



## COUNTY OF MENDOCINO EDA GRANT

Award Number 07-79-07

### ECONOMIC RECOVERY AND RESILIENCY PLAN

Progress Report: April 2020 – September 2020

**Activities Overview for Reporting Period:** April 2020 to September 2020

#### **Description of Accomplishments, Benefits and Impacts Attributed to Project and its Activities:**

- Collected and reported on economic data from the County Municipal Advisory Councils (MAC's) and four cities
- Completion of crisis impact and economic indicators by Beacon Consultants
  - Delivered presentation to both the steering committee and community stakeholder meeting
- Completion of cluster analysis by TCCG Consultants
  - presentation to the steering committee
- Completed business survey with COVID impacts over a 45 day period
- Hosted Community Stakeholder Meeting August 10, 2020
  - 88 people representing a variety of sectors from around the county,
  - 4 Economic Action Groups were created
- Hired facilitator for Economic Action Groups
- Established citizen champions for each Economic Action Groups
- 4 economic working groups met 3 times each with formal facilitation
  1. Entrepreneurship and Business Expansion
  2. Diversify industries
  3. Green Infrastructure
  4. Technology Implementation
- A variety of projects have been developed from these Economic Action Groups, including but not limited to:
  - Simplifying the permitting / planning process
  - Technology engagement for k-12 and beyond
  - Exploring other community models
  - Succession planning via mentoring
  - Create a Mendocino business development program
  - Develop an entrepreneurial ecosystem
  - Microgrids for resiliency
  - Apprenticeship Programs
  - Establishment of a Grant Writing Team
  - Creation of a Big MAC (meeting once a month for all MAC leaders to communicate)
  - Strengthen restorative business sectors with creative partnerships
  - Attracting and supporting creatives
  - Improving small business operations with tech assistance
  - Create an economic umbrella organization to overcome develop a strong business creation and employee retention program.
  - Creating business incubators around the county
  - Business Ombudsman Program

- TechUp County awareness campaign
- Agricultural Cooperative
- Implement shop local campaign
- Citizen project launched FB site for business community :  
<https://www.facebook.com/groups/eomendocounty>
- Regular engagement with County Municipal Advisory groups for unincorporated area representations

### **Highlight of Possible Upcoming Media Events or Opportunities for Collaborative Media Events:**

- Hosted Community Stakeholder Meeting August 10, 2020
- Radio Show created on The New Normal radio hour to highlight Economic Development issues
- MOVE2030 steering committee expanded to include representation of four cities (Ukiah, Fort Bragg, Willits, P. Arena)
- Economic Action Groups (3 meeting each, every other week) Report due: October
  - Entrepreneurship/ Business Growth
  - Diversity
  - Green Infrastructure
  - Technology
- Big MAC meetings will be the 4<sup>th</sup> Thursday of every month
- Action Team Leaders Meeting the 4<sup>th</sup> Tuesday of every month
- Guest Speakers from Paradise / Opportunity Stanislaus / Humboldt County Economic Development

### **Discussion of Progress to Date in Comparison to Established Timeline:**

#### **On track for Phase 3: August- December**

Create Community Engagement leads: For our plan to have a long term rippling impact on the county we will seek out community leaders who can be champions for change in their community. They will advise and support our roll out of stakeholder engagement sessions and contribute to the decision-making process for a strategic plan. Engagement is current and ongoing as planned.

### **Discussion of Challenges that Current Impact or Could Impact Project Progress:**

- COVID-19 and the associated Shelter-in-Place ruling is causing some difficulty in contacting various entities for data collection
- Unable to have a community kick-off for event, due to Shelter-in-Place directive conducted a virtual meeting on Aug. 10 instead.
- Early fire season causing PSPS events and multiple evacuations throughout the county, including areas of Willits, Laytonville, and Covelo closed off for days with little to no access in person or via virtual meetings. This limits engagement of the public. And delays planning efforts

**Discussion of Needs for EDA Assistance or Information that Should be Known to EDA:**  
None at this time