

# A List of Potential Strategies for Economic Development in Mendocino County

**Mendocino County Executive Office**

**Introduced March 17, 2008**

**Updated November 3, 2008**

<b>STRATEGIES</b>	<b>Activities</b>	<b>County Responsibilities</b>
<b>A. Support retention of local businesses</b>	<ul style="list-style-type: none"> <li>▪ Identify local businesses</li> <li>▪ Contact and encourage businesses</li> <li>▪ Assist with access to financing</li> <li>▪ Assist with regulatory agencies</li> </ul>	<ul style="list-style-type: none"> <li>❑ Provide funding to EDFC and MCPA</li> <li>❑ Assist with communication and coordination among ED agencies</li> </ul>
<b>B. Support expansion of local businesses</b>	<ul style="list-style-type: none"> <li>▪ Identify local businesses</li> <li>▪ Contact and encourage businesses</li> <li>▪ Assist with access to financing</li> <li>▪ Assist with regulatory agencies</li> </ul>	<ul style="list-style-type: none"> <li>❑ Provide funding to EDFC and MCPA</li> <li>❑ Assist with communication and coordination among ED agencies</li> </ul>
<b>C. Attract businesses from outside of the county</b>	<ul style="list-style-type: none"> <li>▪ Attend trade shows</li> <li>▪ Identify potential businesses</li> <li>▪ Contact and encourage businesses</li> <li>▪ Assist with access to financing</li> <li>▪ Assist with regulatory agencies</li> </ul>	<ul style="list-style-type: none"> <li>❑ Provide funding to EDFC and MCPA</li> <li>❑ Assist with communication and coordination among ED agencies</li> </ul>
<b>D. Support development of range of housing options</b>	<ul style="list-style-type: none"> <li>▪ Adopt inclusionary housing ordinance</li> <li>▪ Support private developers and non-profits who are willing to construct range of housing</li> <li>▪ Assist with access to financing</li> <li>▪ Assist with regulatory agencies</li> <li>▪ Develop 2009 Housing Element</li> </ul>	<ul style="list-style-type: none"> <li>❑ Provide funding and incentives for construction of affordable housing</li> <li>❑ Assist with communication and coordination among housing agencies</li> <li>❑ Coordinate development of 2009 Housing Element</li> </ul>
<b>E. Support development of water supply</b>	<ul style="list-style-type: none"> <li>▪ Work with all water districts</li> <li>▪ Fund water supply projects by Water Agency</li> <li>▪ Consider development and impact fees</li> <li>▪ Utilize General Plan Update water policies as strategic plan for Water Agency</li> </ul>	<ul style="list-style-type: none"> <li>❑ Assist with communication and coordination among water districts</li> <li>❑ Assist with completion of MSRs</li> <li>❑ Complete General Plan Update</li> </ul>

- F. Support infrastructure development:: roads, sewer systems, water, lighting, signs**
    - Plan for improvements for which County is responsible
    - Consider development and impact fees
    - Obtain funding for necessary projects
  - G. Support communication infrastructure development**
    - Develop policy guidelines regarding communications infrastructure
  - H. Support range of transportation options for distribution of products (truck, rail?)**
    - Plan for improvements for which County is responsible
    - Work with other parties to provide range of transportation options
  - I. Support value-enhanced uses of resources**
    - Identify potential businesses
    - Contact and encourage businesses
    - Assist with access to financing
    - Assist with regulatory agencies
  - J. Ensure up-to-date General Plan and related documents**
    - Update General Plan, UVAP, Housing Element, Mendocino Town Plan, Local Coastal Plan, and other documents
    - Emphasize water policies for strategic planning
    - Develop 2009 Housing Element
  - K. Provide information to business on ED through media, written materials, websites**
    - Create or obtain materials and post
  - L. Provide information to public on ED through media, written materials, websites**
    - Create or obtain materials and post
- ❑ Develop overall multi-year County plan for infrastructure development
  - ❑ Assist with communication and coordination among DOT, community services districts, etc.
  - ❑ Assist with completion of MSRs
  - ❑ Assist with communication and coordination among entities involved with fiber, cable, dispatch, etc.
  - ❑ Participate on NCRA Board
  - ❑ Support WIB obtaining cluster analyses/targets of opportunity
  - ❑ Assist with communication and coordination among ED agencies
  - ❑ Build clusters/targets into County ED Plan
  - ❑ Complete updates of all components of County General Plan
  - ❑ Implement on a sustained basis
  - ❑ Coordinate development of 2009 Housing Element
  - ❑ Develop County ED website with background information and links
  - ❑ Support website development by ED agencies
  - ❑ Refine County website for public information
  - ❑ Support website development by other entities

**M. Redevelopment Agency**

- Work with potential business investors
- Re-invest tax increment for infrastructure development and housing

- ❑ Develop new 5-year RDA Plan
- ❑ Adopt new 5-year RDA Plan
- ❑ Provide quarterly reports to RDA Board

**N. City/County Partnerships**

- Work with cities on infrastructure, housing, economic development projects of mutual benefit
- Develop tax-sharing agreements

- ❑ Provide report and work plan to Board on development of tax-sharing agreement with Ukiah
- ❑ Meet with City of Ukiah to develop tax-sharing agreement
- ❑ Meet quarterly with City Managers re: topics of mutual interest

**O. Business Incentives**

- Consider the possibility of local incentives for business retention and attraction

- ❑ Work with other local entities regarding the financing and appropriateness of public sector-provided incentives

