



## CITY OF FORT BRAGG

*Incorporated August 5, 1889*

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May 30, 2017

Mr. John McCowen  
Chairman  
Board of Supervisors  
County of Mendocino

**Subject : Economic Development and Financing Corporation (EDFC) and West Company Proposal**

Dear Mr. McCowen:

The City of Fort Bragg supports the Economic Development and Financing Corporation (EDFC) and West Company alliance proposal and funding request and urges the County to support the alliance and approve the funding proposal.

The effectiveness of EDFC and the West Company has been limited by the current funding model which impedes their ability to provide a broad range of services for clients and businesses. While both organizations have worked diligently (with EDFC focused on lending and West Company on training), neither has been able to effectively sustain a coordinated strategy to encourage economic growth on a countywide basis.

Effective implementation of a countywide economic development strategy is vital for continued economic growth and a robust business environment. Mendocino County's shortage of living wage jobs and in particular, the lack of such jobs on the coast is a critical issue of concern to our community. The services offered by EDFC and West Company are complementary. The opportunity to create and fund a collaborative and enhanced economic development alliance will have far-reaching impacts on Mendocino County as whole. The alliance between EDFC and West Company will allow for effective use of limited resources by providing an opportunity for coordinated economic development strategic planning, a streamlined process for service delivery and project execution and consolidated metrics for enhanced monitoring of outcomes.

I encourage the County to support this alliance and to approve the funding proposal in order to help EDFC and West Company succeed in their efforts to create sustainable jobs and invigorate the economy throughout our county.

Sincerely,

Linda Ruffing  
City Manager