

Inside Nevada County

Quarterly Edition

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Welcome New Investor/Partner

- Adecco

Economic Resource Council

For the Present and Future Vitality of Nevada County

President's Comments

Welcome to the first quarterly edition of "Inside Nevada County." This newsletter is produced monthly for Investor/Partners, and once per quarter to the business community at-large. In 2007, the ERC will be partnering with several organizations to provide a calendar that contains a potpourri of events and activities from which to choose.

The ERC is able to offer such a rich calendar due

to the benevolent contributions of its Investor/Partners. I would like to thank the following companies for their recent extraordinary donations:

PG&E: Featured on page two of this newsletter, for a grant that will be used to help sponsor the upcoming Economic Forecast Conference.

AT&T: For a grant that will be used to update the ERC Web site.

Nevada County Board of Realtors: For a grant that was used to purchase

two new computers for the ERC staff.

Citizens Bank of Northern California: For a grant of one new computer to the ERC staff.

LectraMedia: For the publication and mailing of this newsletter out to the business community.

Finally, I want to thank **Mr. Gil Mathew** for serving as Chair for 2006. His contributions were immeasurable!

Have a prosperous 2007!
Chuck Neeley

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Investor/Partner Breakfast = Annual Meeting

The date for the upcoming Investor/Partner Breakfast has been changed! It will now be held on March 1, 2007. The new Chair, Mr. Jeff Johnson, also declared this event will become

known as the Annual Meeting in the future.

If you are an Investor/Partner, or are interested in becoming one, you are invited to this event.

More details to follow...



Calendar of Events



Meetings of interest pertaining to economic development can be viewed on the ERC Web site at the following address: www.ncerc.org/calendar/html

MAJOR UPCOMING EVENTS:

ERC Board Meeting (Workforce Housing)	February 1, 2007
Investor/Partner Breakfast/Annual Meeting	March 1, 2007
ERC Board Meeting (Biomass Utilization)	April 5, 2007
Community Appreciation Award Breakfast	April 20, 2007
Nevada County Economic Forecast Conference	April / May 2007

Featured Investor/Partner - PG&E



PG&E is proud to be a long-time supporter of the Nevada County Economic Resource Council and economic development in the communities they serve. PG&E recognizes that their health, and the health of their service area are inextricably linked. PG&E successes in this area are the result of strong state, regional and local partnerships.

PG&E has a wide range of tools to help in this effort, including award winning energy efficiency & demand response programs, financial incentives for self-generation projects, and an economic development rate. One of the many ways that PG&E supports economic development is through its shareholder-funded Economic Development Grant Program. Over the past five years, PG&E provided over \$1.3 million to 248 worthy projects. Nevada County Economic Resource Council Foundation, Inc. recently received \$4,000 for the upcoming Economic Forecast Conference.

PG&E offers many programs to help customers manage energy costs & reduce energy use. PG&E has cash rebates to help customers plan, finance and install new energy-saving equipment, such as high efficiency lighting, air conditioning and refrigeration. They provide design assistance and financial incentives to encourage energy-efficient design and construction of new commercial and industrial buildings. PG&E's demand response programs offer rate incentives and other benefits to curtail energy use under certain circumstances. PG&E also offers self-generation incentives for customers who choose to generate a portion of their own electricity needs.

PG&E has a Clean Air Transportation Program. PG&E is committed to keeping rates affordable and contributing to the environmental quality in Northern California. PG&E will continue to provide the highest level of support for our customers who fuel their vehicles with electricity and natural gas. To support the introduction of electric drive vehicles (EDVs), Pacific Gas and Electric Company is playing a critical role in evaluating and developing new electric drive technologies. Through education programs, demonstration projects, and market infrastructure research, the company's support for EDVs will benefit its customers by ensuring a healthier environment.

Finally, PG&E is aggressively increasing its supplies of renewable power, with new contracts for wind, solar and other generation. The company expects to meet California's requirement that 20% of electric sales come from qualifying renewable energy resources, which emit no or minimal green house gas emissions by 2010. This means more than just minimizing the greenhouse gas emissions from its operations. It also means maximizing the opportunity it has to lead on efforts to establish responsible policies and programs to address global climate change.



Update: Loma Rica Industrial Park

Background: In September 2005, the Sierra Economic Development District, in coordination with the ERC, completed an evaluation of the economic conditions within the Loma Rica Industrial Park and surrounding industrial businesses. The report, entitled the *Loma Rica Road Area Economic Development/Redevelopment Study*, identified constraints that inhibit business expansion within the industrial area, and provided recommendations for business enhancement.

In April of 2006, the Nevada County Board of Supervisors formally declared the Loma Rica Industrial Park an important regional employment center within Western Nevada County, and directed preparation of a *Loma Rica Drive Industrial Area Plan*. As a land use document, the overall goal of the Area Plan is to establish an attractive, safe working environment that attracts and retains business in Western Nevada County. To achieve that goal, the Area Plan will:

- Evaluate the general development potential off all properties lying within the existing Loma Rica Indus-

trial area, identifying constraints and development potential;

- Develop strategies to resolve identified infrastructure constraints, including secondary access and road maintenance;
- Provide information and guidance to potential developers by identifying available services, needed improvements, and land use restrictions;
- Identify potential airport benefits that can enhance local business;
- Develop specific design standards for the Loma Rica industrial area.

Plan status: A Community Advisory Committee, comprised of affected business interests, has been appointed to provide assistance to the County for Plan preparation. Two Committee meetings have occurred, at which business concerns and issues were identified and discussed. Opportunities for infrastructure improvements have been outlined and will be further reviewed upon completion of a pending Economic Study

and anticipated Master Infrastructure Plan for the Plan area.

County staff is drafting Plan elements, including the drafting of infrastructure information and mapping of existing infrastructure and safety data; drafting of airport regulations applicable to each parcel within the Plan area; drafting infrastructure background information; identifying design issues and preparing draft Design Guidelines specific to the Plan area.

A third Committee meeting to review the Draft Plan elements is anticipated to occur in February.

Infrastructure goals and policies will be resumed sometime after March, to take advantage of any additional information from the Economic Study and, hopefully, the Master Infrastructure Plan.

Upon completion of a draft Plan, a public hearing will be scheduled before the Nevada County Planning Commission. Final Plan approval will require an additional hearing before the Nevada County Board of Supervisors.



Call for New Investor/Partners

If you are reading this, and you are not an Investor/Partner of the ERC, we hope that you hear the clarion call and join the ERC team. The economic future of Nevada County is the central focus of the ERC. Citizens of Nevada County will live with decisions being made today for many years to come. How do you want history to portray the dawn of the 21st Century? Will our children and grandchildren inherit the successes of our good planning? The ERC is comprised of a community of believers that care about what happens in the future. You can become part of the solution by signing up today. Call 274-8455 and ask for either Barbara or Chuck - we will add you to the roles!





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KNCO Editorials

The ERC is featured from time to time on KNCO. If you happen to have missed the last couple of editorials, you can go to the KNCO Web site to locate them. For your convenience, here is the link:

[Http://kncoam.net-smart-inc.com/podcast.cfm](http://kncoam.net-smart-inc.com/podcast.cfm)

Listen to the editorial by Mr. Gil Mathew: The Imperative of Broadband

Listen to the editorial by Mr. Russ Steele: Transportation and the Economy



A creative economy is the fuel of
magnificence.

Ralph Waldo Emerson

Economic Facts

As of November 30, 2006:

Nevada County Employment: 48,240

Nevada County Unemployment: 3.9% (#8 County in State)