

MOVE 2030

Mendocino Opportunities for Building a Vibrant Economy

Supported by funds from EDA and the County of Mendocino to develop an Economic Recovery and Resiliency Plan.



After the 2017 wildfires

EDA awarded grants to Federally declared disaster areas to address economic challenges in impacted areas in 2017/18.

The County of Mendocino applied for and was awarded a grant to:

1. Hire an Economic Development Coordinator
2. Create an Economic Recovery and Resiliency plan
3. Complete a broadband Implementation plan
4. Create Digital Learning Hubs

COMPLETION DATE: March 2021



Roles & Responsibilities

Resiliency Planning team:

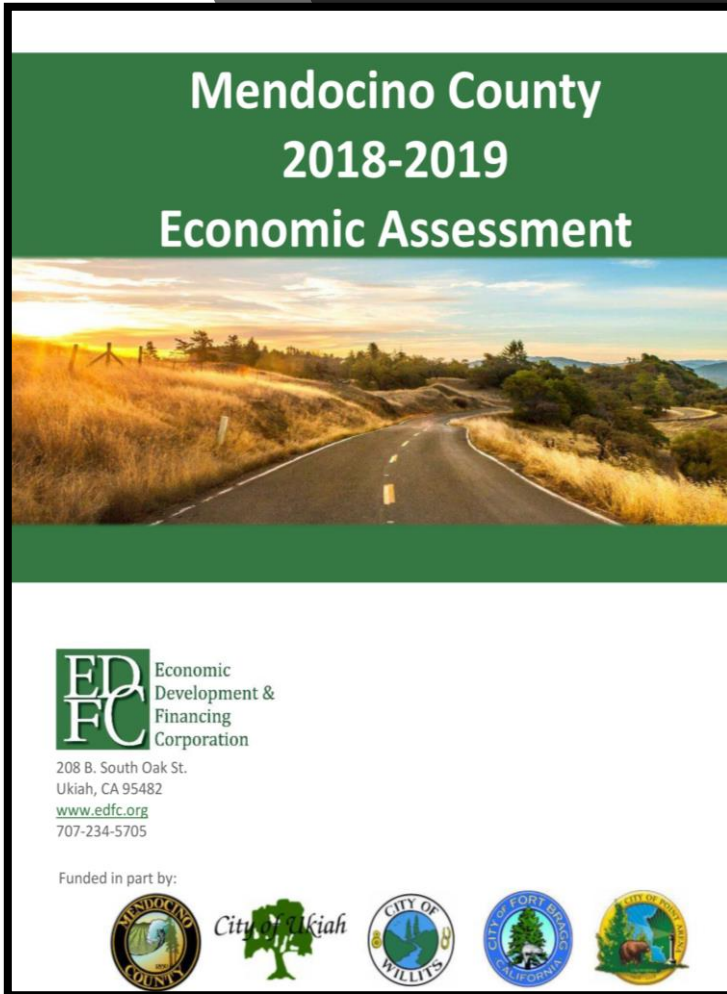
- Hon. Dan Gjerde, County of Mendocino, 4th District
- Hon. Ted Williams, County of Mendocino, 5th District
- Carmel Angelo, CEO County of Mendocino
- Brent Schultz, Dir. Building /Planning, County of Mendocino
- Darcie Antle, Deputy Chief Exc. Officer, County of Mendocino
- Mary Anne Petrillo, CEO West Business Development Center
- Una Wirkebau, West BDC Economic Coordinator
- Paul Garza, West BDC Chairman of the Board
- Sheilah Rodgers, Interim Director EDFC
- Diann Simmons, EDFC
- Megan Barber-Allende, CEO Community Foundation
- Jeff Tyrrell, Broadband Project Mgr Community Foundation



Actions taken to date :

In November 2019 supported by funds from EDA, the County of Mendocino selected West Business Development Center to oversee the development of the Economic Recovery and Resiliency Plan in coordination with the work of the Economic Development and Finance Corporation. Activities to date have been:


- EDFC produced a 28 pages 2018-19 Economic Assessment report and accompanying power point document for presentations. It reviewed 11 economic indicators and included interviews with 15 key business owners, industry leaders, and stakeholders. We also incorporated information obtained at Economic Summit held on January 31, 2019
- EDFC produced materials to conduct visioning sessions and sent detailed information to a variety of stakeholder groups.
- Created a list of strategies/priorities that came out of the Economic Summit and conversations set-up as posters for individuals to prioritize at each session.



**Mendocino County
2018-2019
Economic Assessment**

EDFC Economic Development & Financing Corporation
208 B. South Oak St.
Ukiah, CA 95482
www.edfc.org
707-234-5705

Funded in part by:



A scenic landscape featuring a winding asphalt road that curves through a valley. The foreground is dominated by tall, golden-brown grasses. The middle ground shows a mix of green and brown shrubs and trees. In the background, rolling mountains are visible under a sky with soft, colorful clouds, suggesting a sunset or sunrise. The overall atmosphere is peaceful and natural.

A Road Not Yet Traveled

The 2019 Economic Assessment Report provided community perception. However, we must have current data to drive decisions for a 10-year implementation plan.

- **Understanding our assets:** What does our County have that makes us who we are? In an economic disaster or natural disaster what do we save?
- **What is changing in our world:** What is the impact of the degradation of our natural resources? How does our demographics affect our recovery?
- **How do we collaborate to make change possible:** Who are our partners? Can we become a regional leader of a rural renaissance?

Understanding our assets

Mendocino County Economic Strengths



Agriculture

\$268M gross agricultural value for all commodities produced in County.



Tourism

Generates \$39.9M Tax Revenue plus 7K travel generated employment.



Small Business

82% of the economy is comprised of businesses with less than 9 employees.



