

CALAVERAS COUNTY ECONOMIC & COMMUNITY DEVELOPMENT

August 13, 2019

Kathy Gallino, Director



MISSION

- u PROMOTING BUSINESS SUCCESS
- u Attracting, retaining, and growing businesses in this beautiful county
- u Providing FREE one-on-one business assistance to help them navigate the regulatory process
- u Enhancing the economic vitality and sustainability of our communities
- u Identifying public/private partnership opportunities
- u Encouraging a diverse array of businesses to thrive (tech, retail, manufacturing, forestry & agriculture, natural resources, tourism, etc.)
- u Balancing a rich blend of California's Gold Rush history, agriculture, recreation, and rural ambiance WITH economic development, sustainability, and responsible growth



GOALS

- u Attract the right business/industry to the right location
- u Connect businesses to open-door or expansion & growth resources
- u Facilitate multi-agency response team meetings on behalf of business
- u Stimulate resiliency, community reinvestment, and decrease property vacancies
- u Collaborate to increase workforce housing opportunities (private investment & HHSA)
- u Promote educational opportunities & training workshops
- u Identify & develop business incentives (access to capital & consultants)
- u Increase revenue & promote good paying jobs in the County



ACTIONS

- u Marketing
 - u Website <https://econdev.calaverasgov.us/>
 - u Facebook <https://www.facebook.com/calaveras4business/> LIKE US NOW
 - u #Calaveras4Business marketing materials & brochures/handouts
 - u Direct outreach to domestic and international industries
 - u Work with developers & property brokers - promote financial investment into Opportunity & RMDZ Zones
 - u Developed brochure (thank you Chamber!)
 - u Attend business roundtable events, rotary's, conferences, mixers to GET THE WORD OUT
- u Conduct business walks in each community (began March 2019)
 - u Get feedback & let businesses know we care
 - u Collect data & follow up
- u Develop Business Resiliency Program- PSPS & emergency preparedness



ACTIONS

- u Facilitate technical pre-application & permit submittal assistance
 - u Land use and permit requirements
 - u Coordinate meetings with County planning, building, public works, environmental management departments
 - u Develop factsheets/flow charts & streamline permitting process
- u Determine where new or expanding businesses are in the process
 - u Know the resources they need - business plan, license, funding, site selection & workforce, utilities, connectivity, etc.
 - u Provide compliance assistance for changes in operations & expansions



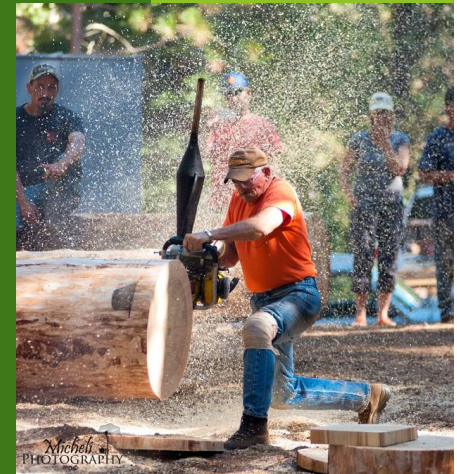
ACTIONS

- u Develop & promote business incentives
 - u Identify financing opportunities for rural businesses (grants/loans)
 - u PG&E economic development rate 12% discount 5 years
 - u Opportunity Zone investment free of capital gains (District 2)
 - u CA Business Gateway directs business to Calaveras County
 - u Promote Calaveras Recycling Market Development Zone (RMDZ)
 - u California Incentives Business Gateway (CBIG)
 - u Visit <https://econdev.calaverasgov.us/Incentives>



ACTIONS

- u Leverage resources & grants
 - u Federal SBA, EDA, USDA, USFS
 - u Local government projects transportation/PW, historical preservation, natural resources
 - u Census 2020 outreach grant \$50,000 award
 - u CA Park & Recreation Per Capita Program funding \$400,000
 - u State CA CDBG
 - u Economic development Over-The-Counter grants up to \$3M
 - u Rural Recreational & Tourism grant from the California Department of Parks and Recreation
 - u And explore others, CalED, RCRC, USFS, BLM, CalTrans....grant writing resources needed!
- u Work collaboratively with amazing partners



ACTIONS

- u Attract manufactures with good paying jobs to invest and grow in Calaveras County
- u Assist in workforce development, education & outreach
 - u Identify private business & industry needs
 - u skilled workforce
 - u workforce housing
 - u Promote career technical education - trade schools, college extension campus, etc.
 - u Work with Motherlode Job Training, Calaveras Workforce Development Initiative, local high schools & colleges
 - u Promote business workshops & trainings - CBRC, Chamber events, SBDC



ACTIONS

- u Create & strengthen (amazing) partnerships
 - u Calaveras County Departments & Agencies
 - u Calaveras Chamber of Commerce and Business Resource Center
 - u Calaveras Visitors Bureau
 - u Business, real-estate associations & community organizations
 - u CSEDD, Motherlode Job Training, Columbia College, Stanislaus State
 - u Calaveras COG
 - u Fire Districts, CalFire, Calaveras RCD
 - u Federal & State agencies USFS, USDA CalED, GoBIZ, SHPO, others
 - u Utility providers (broadband, water/sewer, power, etc.)



SIX MONTH SUMMARY

- u Support solutions to the “3-legged” stool
 - u Business development/support, skilled workforce, & living-wage housing
- u County property asset evaluations & lease renewals
- u Business by the numbers
 - u Assistance to 55 new, 17 existing, and 12 expanding businesses = up 24% from past 6 months
 - u Potential for 76+ jobs!
 - u 30 outreach/education events = reaching 1,626 individuals
 - u Agritourism Workshop Series success = 38 local farmers & ranchers
 - u Six grant & funding opportunity evaluations = Census 2020 award \$50K
 - u 12 workforce development opportunities = engaging 798 individuals
 - u Continuing support for housing projects = potential 1200+ homes
 - u Direct marketing outreach to eight commercial companies & two domestic manufacturers



FUTURE

- u Develop Economic & Community Development Strategic Plan
- u Continue attracting, retaining, and growing businesses in Calaveras
- u Increase revenue/funding & investment opportunities in Calaveras
- u Implement Census 2020 education & outreach
- u Support & Strengthen Communities
- u Improve County connectivity (broadband workgroup)
- u Promote Art in Public Places
- u Explore Grant opportunities (need resources)
- u Create Historic preservation districts



QUESTIONS/COMMENTS

Kathy Gallino

891 Mountain Ranch Road, Building A

San Andreas, CA 95249

kgallino@co.Calaveras.ca.us

209-754-6742

Thank you for your time!!

