



HELPING COMMUNITIES GROW,
ONE SMALL BUSINESS AT A TIME



ECONOMIC IMPACT NUMBERS

2020-2021

2,575
JOBS
SUPPORTED

7,133
COUNSELING
HOURS



1,198 CLIENTS
SERVED



50 BUSINESS STARTS



\$18 MILLION CAPITAL
INFUSION



225 TRAINING EVENTS



2,575 JOBS CREATED/
RETAINED



5,388 TRAINING
ATTENDEES



1,026 CLIENTS
COUNSELED



\$8.3 MILLION SALES
INCREASE

COVID Business Resources Delivered 2020

Creation of an Economic Impact survey (first 6 months)

- 500 TOTAL businesses submitted information.
- TOTAL of \$40,181,867 in losses
- TOTAL of 1,473 employees lost jobs

County Business Ad Hoc committee (first 6 months)

- Hosted 7 industry roundtables
- Created a business reopening portal
- Streamlined the reopening process
- Over 700 business self-certified to health & safety protocols

Mendocino County Cell/Internet Questionnaire Data Entry completed

- Over 4000 entries were captured resulting in a more accurate mapping of broadband coverage for our county

County of Mendocino and the Community Foundation

- West Center development NOFO for COVID grant relief
- Distributed \$750k grants awarded to 165 business

Launched an Open for Business page

- To assist consumers in finding businesses open during SIP
- Underway is a buy local campaign and platform

Participation in Humboldt Regional Resiliency planning & State Regions Rising Program and Sonoma Mendocino Economic Development Board



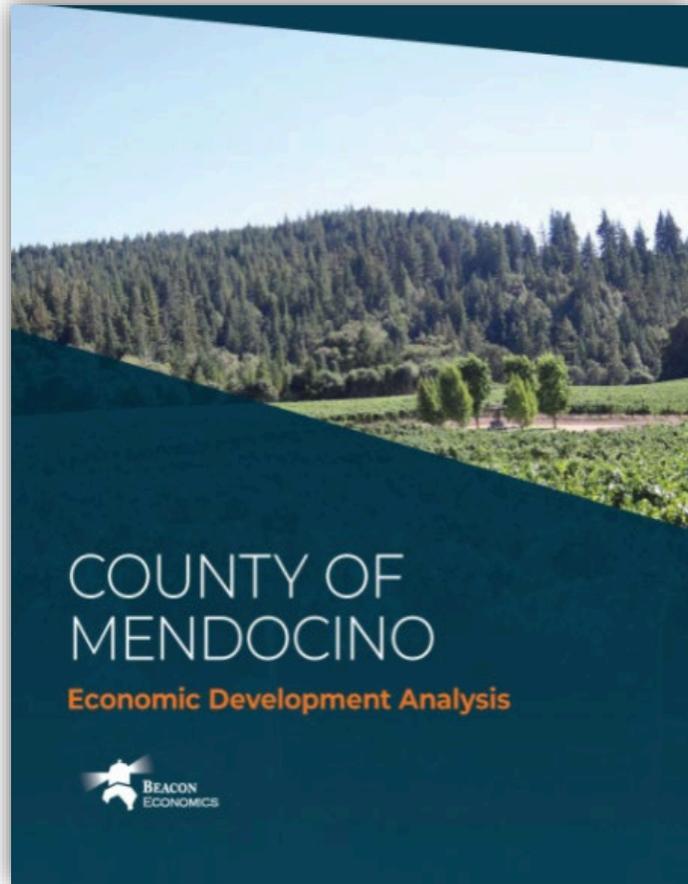
From April 2020 to August 2020

West Business Development Center

- 80% increase in request for services
- Launched and maintained a COVID Business resource page
- 39 business focused webinars /664 participants
- 313 Counseled/139 are new clients
- Launched a Spanish training program for business