Nonprofits

Over 600 nonprofits support the social well being of the County.



HealthCare

15% of the County population is employed in Healthcare industry.



Niche Manufacturing

Once a robust economic contributor has been shrinking.

What is changing in our world?

Existential threats to County economy

Climate Change

What has been the impact over the past decade due to a degradation of our natural resources? How has the loss impacted our economy? The changing climate has already impacted our forest, our marine life and our water resources. What actions do we take today to ensure tomorrow's survival?

Technology

In the 21st century access to connectivity is essential. Do we understand the real costs of not being connected? Where is the matrix of what has been done and what alternatives we have to connecting our businesses, our healthcare and our communities?

Demographics

Low birth rates, longer lifespans, what is the impact? Attract young workers or support a "silver tsunami" over the next decade?

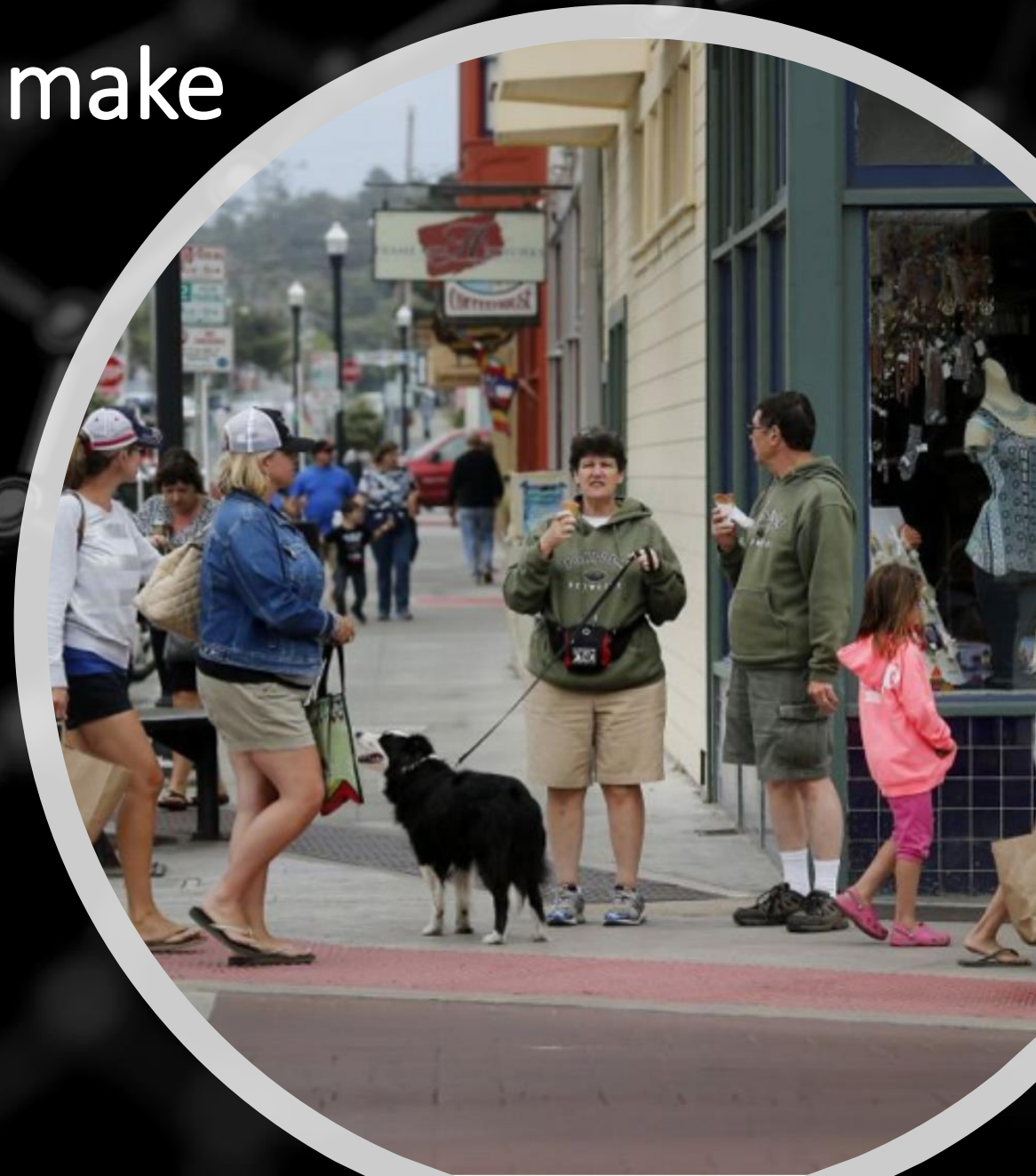
How do we collaborate to make
change possible?

HOUSING

TRANSPORTATION

SKILLED WORKFORCE

CONNECTIVITY



MOVE 2030

The Plan Forward

Phase 1: February – May

- Articulate and Document Plan Goals
- Identify Potential Success Metrics
- Community Introductions

Phase 2: April - July

- Data Acquisition and Analysis
- Evaluate Current Economic Development Programs
- Comparison Benchmarking

Phase 3: August- December

- Create Community Engagement leads
- Stakeholder Outreach
- Implementation Analysis

Phase 4: December- March 2020

- Report and Recommendations



MOVE 2030

Broadband Update

Jeff Tyrrell, Broadband Project Mgr
Community Foundation



Goal: Install more than 200 miles of fiber network, encircling our County

Phase1: Runs from Hopland to Laytonville and connects to Covelo



Goal: Install more than 200 miles of fiber network, encircling our County

Phase 2: With infrastructure funds in hand, the additional buildout along the coast will complete a loop

