



March 22, 2021

The Honorable Board of Supervisors County of Mendocino

It has been an honor and a privilege to work for the past 14 months on this program. Building a common vision is never an easy or simple process. The fact that so many chose to participate and engage during a pandemic demonstrates the desire many had to collaborate and co-create an economic path forward.

MOVE2030: Mendocino Opportunities to build a Vibrant Economy took a bold step to ensure every organization and resident was invited to the table. Not all were able or willing to participate but over the 14 months we engaged at least 200 participants and 15 different organizations from every region of the County. They came to listen, to share and to mobilize around this program. Over time, it became clear this work broke down legacy silos and built bridges that connected us to this common vision.

In 2030, Mendocino's more resilient economy includes a diversity of business and industry sectors which provide living wage jobs. The inclusive economy is built through partnerships between businesses, non-profits and government who work to ensure a sustainable, ecologically sound, and cooperative economic development effort.

It is with gratitude to the MOVE2030 Steering committee that we have the outcomes we are presenting to you. Over the past year their dedication and input encouraged us to prioritize and focus this work on economic challenges that could be addressed in the near and long term.

It is vitally important that we not think of this as the end but rather as the beginning of the work that lies ahead. As we approach 2030 our mindset should be with optimism for the opportunities that lie with sparking innovation, preserving our finite resources, and building coalitions for greater economic impact.

Sincerely,

A handwritten signature in blue ink, appearing to read "M. Petrillo".

Mary Anne Petrillo, CEO
West Business Development Center
MOVE2030 Project Administrator

A handwritten signature in black ink, appearing to read "Una W".

Una Wirkebau,
Economic Development Coordinator
MOVE2030

CC: Carmel Angelo, Chief Executive Officer, County of Mendocino

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