



Mendocino County

Legislation Text

File #: 19-0825, **Version:** 1

To: Board of Supervisors

From: Executive Office

Meeting Date: September 17, 2019

Department Contact: Carmel J. Angelo

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Item Type: Consent Agenda

Time Allocated for Item: n/a

Agenda Title:

Approval of Retroactive Agreement with West Business Development Center for Digital Learning Project in the Amount of \$100,000 Effective April 1, 2019 to March 31, 2021

Recommended Action/Motion:

Approve retroactive agreement with West Business Development Center for Digital Learning Project in the amount of \$100,000 effective April 1, 2019 to March 31, 2021; and authorize the Chair to sign same.

Previous Board/Board Committee Actions:

The Board approved the grant application for this project to the Economic Development Agency (EDA) at the June 19, 2018 meeting.

Summary of Request:

Under this two-year contract, West Business Development Center will expand its current services to provide a more resilient economy by implementing the Digital Learning Project.

The Digital Learning Project will introduce rural Mendocino County micro-entrepreneurs to the digital economy opening new markets and increasing job creation. It will:

- Dismantle the fear of digital technology and minimize the strain of transition to more effective business tools.
- Foster confidence with digital tools among the County's micro-entrepreneurs that is necessary for the continuing growth of the local economy.
- Produce customized curriculum and deliver training designed to meet local business needs. (i.e., trending applications, financial portals, productivity software, and social media).
- Educate 90 small businesses, annually, with a core suite of financial, marketing, inventory, and human resource technology tools appropriate to their individual businesses.
- Provide drop-in digital salons for peer-to-peer learning and personalized 1:1 business counseling to support and ensure tools are deployed and utilized effectively.

- Create a story lab environment to ensure the journey is digitally captured, tracked, catalogued, and shared.

The West Business Development Center will establish tech hubs in the isolated areas of the county and link them to deliver classes, networking salons, and one on one counseling. Participants will come from a cross-section of the county, especially low and moderate income and women-owned businesses. Participants will have access to biweekly in-person workshops hosted by local experts and tailored to business conditions in the targeted areas as well as online classes on technology trends delivered by out-of-area innovators.

These hubs will alleviate isolation by providing a gathering place for business owners to bring their devices and topics to discuss their challenges with those who have more confidence with their own use of technology. All participants will have the opportunity to produce online video stories of their learning experiences. West Company will provide a compilation video of the learning experience journey to share with the public to influence growth of business in the county.

This project is funded by the Economic Development Administration (EDA) through its Disaster Supplemental funding. EDA's period of performance for this project is April 1, 2019 to March 31, 2021. The County did not receive the notice of award until late April 2019 and the Financial Assistance Award with EDA was not executed until May 2019. Further, the final Budget was not adopted until June 18, 2019. This contract is retroactive to allow West Business Development Center to start the project immediately in order to complete the project within the assigned period of performance.

Alternative Action/Motion:

Return to staff for alternative handling

Supervisory District: All

vote requirement: Majority

Supplemental Information Available Online At:

Fiscal Details:

source of funding: EDA grant funds

current f/y cost: \$100,000 for the term of the contract

annual recurring cost: n/a

budgeted in current f/y: Yes

if no, please describe:

revenue agreement: No

budget clarification: DR-2910-863280

Agreement/Resolution/Ordinance Approved by County Counsel: Yes

CEO Liaison: Janelle Rau, Deputy CEO

CEO Review: Yes

CEO Comments:

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Executed By: Lindsey Dunham, Deputy Clerk I

Date: September 20, 2019

Final Status: **Approved**

Executed Item Number: **Agreement** Number:
19-223

Note to Department Number of Original Agreements
Returned to Dept: 2 Original Agreement Delivered to Auditor?
Yes

