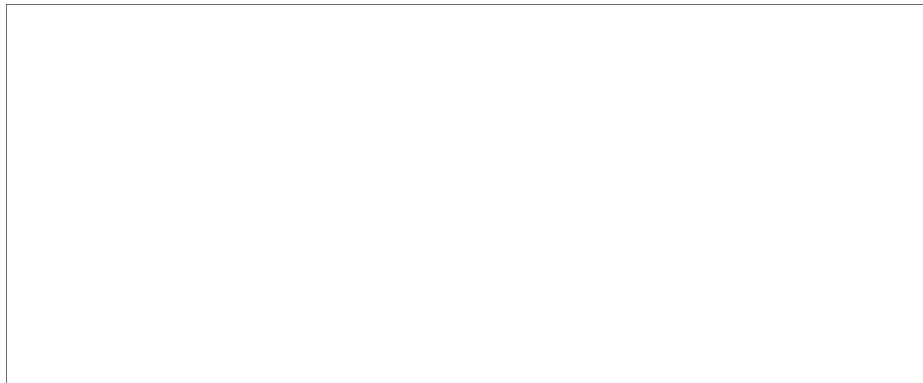




SHASTA 2011

The economic development strategy.



EDC

Economic Development Corporation
of Shasta County

EDC
of Shasta County

SHASTA 2011

The Economic Development Strategy

**A Marketing Plan Targeting
the Shasta Metro Enterprise Zone**

EDC Vision Statement For Shasta County

Shasta County is and will continue to be the “leader” and “preferred location” in the Upstate Region of California and will strengthen its position as the center of trade and commerce by expanding its primary industry base to provide more wealth, higher wages and quality employment opportunities to assure ample opportunity for the younger generation, while leveraging its key assets in medical services, education, culture and lifestyle.

EDC Mission Statement

The EDC of Shasta County is a 501 (c)(3) public benefit corporation providing programs to create primary industry employment, resulting in higher wages and added wealth for residents of Shasta County.

EDC Guiding Principles & Core Values

Higher Wages

Wealth Creation

Economic Diversity

Preservation of Lifestyle

***EDC
of Shasta County
Five-Year
Strategic Goals***

Balanced Industry Mix

Create a balanced industry mix targeting specific primary industry clusters in California.

Job Growth

Create 1,500 new primary jobs matching Shasta County's labor force and training capacity. Anticipated wage rates over the five-year period will range from \$30,000 to \$38,000 annually. This effort will have a multiplier impact of 1.46 or 2,190 additional jobs.

Shasta Metro Enterprise Zone

Shasta 2011 is the plan to provide development activity and job creation within the boundaries of the Shasta Metro Enterprise Zone

BUSINESS DEVELOPMENT

Mission: Continue an aggressive primary industry recruitment strategy targeting small and medium size growth clusters in California.

Objectives Served: Increase wealth in Shasta County by attracting higher wage primary industries.

Outcomes: Creation of a balanced industry mix with a focus upon 1,500 new jobs, which will increase average earnings per worker in Shasta County and the Shasta Metro Enterprise Zone.

Investment Strategies:

- ❖ Evaluate target industry clusters identified in 2001 Chabin study
- ❖ Continue to participate in a minimum of two annual trade shows including the MD&M West in Anaheim and WESTEC in Los Angeles
- ❖ Continue EDC's professional Media Relations Program designed to enhance the image about doing business in Shasta County by third party external media placements
- ❖ Insure that EDC's website provides a state-of-the-art presence and quality information for the various EDC client groups
- ❖ Develop a sophisticated comparative analysis process that will help provide clients with specific cost comparison data about Shasta County
- ❖ Provide comprehensive client tracking and follow-up focused on personal sites visits to Shasta County
- ❖ Maintain a strong Corporate Real Estate presence by participating in CoreNet Global and the Industrial Asset Management Council.
- ❖ Develop and implement a comprehensive outreach strategy to site location consultants, focusing on the California market.
- ❖ Continue to develop informative, up-to-date promotional materials that reflect a positive image of doing business in Shasta County

BUSINESS EXPANSION & RETENTION

Mission: The EDC will ensure the expansion and retention of existing primary industries through a program designed to take advantage of a comprehensive local network of resources.