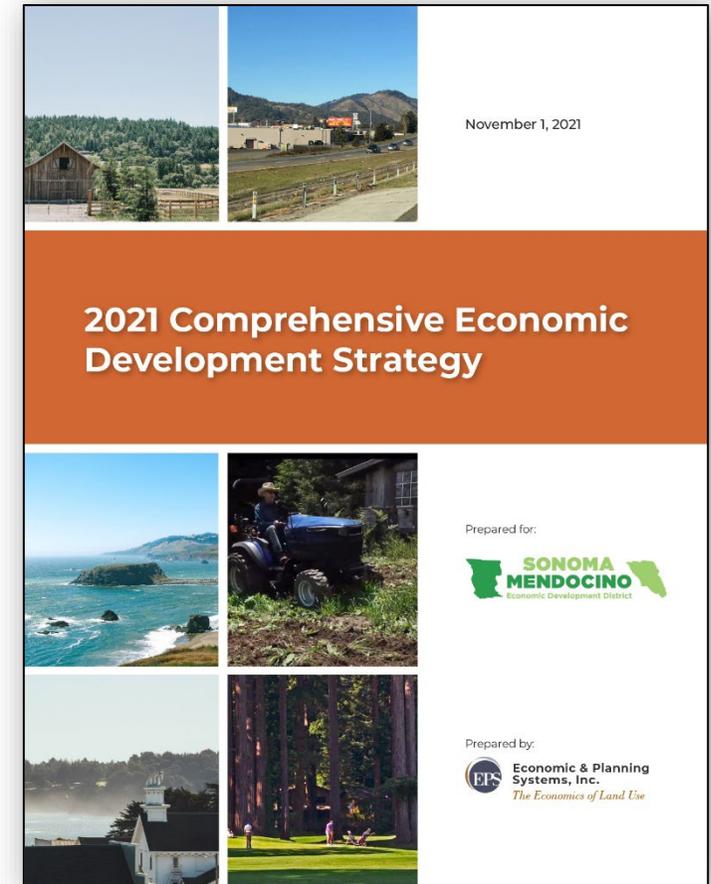
Economic Reports



Economic Resiliency Report



Community Action Report



Comprehensive Economic Development Report



StartUp Mendocino

BY **WEST BUSINESS
DEVELOPMENT CENTER**



StartUp Mendocino

- Provide operational support for a boot camp for 12 emerging entrepreneurs to develop new business models to be launched in Mendocino County.
- Participate in a cohort of new Mendocino County business innovators interested in adapting and creating new cooperative supply chains.
- Provide 60 hours of direct counseling services for businesses to launch eCommerce portals.
- Provide \$1000 stipend to each participant for software, permit fees, technology.

- Spark new business growth and expansion with young innovators to mitigate the 30% loss of businesses due to the impacts of COVID
- Bolster business development

\$50,000



<p>Centro Latino West</p>	<ul style="list-style-type: none"> • Create an 8-week Spanish language training program for 12 entrepreneurs that fosters engagement with County/City agencies, and local financial institutions. • Create a business council for Hispanic business owners to engage and support each other with resources and information. • Stipend of \$500 for entrepreneurs starting a childcare facilities or building/construction firm plus classes for specific industry training. 	<ul style="list-style-type: none"> • Responses to the Disproportionate Public Health and Economic Impacts of the Pandemic in Certain Communities. • Bolster business development 	<p>\$60,000</p>
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photo by Sierra M Potts



Rural Digital Hubs

- Outfit up to five (5) community centers/granges in unincorporated areas to serve as technology hubs providing: Public Internet Access Points, Incubator/Co-working Space, Business Advice, Training and Support center, Sector-specific Space, disaster mitigation.
- Technical Assistance for community center staff to ensure equitable access to technology during emergencies and support community efforts.
- Provide up to 5 seed grants to support implementation of community center tech hub services.

- Foster equitable technology access
- Improve the awareness of and capacity for digital technology utilization that is essential due to the COVID health mandates.

\$100,000



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Services »

Permits And Licenses

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Improve the online user experience for Business Permitting

- Evaluate the current online user experience for Mendocino County licenses, permits, and planning processes.
- Provide recommendations for improvements to reduce staff demand and increase County revenues (fees and taxes).
- Develop proposal for an online permit portal that provides substantially shorter turnaround time for acquisition of licenses, permits, and plans in the unincorporated area.
- Implement a Fast Track license and sole proprietor permitting process.

- Retain existing and secure new business more efficiently
- Speed the acquisition of information and eventual licensing
- Government Services to the Extent of Revenue Loss.
- Bolster business development

\$150,000



The Mendocino Entrepreneur

Nowhere else in the world embodies the traits of determination and independence more thoroughly than our rural region. Hundreds of small businesses make up the heart and soul of our County— from our regenerative farms, to fisheries, boutiques, restaurants, cafes, and vineyards, from our artists and artisans to our sign makers, craftspeople, construction and electricians, from our healing arts professionals, to lodgings and hospitality services. Mendocino Businesses matter.





WHO WE ARE

Our Vision

West Center exists to create a future in which our rural economy thrives from access to livable wage jobs, sustainable economic growth and a high quality-of-life for residents, regardless of life stage or background.



Mary Anne Petrillo
CEO, West Center



Jo Williams
HR/Administrative Director



Laura Brooks
*Director of Programs
WBC Director*



Kevin Williams
Interim SBDC Director



Alison de Grassi
Director of Marketing



Steve Lamb
Client Services Mgr



Paloma Patterson
*Business Development Mgr.
Nonprofit Advisor*



Lillian Rubie
*Customer Care
Coordinator*



Kelly Geiser
Event Coordinator

THANK YOU



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