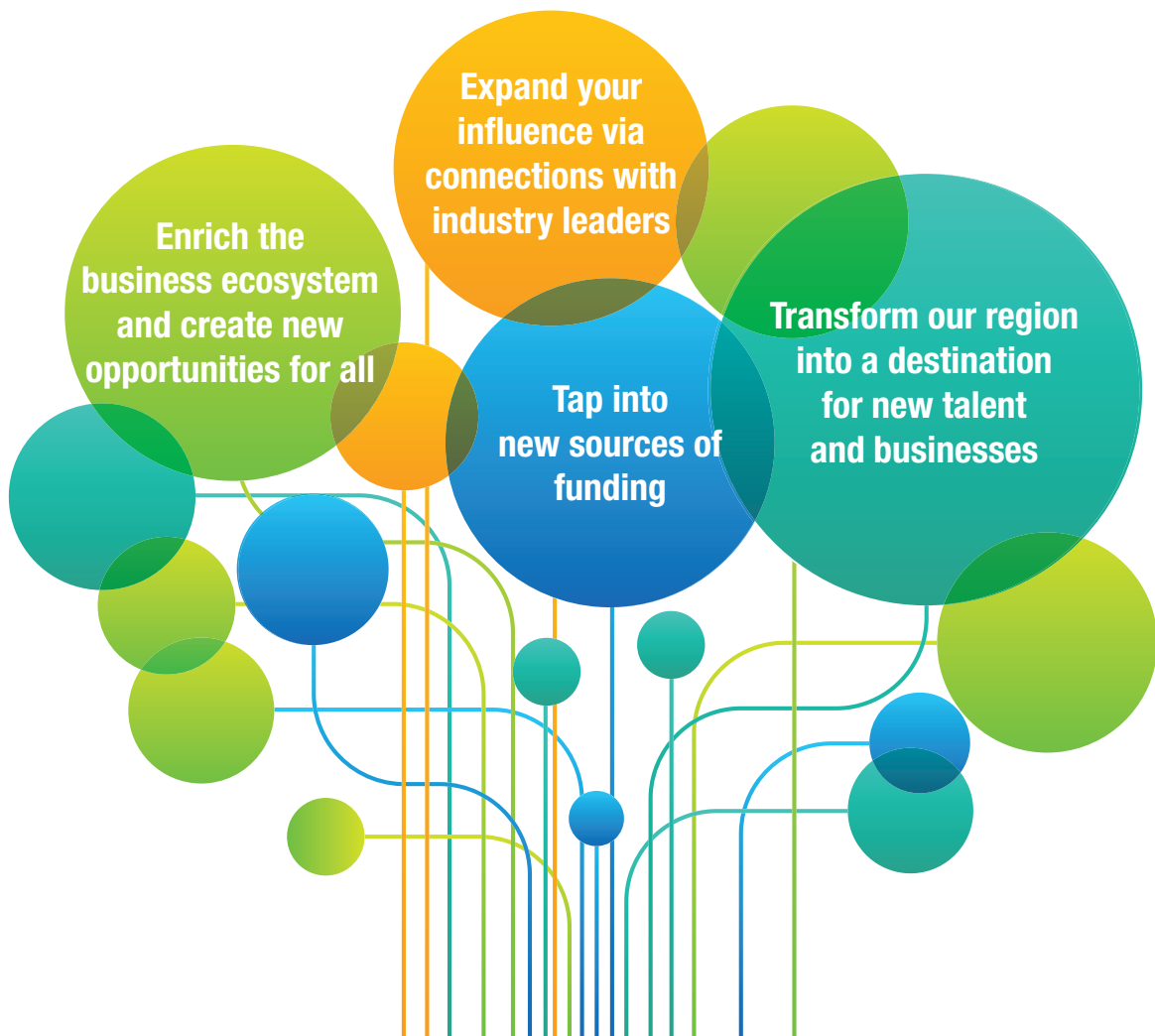


The ERC is your partner for success in Nevada County!

