



March 22, 2021

Presentation to The Honorable Board of
Supervisors, County of Mendocino

MOVE 2030

Mendocino Opportunities for
Building a Vibrant Economy

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Supported by funds from EDA and the County of Mendocino





MOVE 2030 Steering Committee

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 | Paul Garza, West Business Development Center, Chairman of the Board | Una Wirkebau, MOVE 2030 Economic Coordinator | Jesse Burnett, Interim Director EDFC | Diann Simmons, EDFC | Stacey Caico, Workforce Alliance North Bay | Megan Barber-Allende, CEO Community Foundation of Mendocino | Jeff Tyrrell, Project Manager
Community Foundation of Mendocino

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“Economic development is the conscious adoption and execution of strategies formed through government policy and public/private partnerships to create economic growth through qualitative improvements, especially job and wage growth.”

Data & Economic Trends

Paul Garza, Jr.

*Chair, Board of Directors,
West Business Development Center*

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*“Coming together is a
beginning,
Staying together is
progress
and working together is
success.” -Henry Ford*

Community Economic Action Plans

Technology Utilization

Michelle Hutchins

Superintendent, Mendocino County Office of Education

Business Expansion

Amanda Reiman

VP Community Relations, Flow Kana

Sustainable Infrastructure

Jim Roberts

Owner, The Madrones

City Perspective

Sarah Million McCormick

Housing & Economic Development, City of Fort Bragg



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OUR VISION

By 2030, Mendocino County will have a more resilient economy created through partnerships among private sector, government, nonprofits and the community.

Working together they will ensure a sustainable, ecologically sound and diverse industry base created to provide a healthy economy that benefits all.

Observations & Recommendations

Mary Anne Petrillo

CEO, West Business Development Center

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MOVE 2030: Mendocino Opportunities for a Vibrant Economy

THE PLAN

OUR VISION

By 2030, Mendocino County will have a more resilient economy created through partnerships among private sector, government, nonprofits and the community. Working together they will ensure a sustainable, ecologically sound and diverse industry base created to provide a healthy economy that benefits all.

Recommendations

FOUNDATIONAL

Develop local
talent,
everywhere

Streamline and
automate the
permit/license
processes

Utilize technology
to improve
service delivery
and better
customer service

Common
consistent and
regular data
collection

Coordinated
effort to secure
investments/
grants/funding

Recommendations

TRANSFORMATIONAL

Uncover and
develop assets
with economic
potential

Revitalize growing
communities of
commerce

Establish an
economic
development
hub

Provide timely,
accurate and
coordinated
communications

Co create regional
projects with
multi-county
engagement

FOUNDATIONAL

Develop local
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The Economic Imperative: Mendocino Opportunities

Jim Mayfield
Owner, Rainbow Ag



Actions Requested

1. Accept the report
2. Create an Economic Development Ad Hoc committee to develop a recommendation that will:
 - Provide base funding for West Business Development Center to continue MOVE 2030 and coordinate on-going economic development activity county-wide and;
 - Designate and/or hire a specific staff member to coordinate County activity with MOVE 2030 and manage the County's contract with West Center.