Shasta EDC Vision Statement for
Shasta County

To work toward building a Globally Connected Innovative Region for Manufacturing and Technology that provides strong competitive advantages for business and attracts Entrepreneurs.

Shasta EDC Mission Statement

The EDC of Shasta County is a 501(c)(3) Public Benefit Corporation focused on growing, diversifying and maintaining a balanced economy, leading to more economic stability and sustainability for our region.

Shasta EDC Principles and Core Values

- Economic Balance
- Higher Wages
- Preservation and Improvement of Lifestyle
- Wealth Creation
Areas of Responsibility and Focus

Economic Development:

Company Recruitment
Company Expansion and Retention
Entrepreneurial Development

Competitive Vitality:

Capital Resources
Workforce Development
Regulatory Assistance
Business and Tax Incentives
Technology
Special Projects
Collaborative and Connected Economic Community
Understanding Cultural Shifts in Workforce of the Future

Investor Relations:

Investor Breakfasts
Brown Bags
Community Events
Newsletters, Press Releases, Board Meeting Invitations
Economic Development

Company Recruitment

Mission:
Continue to build a network of direct business contacts and connectors who can generate a flow of leads of companies that would thrive in our region.

Objectives Served:
To strengthen the economic base of the region by focusing on primary industry with offering higher wage jobs and economic output.

Outcomes:
A balanced mix of primary, service, government and retail, which will provide more economic depth to the region.

Actions:

1. Continue to build an online network of Corporate Real Estate VP’s, Site Selectors and Commercial Realtors, that we can leverage relationships with to find potential companies.

2. Refine our new marketing program to drive our new ‘Brand’ message to our target markets. We have successfully contracted with a third party, and are deploying a second and increasing stage of this program.

3. Continue to use Team California as an introductory organization to corporate prospects.

4. Continue to build brand with Go Biz (Governor’s Office of Economic Development) as a marketing organization for our region, in an effort to increase our advantage over competing counties.

5. Working with our telemarketing partner (310 Ltd.), our goal is to establish contact with CEOs/CFOs of small to midsize manufacturers in our target industries and locations. Then, build relationships and understanding of their needs through prospecting visits.
6. Maintain our marketing focus on specific regional markets:
   (a) California - Cost Advantage, and understanding of the California regulatory environment.
   (b) National – Ability to be competitive within California
   (c) Asia – Develop FDI opportunities where access to California and other West Coast markets can be served by domestically manufactured products produced in Shasta County. Focus on industries that fit our abundant and competitively positioned resources.
   (d) Look for opportunities to build supply chains “stickiness” by pursuing the suppliers to our targeted industries.

7. Leverage the networks of our existing businesses to develop new prospects.

8. Local Marketing - In recognition that much of our lead creation comes from local connections we will continue to expand our local electronic marketing through the optimization of our website and our SVH events, to keep the community aware of the EDC, and build growing engagement and support of the work we do and the opportunity it helps to create for the region and community at large.
Economic Development

Stillwater Business Park

Mission:
Assist the City of Redding in the selection and management of contracted representative, and work in collaboration with the City and the new representative (currently Colliers) in effectively marketing the Park to prospective companies.

Objectives Served:
By sharing resources we can reach more target industries and/or connectors.

Outcomes:
By together applying all the resources this region is able to offer, we hope to attract “good fit” companies, such that the appeal of the business will grow with each new occupant.

Actions:

1. To assist in the creation of necessary marketing materials.
2. To make available all data bases and client lists for Stillwater prospecting.
3. To attend and assist in marketing presentations when required.
4. To include Stillwater information in all marketing materials when appropriate.
5. To represent the City at appropriate conferences when requested.
6. To be available to show or tour Stillwater when requested.
7. To be a resource to prospects needing further information on the region.
8. To use our telemarketing activity to access prospects for all the potential sites in the county, including Stillwater Business Park.
9. To be a resource to the City during contract negotiation and escrow.
Economic Development

Business Expansion and Retention

Mission:
The EDC will work to ensure the expansion and retention of existing primary industry companies by maintaining or expanding their connection with a network of resources.

Objectives Served:
Maintain job stability by ensuring companies have access to all the resources available.

Outcomes:
Job creation and retention from within can be the most cost effective and sustainable job growth.

Actions:
1. Outreach to businesses to provide information on various local, state, and federal incentives, tax credits/exemptions available.
2. Coordinate a menu of services available to existing businesses from our Shasta County economic partners—labor, finance, technology, local government.
3. A survey system to capture data on manufacturers to assess regional economic changes and trends.
4. Create a one-page marketing piece of local company support services we offer.
5. Provide and maintain a web based directory of Manufacturers and Suppliers.
6. Maintain relationships and leverage resources with local business groups such as Chamber of Commerce, Shasta Builders Exchange, Shasta Association of Realtors and Shasta Wonderland.
7. Attend IEDC national conference to study what other EDC’s are doing to stay competitive in business retention and attraction.
Economic Development

Entrepreneurial Development

Mission:
Continue to build the infrastructure for an Entrepreneurial Ecosystem in our region to create successful manufacturing and technology Startups, leading to job creation.