Elevate the Nevada County Economy



Strengthen the Nevada County Economy

Why is Digital Media Important?

Globally, Digital Media:

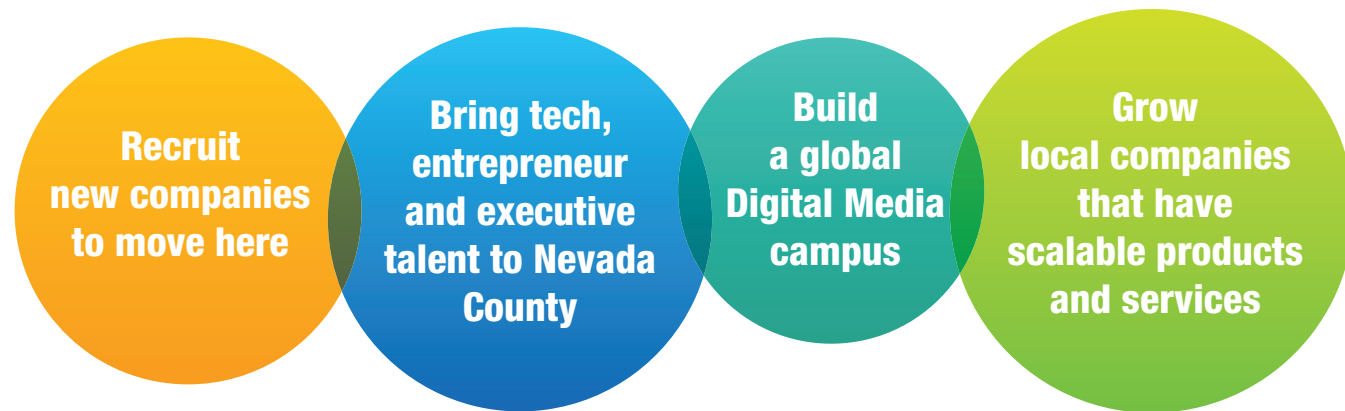
- Amplifies messages
- Fuses art and technology
- Broadcasts stories
- Connects industries
- Creates moving images & transportable sounds
- Fosters collaboration across the entire world

Locally, Digital Media Companies:

- Manufacture the hardware
- Develop the software
- Engineer the channels
- Invent better storage of media
- Enhance the content creation process
- Establish global protocols
- Cross-pollinate the technology across all industries

By transforming Nevada County's economy into the most competitive rural economy in the U.S. by 2020, we all win!

FACT: An estimated 96 percent of all TV sports programs broadcast in North America use switchers produced in Nevada County by Grass Valley – A Belden Brand



The Sierra Digital Media Campus



A global center of excellence coming to Nevada County in 2017

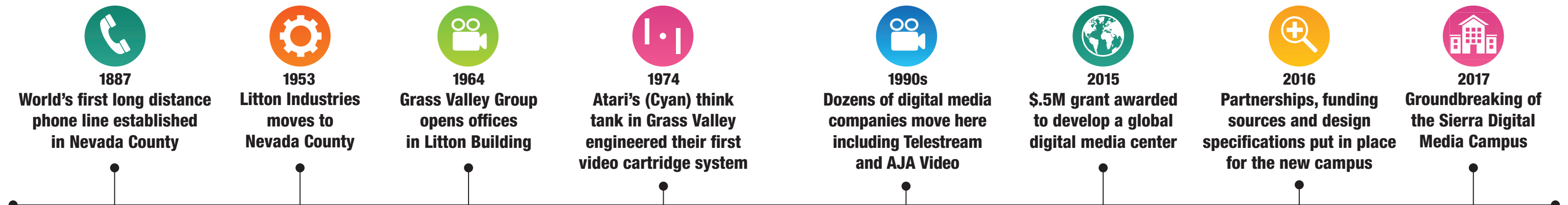
Last year, the NCERC gathered together the business community across the region to uncover and identify the best way to grow our region's economy. The answer: amplify our legacy in digital media innovation to the world. By building a campus on this bedrock, we could rally the community while compelling businesses, executives and skilled talent to relocate to our beautiful region.

