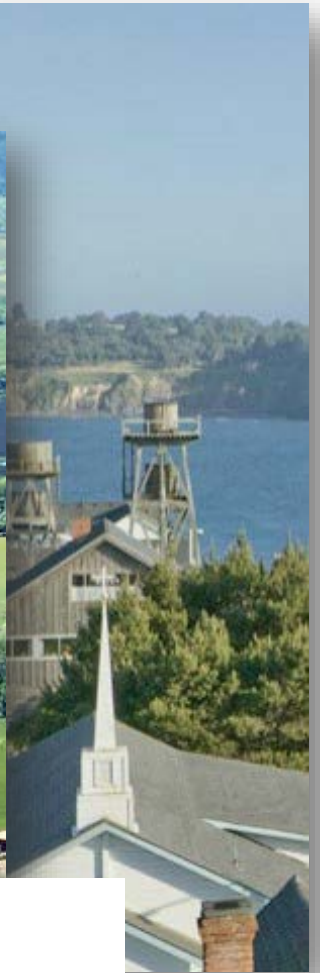
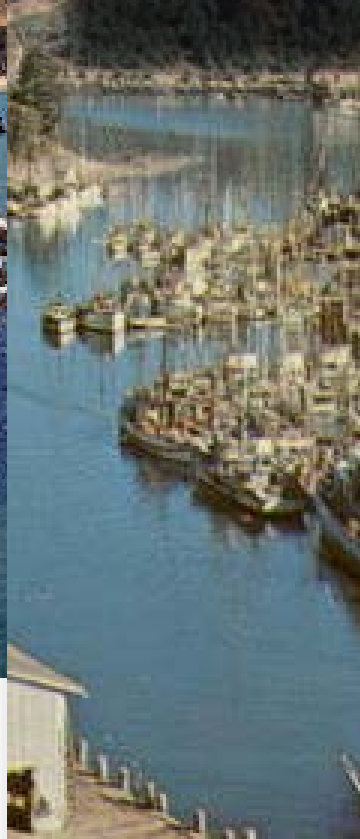




WEST
COMPANY



EDFC



The opportunity ahead



The work of West Company and EDFC has long been complementary. We have a prime opportunity to create a single dynamic enterprise to fill the need for a robust, collaborative, economic development entity for Mendocino County.

A stronger, more aligned organization with sound leadership will allow us to deliver innovation, diversified growth and increased tax receipts to bolster general revenues and provide much needed economic prosperity to our county.



The opportunity ahead



An alliance of WEST Company and EDFC will provide an advantage to county and city officials and business leaders in the following ways:

- **Streamlined process** to execute on projects that meet community business needs
- **Strategic thinking** about how to use limited resources for economic development
- **Collaborative engagement** with agencies and jurisdictions to lower barriers to business.
- **Consolidated metrics** on outcomes
- **Combined expertise** to develop a county economic development strategy
- **Better Governance** for efficiency



Future Services

EDFC

Business Support Services

Create a service to serve as a liaison between business start-ups and local jurisdictions to assist applicants with the regulatory process (i.e., permitting, business licenses, local ordinances, etc).

Business Expansion Support

Leverage local sustainable assets to expand business. Provide insights for current businesses owners on new trends, market opportunities, and compliance info to stimulate expansion.

Access to Capital

Diversified and expand loan portfolio. Work with banks, foundations, government agencies, and private investors to bolster the local economy.

Digital Business Hub

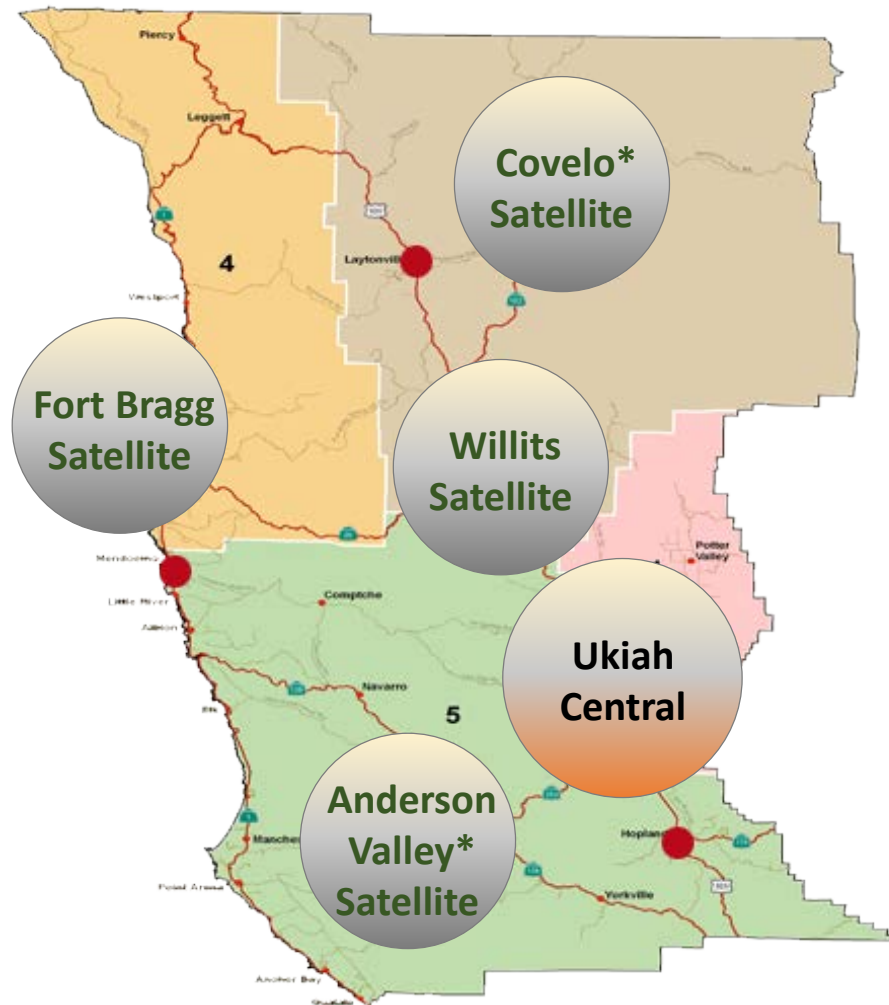
Create a technology hub to provide insight, support and use of trending technologies that improve customer relationships, customer acquisition and productivity.