<b>Partners</b>	<b>Responsibilities</b>	<b>County Interaction</b>
Chambers of Commerce	<ul style="list-style-type: none"> <li>▪ Business promotion and support</li> </ul>	<ul style="list-style-type: none"> <li>❑ Share information</li> </ul>
City Governments	<ul style="list-style-type: none"> <li>▪ Part of JPA to create EDFC</li> <li>▪ Operate redevelopment agencies</li> <li>▪ Develop tax-sharing agreements</li> </ul>	<ul style="list-style-type: none"> <li>❑ Share information</li> <li>❑ Coordinate activities</li> </ul>
Community and Private Groups	<ul style="list-style-type: none"> <li>▪ Community focus on economic development and support</li> </ul>	<ul style="list-style-type: none"> <li>❑ Share information</li> </ul>
Community Development Commission (CDC)	<ul style="list-style-type: none"> <li>▪ Com. Development Block Grants</li> <li>▪ Affordable housing</li> </ul>	<ul style="list-style-type: none"> <li>❑ Coordinate with County on CDBG projects</li> </ul>
Economic Development Finance Corp. (EDFC)	<ul style="list-style-type: none"> <li>▪ Financial assistance and loans for businesses</li> </ul>	<ul style="list-style-type: none"> <li>❑ Contract for services</li> <li>❑ Share information</li> <li>❑ Coordinate activities</li> </ul>
Mendo Futures	<ul style="list-style-type: none"> <li>▪ Involve community businesses and residents</li> <li>▪ Provide mediation capacity</li> </ul>	<ul style="list-style-type: none"> <li>❑ Share information</li> <li>❑ Coordinate activities</li> </ul>
Mendocino College	<ul style="list-style-type: none"> <li>▪ Provide workforce development and training</li> <li>▪ Redevelopment funding</li> </ul>	<ul style="list-style-type: none"> <li>❑ Share information</li> <li>❑ Coordinate infrastructure development</li> </ul>
Mendocino County Lodging Association (MCLA)	<ul style="list-style-type: none"> <li>▪ Coordinate marketing</li> </ul>	<ul style="list-style-type: none"> <li>❑ Share information</li> </ul>
Mendocino Co. Promotional Alliance (MCPA)	<ul style="list-style-type: none"> <li>▪ Coordinate marketing</li> </ul>	<ul style="list-style-type: none"> <li>❑ Contract for services</li> <li>❑ Share information</li> <li>❑ Coordinate activities</li> </ul>
Mendocino Works	<ul style="list-style-type: none"> <li>▪ Provide workforce development and training</li> </ul>	<ul style="list-style-type: none"> <li>❑ Contract for services</li> <li>❑ Share information</li> </ul>
Planning Team	<ul style="list-style-type: none"> <li>▪ Complete General Plan Update, UVAP, Housing Element, Mendocino Town Plan, Local Coastal Plan Update</li> </ul>	<ul style="list-style-type: none"> <li>❑ Share information</li> </ul>
Public Resources Departments	<ul style="list-style-type: none"> <li>▪ Planning &amp; Building Services (PBS)</li> <li>▪ Department of Transportation (DOT)</li> </ul>	<ul style="list-style-type: none"> <li>❑ Share information</li> <li>❑ Coordinate project planning</li> </ul>

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| <b>Rural Communities Housing Development Corp. (RCHDC)</b> | <ul style="list-style-type: none"> <li>▪ Develop low-income housing</li> </ul>  | <ul style="list-style-type: none"> <li>❑ Share information</li> </ul>                                  |
| <b>Tribal Economic Development Consortium</b>              | <ul style="list-style-type: none"> <li>▪ Tribal resource for economic development</li> </ul>  | <ul style="list-style-type: none"> <li>❑ Share information</li> <li>❑ Coordinate activities</li> </ul> |
| <b>University of Cal. Cooperative Extension (UCCE)</b>     | <ul style="list-style-type: none"> <li>▪ Academic and field research</li> <li>▪ Consultation</li> <li>▪ Work with Ag community</li> </ul>   | <ul style="list-style-type: none"> <li>❑ Share information</li> <li>❑ Access resources</li> </ul>      |
| <b>WEST Company</b>  | <ul style="list-style-type: none"> <li>▪ Small business development</li> </ul>  | <ul style="list-style-type: none"> <li>❑ Share information</li> <li>❑ Coordinate activities</li> </ul> |
| <b>Wine Grape Commission</b>                               | <ul style="list-style-type: none"> <li>▪ Coordinate marketing</li> </ul>  | <ul style="list-style-type: none"> <li>❑ Share information</li> </ul>                                  |
| <b>Workforce Investment Board (WIB)</b>                    | <ul style="list-style-type: none"> <li>▪ Coordination of agencies</li> <li>▪ Economic development reports</li> <li>▪ Business support services</li> <li>▪ Planning and oversight of workforce development and training</li> </ul> | <ul style="list-style-type: none"> <li>❑ Share information</li> <li>❑ Coordinate activities</li> </ul> |

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| <b>EDGE – Economic Development Group Enterprise</b> | <ul style="list-style-type: none"> <li>▪ County Executive Office</li> <li>▪ City Economic Coordinators</li> <li>▪ EDFC</li> <li>▪ MCPA</li> <li>▪ Tribal ED Consortium</li> <li>▪ WEST Company</li> <li>▪ WIB</li> </ul> | <ul style="list-style-type: none"> <li>❑ Share information</li> <li>❑ Coordinate activities</li> <li>❑ Serve as steering committee for CEDS Update</li> </ul> |
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