To start, we won a half-million dollar grant from the U.S. Economic Development Administration; our competitiveness in the grant was driven by over a half-million dollars in local cash and in-kind commitments – that demonstrated to the federal partners the incredible backing of this game-changing effort. We've already begun executing this program, including plan creation, and targeted outreach to forge relationships with future investors, and rally business and service partners.

The unveiling of this local-to-global economic development "secret weapon" will act as a galvanizing event for our community and drive forward our collective vision to create a multi-faceted campus that will include:

- 1. A Digital Media Education and Training Center** (certificate and degree programs) – to grow our own talent
- 2. An Incubator** for high-growth potential Digital Media companies – to create jobs
- 3. A New Product Commercialization Lab** – to foster partnerships between local tech companies, universities, federal labs, domestic and foreign governments and major digital media corporations across the globe
- 4. Cost-effective and Flexible Work Space** for local companies – to enable and encourage scalability
- 5. Co-working Space** – to foster collaboration across industries and disciplines
- 6. A Digital Media Museum** – to showcase our region's innovations.
- 7. A Conference Center** with high-end video collaboration capacity – to facilitate national and international digital media industry events

OVER A CENTURY OF INNOVATION IN NEVADA COUNTY



Establish the Nevada County Economy

The Nevada County Economic Resources Council (NCERC) is dedicated and positioned to assist your company with business attraction, creation and retention for the purposes of creating and retaining high quality jobs. Our NCERC professionals collaborate daily with community leaders in technology, business, government, investment and key local business and civic associations. The ERC is your partner for success in Nevada County! Equipped with comprehensive up-to-date demographic and employment data, complete real estate and re-location services — maintaining an extensive Rolodex — and offering skilled resources to address your individual needs, the ERC has the tools and talent to help you grow your business in Nevada County. Proudly call Nevada County your home, where quality-of-life and a quality business environment work hand-in-hand!

Now is the ideal time to establish or upgrade your partnership with the Nevada County ERC (NCERC). We'll be increasing the tempo of our outreach efforts and the volume of projects & initiatives due to the work surrounding the Sierra Digital Media Campus program. Specifically, your partnership the NCERC will benefit not only the economy of the county but that of your own organization:

Be a Positive Influence

Pull up a seat at the table with other Nevada County economic influencers and decision-makers as we launch leading edge initiatives.

Get Exposure

Establish and expand your business' regional presence via direct involvement in one of our public receptions or invite-only events. Publicly align yourself and your organization with fellow forward-thinking business leaders for year-round benefit.

Create a Legacy

Become a Pioneer, Patron, Visionary or Legacy member of our Founders Club!

Not a Partner yet?

Our partners contribute from \$500 per year, and go up to \$10K+ depending on the level of involvement you're looking for.

Already a Partner?

Upgrade your partnership today by buying into a Founding Member status, sponsoring an upcoming reception, partnering at one of our invite-only events, or underwriting one of the initiatives & projects created for the Sierra Digital Media Campus program.

Our Events

We hold 10 receptions + 2-3 large events per year, so contact us soon to snag your spot. These offer great value by expanding your exposure via podium time, expanding your influence by participating in a panel, hosting a VIP luncheon or dinner or opportunity to exhibit your products and services.

The Bigger Picture

Our dream is to transform Nevada County into the most economically competitive rural economy in the United States by establishing itself as a global center of digital media excellence.

The NCERC is committed to preserving the historical past, present success and future vitality of Nevada County's culturally rich and progressive economy!

Contact Shavati Karki-Pearl to Get Started

Director of Strategic Alliance & Community Partnership

shavati@ncerc.org • Office: 530-274-8455 • Cell: 818-823-3189



149 Crown Point Court, Suite A, Grass Valley • ncerc.org

THE NEVADA COUNTY ERC IS A 501(C)3 ORGANIZATION