

March 22, 2021

Presentation to The Honorable Board of Supervisors, County of Mendocino

Move 2030 Mendocino Opportunities for Building a Vibrant Economy

Supported by funds from EDA and the County of Mendocino



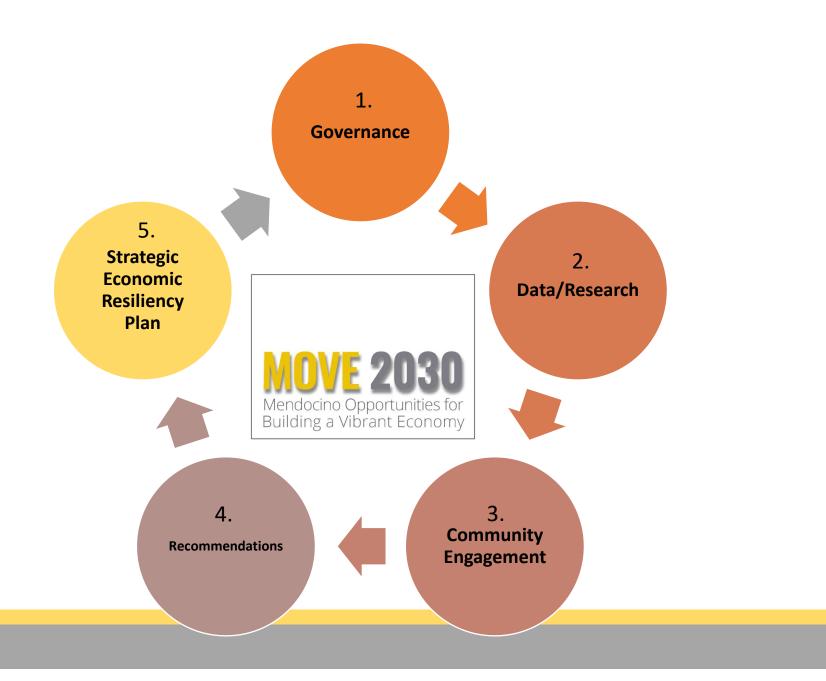




MOVE 2030 Steering Committee

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







"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



MOVE 2030 Mendocino Opportunities for Building a Vibrant Economy



Community Economic Action Plan
Report produced by: Maria Jones Consulting
Neverther 2022
Dark New 2023 Action Plan
Page 1

"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





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



JOIN THE MOVEMENT



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.



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



MOVE 2030 Mendocino Opportunities for Building a Vibrant Economy 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 talent, <i>everywhere</i>	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





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.