



COUNTY of NEVADA
October 15, 2013
First Progress Report
Contract Resolution No. 13-321

Submitted by: Tim Corkins, Treasurer,
Nevada County Economic Resource Council (NCERC)

Attached is the Tourism Marketing Progress Report for the period of July 1, 2013 thru September 30, 2013. On page 12 of this report starts the GoNevadaCounty.com summary for the same period and the Google Analytics.

At the NCERC our working committee's continue to meet and are preparing to issue some reports on their progress:

** The Finance Committee is using the California Financial Opportunities Roundtable's (CalFOR) guidebook, "Access to Capital" as a primary tool to provide straightforward information and capital sources to Nevada County businesses. From this the NCERC will develop a "Business Financing" resource tab on the NCERC's website to include a usable master grid of financing options for businesses at all stages. Within this master grid we will publish public borrowing guidelines and communicate funding sources to potential business users, then connecting the businesses to potential sources of capital.

** The Broadband Committee has enlisted Randy Wagner, SEDCorp's new CEO. Randy has revamped the Gold Country Broadband Consortium and now is working closely with the NCERC's Broadband Committee. A few weeks ago, Robert Bergman, the NCERC's Chair, John Paul, head of the Nevada County Broadband Advisory Group, and Randy met to discuss how we can work together most effectively to bring high speed Internet access to our business community.

This new relationship will provide additional resources and information for the NCERC. SEDCorp was awarded a one-year, \$150,000 grant to launch a public-private partnership aimed at increasing digital access and use in Nevada, Placer, El Dorado, Sierra and eastern Alpine counties. This new partnership, the Gold Country Broadband Consortium is one of 14 regional consortia in the State funded by the California Advanced Services Fund Rural and Urban Regional Broadband Consortia grant program. The Consortium was formed to leverage regional, state and national resources as an investment in improving and expanding broadband access.

** The Regulatory Committee has had several meetings with County Administration and Community Development Staff. The committee has prepared a list of topics and have developed an action implementation plan. The committee is developing a written report and should have a draft available for review within the next two weeks.

** The Labor and Training Committee has lost its Chairperson this past summer, Jennifer Westoby, Adecco Manager, was promoted to a position out of the area and resigned from the Board of the NCERC and as Chair of this committee. As of October 1, 2013 Stephanie Ortiz, the Executive Dean of Sierra College Nevada County Campus, has stepped up to take the Chairperson position of this important committee. Contacts will be made and meetings will be scheduled for the gathering of ideas and the direction of the committee.

On July 10, 2013 a meeting was held in Truckee with Tony Lashbrook, Town Manager, Richard Anderson, Supervisor, and Alicia Barr to discuss the ways in which the Eastern and Western County can work together to promote economic development and especially tourism to the county. The idea of a presentation to the Truckee Town Council by the NCERC was discussed.

The NCERC has requested and now received a proposal from David Nelson Consulting for the development of CDBG programs for the NCERC to use through it's Foundation, which is a 501© 3. The Executive Committee of the NCERC will start the review of this proposal at its regularly scheduled October meeting.

We have tracked two "job opening" referrals to the One-Stop in the past few months with one of the openings being filled by a One-Stop candidate.

We are continuing to work with two local businesses that have contacted us for help. One is taking over part of a failed company's operation and the other is an evaluation of options prior to default and/or bankruptcy.