Objectives Served: Assure higher wage job growth and capital investment among existing primary industries.

Outcomes: Job creation from “within”, along with a strong business development program will enhance opportunity for wealth creation and higher wage job growth in Shasta County and the Shasta Metro Enterprise Zone.

Investment Strategies:

- ❖ Maintain a focused expansion/retention program targeted to underserved areas of Shasta County
- ❖ Continue to implement a comprehensive local Shasta Metro Enterprise Zone Marketing Program to local businesses
- ❖ Utilize the Collaborative Resource study by Chabin Concepts to coordinate business services throughout the county
- ❖ Continue and strengthen a database of information on local primary industries, including, but not limited to, the Manufacturers Directory, Retention surveys and other information gathered through our local business service partners
- ❖ Coordinate at a minimum, semi-annual meetings of Shasta County area Economic Development partners
- ❖ Maintain and strengthen relationships and networks with local business groups such as, Chambers of Commerce, Shasta Builders Exchange and Shasta Association of Realtors
- ❖ Continue to provide assistance and coordination to the Shasta Technology Association, so as to develop a stronger base locally for Technology companies and professionals

SPECIAL PROJECTS

Mission: Invest in community projects, programs and studies that support EDC's goals.

Objectives Served: Product development is critical to a successful attraction and expansion effort. The EDC and its investors must play a leadership role in a number of areas in Shasta County.

Outcomes: EDC continues in its role of community leadership and invests in a range of valuable projects to enhance Shasta County and the Shasta Metro Enterprise Zone as a business location.

Investment Strategies

- ❖ Support infrastructure development including, roads, water, electricity, wastewater and landfill
- ❖ Develop strategies to ensure the development of the infrastructure to support technology companies
- ❖ Continue the role as facilitator for the Stillwater Business Park and consider serving in a similar role as needed for other industrial projects in the county
- ❖ Investigate the feasibility of developing a comprehensive industrial sites mapping system as part of the web site strategy, so as to deliver comprehensive data on available sites and facilities
- ❖ Continue to support enhanced air service to Shasta County
- ❖ Support and coordinate the activities needed to either extend the life of the Shasta Metro Enterprise Zone or create a new application if a competitive process is initiated

WORKFORCE DEVELOPMENT

Mission: Insure that existing companies and new companies have an adequate supply of trained workers.

Objectives Served: Coordinate and assist local educational institutions with businesses to develop innovative training initiatives for workforce development.

Outcomes: An upwardly mobile workforce of all age groups, less unemployment and underemployment, and sufficient capacity to provide effective and efficient workforce training, targeted to business in the Shasta Metro Enterprise Zone.

- ❖ Support and strengthen the Industrial Technology Task Force to represent local and targeted industry training needs
- ❖ Continue to develop strong working relationships with local public and private education, vocational and training institutions
- ❖ Support youth initiatives aimed at providing opportunities for the 18-34 year old age group to have viable quality employment opportunities in Shasta County
- ❖ Continue to strengthen the working relationship with the Shasta College Workforce and Economic Development Department
- ❖ Actively support local high school training and educational initiatives such as R.O.P., School to Career, etc.
- ❖ Work with Golden Capital Network to strengthen opportunities for the growth of innovative companies.

INVESTOR SERVICES

Mission: To provide added value to 2011 investors and the community.

Objectives Served: Develop programs and initiatives that support EDC investor companies and enhance the value of the 2011 program in the local market.

Outcomes: EDC Investors that are fully engaged and informed of all of the activities and results of the Shasta 2011 Business Plan.

- ❖ Provide monthly fax updates highlighting 2011 activities
- ❖ Coordinate meetings with 2011 executive council (investors of \$5,000 and up) on an as needed basis throughout the year.
- ❖ Coordinate annual investor meetings
- ❖ Provide quarterly reports and annual reports comparing goals/accomplishments
- ❖ Provide web site linkage from EDC web site
- ❖ Produce investor directory
- ❖ Where possible provide personal presentations with investors and/or investor staff
- ❖ Provide access to EDC research where appropriate
- ❖ Utilize investor resources to capitalize on suppliers to local firms that could be potential expansion opportunities for Shasta County