Objectives Served:
To expand a new base of primary industry from within the region.

Outcomes:
By building an innovative start-up culture in our region, along with a network of support resources, we look to attract and stimulate business entrepreneurs leading to business and job growth.

Actions:

1. To assist in the development of support resources for start-up development. These include capital funds, mentoring, incubation and accelerator facilities, University, Lab, Maker’s Space linkages.

2. To connect the Technology sector through networking and online website.

3. To continue to build our online startup resources, including website, social media and newsletter.

4. To better understand all the talent needs and recruitment challenges of our technology and manufacturing startup communities.

5. To provide ongoing support to activities and programs that promotes tech and entrepreneurial development.

6. To do multiple events to showcase the innovation and entrepreneurship in Shasta.

7. To create a recruitment package for startups and business outsourcing that includes information on incubator space, utility and tech infrastructure. May be focused on Micro-enterprises of low income entrepreneurs.

8. Continue to build our relationship and interactions with the Shasta Angels Group. Work with them to expand the access to seed capital for Shasta region startups from other communities. Develop Venture Capital relationships for future needs.
Startup Community
Competitive Vitality

Capital Resources

**Mission:**
Maintain the current pool of financial resources and develop new ones, for the various needs of companies.

**Objectives Served:**
Will allow companies access to capital as they grow.

**Outcomes:**
Ensuring capital availability, recognizing capital availability is the oil that lubricates our regional economy.

**Actions:**
1. Work with Superior California to connect businesses to available Federal and State funding sources - SBA finance and Revolving Fund finance.
2. Work with local and regional banks to ensure businesses have access to capital needs.
3. Work with individual Angels and Angel Groups to develop a pool of funding for local Entrepreneurial Investment opportunities.
4. Develop Venture Capital relationships for future needs.
Competitive Vitality

Workforce Development

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

Objectives Served:
Coordinate and assist local educational institutions with businesses to develop innovative training initiatives for workforce development. Incubate and work with private sector parties willing and able to develop training programs targeting our current and emerging talent gaps.

Outcomes:
The ability to provide effective workforce training will create a skilled workforce leading to higher employment and a more competitive region in attracting businesses.

Actions:

1. Work with Shasta College to help build enrollment in their Advanced Manufacturing, scheduled to begin in the fall of 2017.

2. Work with Simpson University to develop a relationship between their Entrepreneurial program and the Venture HUB.

3. Continue a relationship with CSU as a source for higher education resources for our local employers.

4. Partner with SMART on training needs.

5. Periodically survey our Investor companies to monitor workforce skill level and availability.

cloudwiseacademy

STEM
REACH HIGHER
SMART
Business Resource Center
America’s Job Center of California™
Competitive Vitality

Regulatory Assistance

Mission:
To assist companies with all levels of Government regulatory needs.

Objectives Served:
To create a faster, smoother and where possible, a more cost-efficient process for regulatory processes.

Outcomes:
To maximize the competitiveness and attraction to companies considering us as a site location.

Actions:

1. Maintain a strong relationship with State and Federal governing offices to maintain access for our business partners when needed.
2. To meet periodically with various local jurisdictions to maintain a clear understanding of processes.
3. Maintain a strong relationship with jurisdictional department heads to be able to assist companies with processing.
4. Monitor competing markets and relay information to local jurisdictions where possible.
Competitive Vitality

Business and Tax Incentives

**Mission:**
To maintain a database of all incentives and tax rebate programs available to business.

**Objectives Served:**
To maintain maximum competitiveness for our region by ensuring all business prospects are aware of available business and tax incentives.

**Outcomes:**
This will result in more business recruitment and retention resulting in job creation and retention.

**Actions:**

1. Develop a regional Incentive program by creating a baseline program between our three cities and county allowing for additional added incentives.

2. Monitor and maintain a database of incentive programs available for recruitment and expansion.

3. Ensure all incentives are well marketed as competitive advantages in our region.

4. Monitor incentives in competing regions where possible.

5. Monitor State and Federal tax incentive programs for opportunities for local companies.
Competitive Vitality

Technology

**Mission:**
Recognize that technology not only drives industry, but is a potential business cluster for our area. In addition, our fiber connectivity will determine our marketability as a business region going forward.

**Objectives Served:**
By expanding our technology infrastructure, we can grow our industrial base.

**Outcomes:**
A strong technology infrastructure in our region will put us in a competitive position for future industrial expansion.