Attract Business

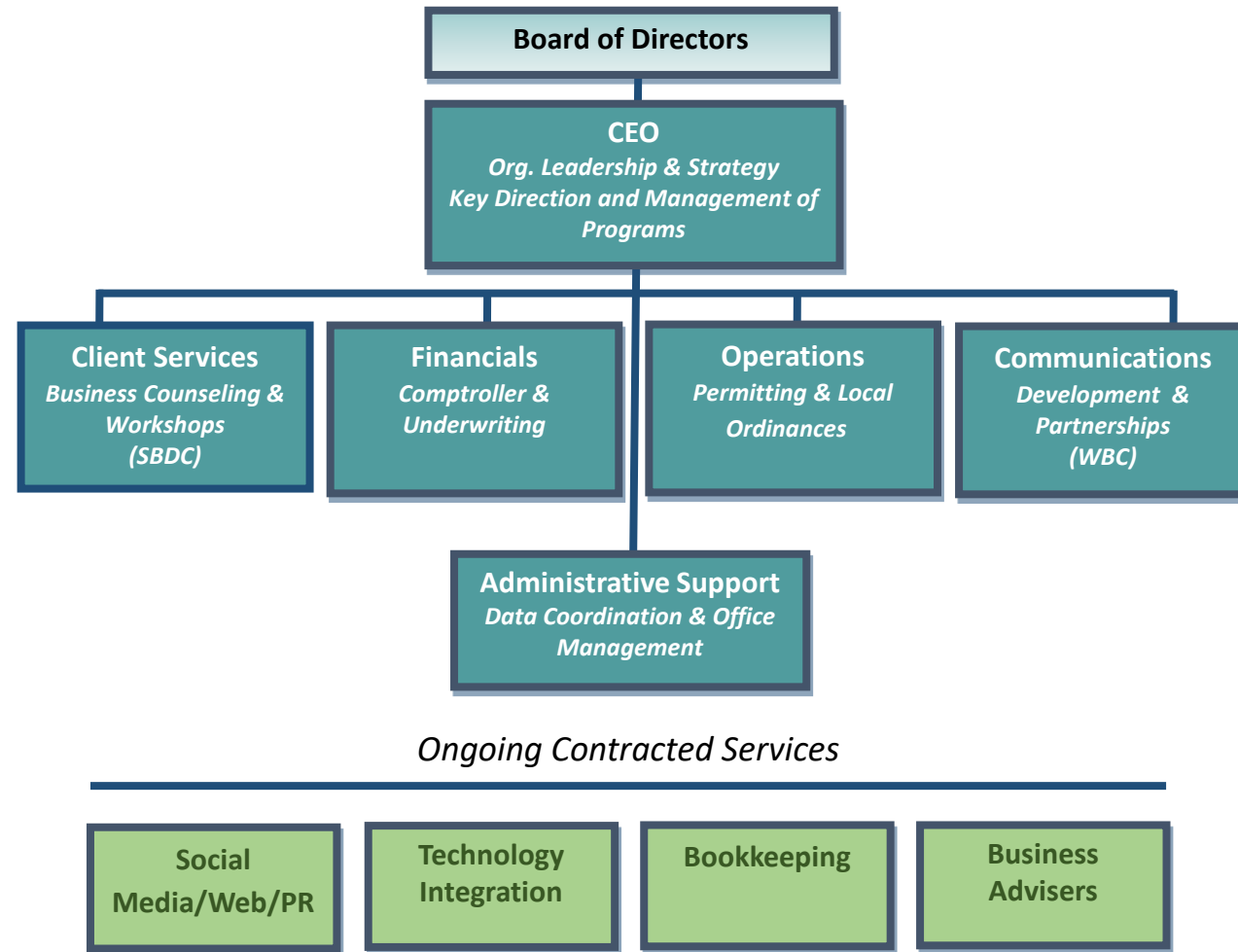
Outreach to identify and work with existing businesses looking to move to Mendocino County. Partner with tourism activities to attract high wage industries with demand occupations.

START UP Mendo

Create a startup investment program that brings together local angel investors and promising start up entrepreneurs to compete for a grand prize. Investors, start ups and the community of engaged in the process and the outcomes.



Proposed Function Org Chart





Our Request



The EDFC and West Company are requesting county recognition to form a single “go-to” Economic Development organization to support city, county officials and business leaders with increased timely services to raise the economic vitality of Mendocino.

Our request: 3-year commitment of annual funding to supplement current funds.

Annual Funds requested:

- Sustainable operations: \$ 150K
- Personnel: \$ 200K
- Specialists & Training: \$ 180K
- Loan Match Funds: \$ 250K

Projected Economic Impact:

- Increase in start ups
- Increase in clients served
- Increase in sales
- Increase in business expansion



MENDOCINO ECONOMIC DEVELOPMENT AGENCY

Providing economic prosperity for all of Mendocino County