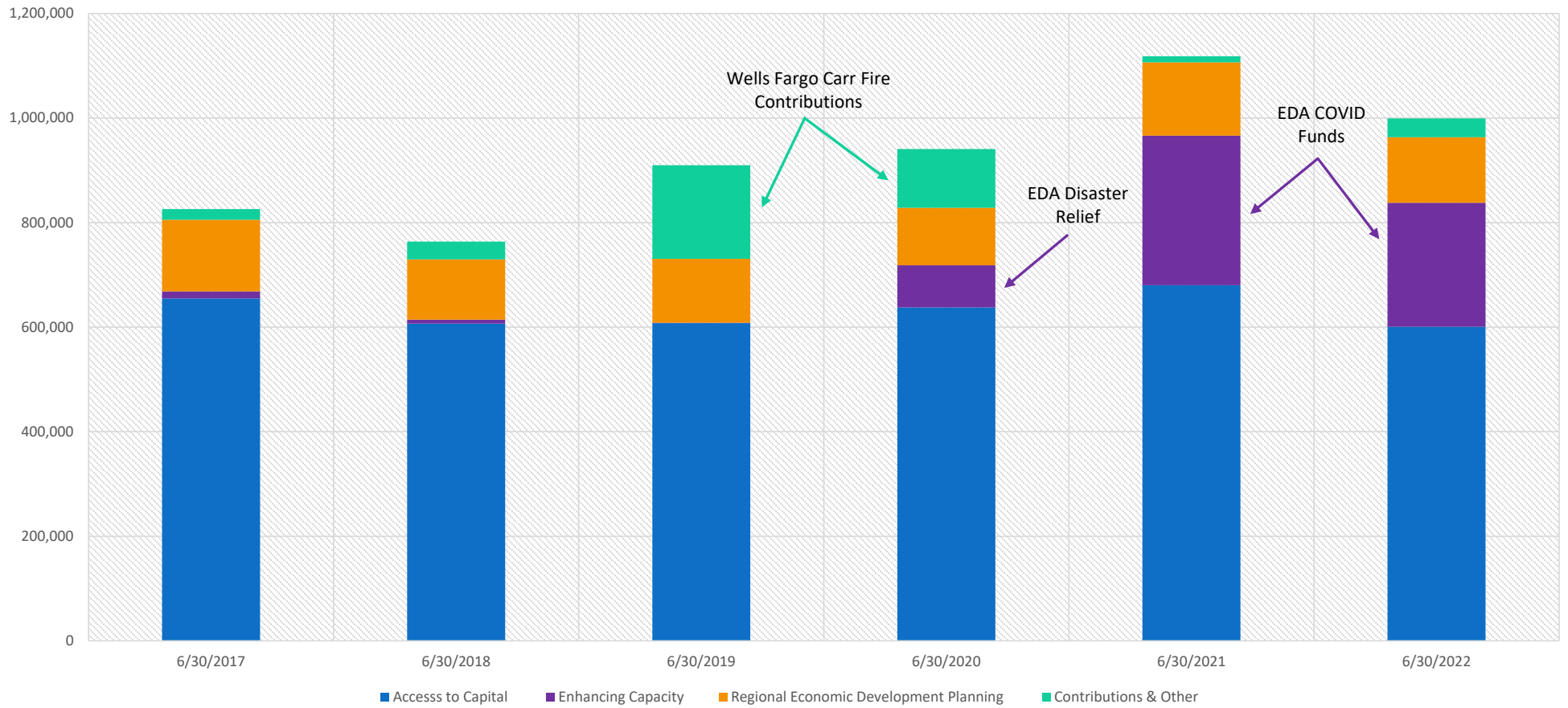
Seed Fund/Microloans

- Access to Capital
- \$30,000 Max
- Expedited Underwriting
- Funded in part by grants from banks



SCED Revenue Adjusted

RLF Grant Funding & SBA 7(a) Referral Income Removed



OPPORTUNITY PLAN – 2024

Staff & Culture

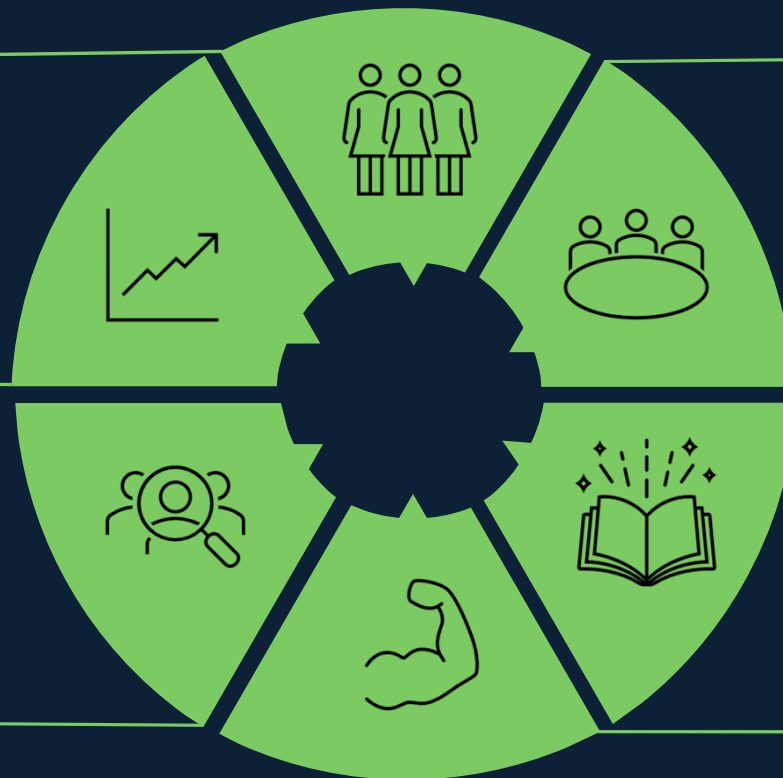
- Teamwork
- One Vision
- Positive Outlook
- Adding Capacity

Financial

- **Unrestricted Funds**
- Develop Savings for Grant Cash Match

Internal

- Expertise in Core Areas
- Conduit for Federal Funds
- Mission-Centric Programs



Strategy

- Board Input
- Inspiring Vision
- Develop Guiding Plan
- Strategic Advisory Committee

Narrative

- Clear SCED Brand
- Marketing to Stakeholders
- One SCED Message

Board

- Board Engagement
- JPA, District & Corp

Ways to Engage

- Constant Contact
- LinkedIn
- Join a committee
- Come to the board meetings with questions
- Keep your eyes and ears open for potential projects
- Be willing to speak up and offer your expertise

Thank you for volunteering!