

Shasta County EDC

Business Retention and Expansion Program

Michele Petersen



FY 2011-2012

Shasta County EDC Business Retention & Expansion Program

The Economic Development Corporation of Shasta County's mission for the Retention and Expansion program is to ensure the expansion and retention of existing primary industries by maintaining their connection with a network of resources. The goal is to maintain job stability by ensuring companies have access to all the resources available. The EDC's commitment to stay current on resources available to Shasta County businesses, locally, state-wide, and at the federal level give businesses a competitive edge. The EDC's partnership through Shasta Biz also gives us the ability to connect companies with needed resources quickly and efficiently.

Business Retention and Expansion is the most cost effective economic development strategy. By sustaining our current job base we send a strong message to the recruitment of new companies, as well as our community as a whole, that Shasta County is the place to do business!

Strategies:

1. Continue to manage and market the benefits of the Shasta Metro Enterprise Zone to local businesses.
2. Identify federal and state tax incentives for local businesses.
3. Education and training for contracting opportunities with the State of California and the Federal government for businesses.
4. Coordinate a menu of services available to existing businesses from our Shasta County economic partners – labor, finance, technology, education, local government.
5. Maintain and strengthen our database of regional business information including Manufacturers Directory and Salesforce retention database.
6. Maintain relationships and leverage resources with local business groups such as Chamber of Commerce, Shasta Builders Exchange, Shasta Association of Realtors, and Shasta Biz.
7. To continually seek opportunities, markets and tools for Companies in our region
8. Compile economic trend data derived from our retention clients to inform our local government of business needs

Deliverables:

1. The EDC will contact 200 companies in the Shasta County area through outreach at Business Resource Seminars, Business Expo's and Chamber Events over the next year.
2. Businesses directly contacting the EDC will receive direct inquiry assistance based on their specific needs.
3. Outreach through EDC's marketing tools including the ***Shasta Biz Business Resource Guide, Shasta Incentives***, Enterprise Zone brochures, and the EDC Website.
4. Quarterly reports to our local jurisdictional partners on economic trends.
5. Quarterly meetings with the ShastaBiz group continuing the strong collaboration with service providers.
6. Continued outreach and support of the Shasta Metro Enterprise Zone.
 - Implement, support, and coordinate the Zone's "Economic Development Plan"
 - Assist in maintaining a sustained level of targeted economic revitalization and development resources
 - Coordinate the flow of information from the State of California
 - Promote and advertise the Zone to local businesses
 - Review Voucher Applications and assist companies with paperwork required to submit application to SMART Resource Center for processing.
 - Serve as the Zone Administrator
 - Submission of Zone reports to the State
 - Provide required administration staffing for the Zone
 - Audit Hiring Tax Credit Vouchers
 - Communication between the State and local jurisdictions
 - Coordinate Zone policy meetings
7. Shasta Technology Association - An active forum for the development of technologists, entrepreneurs, and professionals, encouraging the growth of advanced technology firms in the Shasta County area through advocacy, professional networking and education.
 - Attend association board meetings with local technology companies to assess future technology needs and innovation in the North State.

- Assist with Brown Bag meetings to promote local technology companies in Shasta County.
 - Innovation Forum - EDC to coordinate innovation events to foster the growth of the technology sector through education, connection to investors, and collaboration of ideas.
 - Broadband Connectivity - EDC to work with technology partners to explore broadband expansion.
8. Maintain and educate the business community on tax incentives and state and federal contracting opportunities.
- Email blast of any new tax incentives to Salesforce retention database
 - Education through seminars and one on one meetings about tax incentives and state and federal contracting
 - Distribution of ***Shasta Incentives*** and recommendation to our website www.shastaedc.org for a full list of links and resources