



**Economic
Development &
Financing
Corporation**



Mendocino County State of the Economy Report & Proposed Economic Development Strategy

Project Contractors: Economic Development and Financing Corporation and West Company
Total Cost of Project: \$32,000
Project timeline: March 1, 2018 – September 30, 2018

Project Summary

Mendocino County is currently in a state of economic flux, and without actual data, it is impossible to understand the scope, size, and ramifications of the changes taking place. The purpose of this project is to create essential information for our decision makers that will create a common understanding of the changes in Mendocino County's economy and understand the challenges and opportunities we face. The report will also serve as a basis for moving forward with economic development and will include a draft economic development strategy that can be used to generate and implement new and innovative activities that will have a positive impact on the future of Mendocino County's economy.

Task 1: Understanding Business Trends in Mendocino County: Data Research and a Comparative Analysis of local jurisdictions

EDFC and West Company will acquire business license data from the cities and counties to make a unified database that it can use to determine:

- number of individual businesses by county and city
- annual change in number of businesses in counties and cities (optional historical comparison)
- business starts and closures in cities and counties
- longevity of businesses in cities and counties (depending on data available)
- types of businesses that are opening/closing
- businesses by industries and compare with census data, national and state trends

Deliverable: Report on the current business trends in Mendocino County and local jurisdictions that provides a basis for planning, and decision making and can be duplicated annually to assess change and success.



Task 2: Employment and Living Wage Data

EDFC will work with both public and specialized data from Labor Market Information Systems, EDD to:

- Determine poverty, poverty-living wage, and above living wage percentages
 - Compare by current v. 5 years ago
 - Compare cities and county
 - Compare by industry
- Determine industries with employment growth
 - Comparison of above living v. below living wage
 - Long-term growth over time
- Determine if there is a way to measure economic generator jobs
- Assess whether it is possible, and if so, generate metrics that assess tele-commuters living in Mendocino County
- Additional employment metrics as requested by the county

Deliverable: Report on the current state of Mendocino County's employment force in Mendocino County and local jurisdictions that provides a basis for planning, and decision making and can be duplicated annually to assess change and success.

Task 3: Review and analysis of previous plans and assessment of success

EDFC and West Company will review, analyze, and determine progress of existing strategic plans

- Review of Targets of Opportunity
- 2010 Mendocino County CEDS
- 2016 SMED CEDS
- Other previous plans upon request

Deliverable: Report that details the accomplishments and the shortfalls of previous economic development plans and predictions

Task 4: Assessment of underground industries and shifts to legal industries

EDFC will investigate and determine un-biased and neutral indicators that the county can use to assess the extent to which businesses in the Cannabis industry are transitioning from underground to legal

- Review the indicators that are currently used to determine the size and scope of the cannabis industry.



- Assess shortfalls or concerns with existing indicators
- Make recommendations for changes, improvements, or additions to these indicators
- Assess baseline data for recommended indicators

Deliverable: Report detailing the findings, recommendations, and baseline for existing indicators that can be used to assess whether the predictions about the economic impacts of cannabis legalization on the county are accurate over time.

Task 5: DRAFT Report with diagrams, charts, and maps

Deliverable: West Company and EDFC will jointly work on producing a DRAFT report and presentations for review and feedback.

Task 6: Presentation of Draft Report & Community Data Collection

EDFC and West Company will present a draft report to county staff, the board, and the community in a series of meetings. Each meeting will begin with a presentation on the “State of the Economy” for Mendocino County and provide the opportunity for feedback from the community and an opportunity to collect more information.

- Presentation to County Staff
- Presentation to Board of Supervisors (combined with first if appropriate)
- Minimum of 4 community meetings
- Based on the contents of the report, we will use these meetings as an opportunity to collect additional information and begin developing strategies (may include a SWOT, etc.)
- Meetings will be live streamed & online participants will be invited to participate in survey activities through online formats

Deliverable: 5-6 presentations and public input sessions that will be the basis for creating an economic development strategy.

Task 7: Final Revisions and “Mendocino County State of the Economy” Report AND Creation of a plan to execute an economic development strategy that is driven both by the data in the state of the economy report as well as by the public feedback

Deliverables: Final Report on the State of the Economy and a DRAFT Economic Development Strategy