**Actions:**
1. Periodically survey our investor companies for future technology needs.
2. Work with technology partners to review our long-term fiber infrastructure needs to be a competitive technology and manufacturing market.
3. Seek recruitment of companies that can expand broadband service.
4. Monitor how competing regions develop technology infrastructure.
Competitive Vitality

Special Projects

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

Objectives Served:
Infrastructure development is essential to a successful attraction and expansion program.

Outcomes:
The EDC will continue in its role of community leadership and will invest in a range of projects to enhance Shasta County as a business location.

Actions:
- Working with Public and Private sectors to bring additional sites into production
  - Lumber sites in Anderson
  - McConnell site in Shasta Lake City
- Site surveys of available sites and infrastructure needs
- Continue to support enhanced air service to Shasta County and assist in the expansion project.
- To assist jurisdictions in obtaining and the implementation of economically based grants where it can be applied to our sector of the economy.
Investor Relations

Mission:
To develop systems that keep our Investors informed about our activities.

Objectives Served:
Our Investors are our first line of communication with the communities in the region along with additional duties in assisting with visiting prospects and business development.

Outcomes:
EDC Investors will be fully engaged and informed of all of the activities and results of the strategic plan.

Actions:
1. Coordinate annual investor breakfast meeting. (Fall)
2. Provide an annual report.
3. Continue with quarterly electronic newsletters.
4. Provide personal presentations to Investors and staff as requested.
5. Continue with monthly ‘Brown Bag’ round tables at the EDC office for Investors to drop in and discuss opportunities for our region. One Leader from the region is invited to each meeting.
6. Utilize Investors in recruiting and retention activities.
7. Work with the Board to develop an annual personal meeting with each investor.

EDC Investors

Apex Technology Management
AT&T
Best Western Hilltop Inn
Black Bear Diner
Carr, Kennedy, Peterson & Frost
Cerami & Bowering Construction
CST Technical Services
CHCM
City of Anderson
City of Redding
City of Shasta Lake
Coldwell Banker, C & C Properties
Community Community Bank
County of Shasta
Five Star Bank
Frozzen Gourmet
Gifford Construction
Greater Redding Chamber of Commerce
Green Family Trust
Gunton’s Pool Center
Hampton Inn & Suites
Hedrich & Co.
House of Realty
InterWest Insurance Services
Joh & Betty Fitzgerald
McHale Sign Company
MD Imaging, Inc.
Mercy Medical Center Redding
Mt. Shasta Mall
Nichols Muhling & Rossetto
Pace Engineering
Pacific Gas & Electric Company
Record Searchlight
Redding Bank of Commerce
Redding Distributing Company
Redding Oil Company
Redding Printing Company
S.L. Dothan Chrysler
Sharratt Dunlap Sawyer
Shasta Association of Realtors
Shasta Builders’ Exchange
Shasta Regional Medical Center
Simpson University
Smart Business Resource Center
Ted Pella, Inc.
Tri Counties Bank
U.S. Bank
Walgreens
Walgreens
Western Business Products

Thank You!

Sponsors for Other Special Events
2015-2016

Carr, Kennedy, Peterson & Frost
McHale Sign Company
SeaBreacher/Exotarator
Sol Te.
D.H. Scott & Company
Moseley Family Cellars
Shasta Builders’ Exchange
The Grape Escape

Edward Jones, Michael J. Pohlmeier
Record Searchlight
Shasta College
LHS Bank
Fall River Brewing
Redding Bank of Commerce
Smart Business Resource Center
Wild Card Brewing

Thank You!

Making Long Term Commitments to Build the Economy of the Future!

Helping to Build the Economy of the Future – One Event at a Time!
Priority Projects for this Calendar Year

▲ Marketing:
Re-engineer our website to support quick addition and easy bolt on applications to add service levels for our website users and outreach programs.
Work to create new regional incentive program by creating a baseline program between our three cities and county allowing for additional added incentives.

▲ Incubation Site:
Develop strategies and programs to reduce SVH vacancy rate to 25% by the end of fiscal year 2017. Continue to build a resource pool available to members of the HUB, including mentoring, capital sourcing, technical expertise etc.

▲ HUB Events:
The Venture Hub will continue to host Pitch Breakasts (11), approximately 8 Beer and Bytes (per fiscal year), Investor’s Brown Bags (4), and other meet ups such as the RADD meeting, and other training sessions.

▲ Commercial and Industrial Inventory on Oppsites:
We will assist all Cities and the County in creating an inventory of all existing Commercial and Industrial parcels within a reasonable timeframe of development. A study of requirements of all the sites along with a marketing plan including potential opportunities will be developed.

▲ Support efforts of various groups working to develop a long-term Fiber Plan.
▲ Develop an Investor meeting plan partnering with the Board.