

SISKIYOU ECONOMIC DEVELOPMENT COUNCIL
QUARTERLY UPDATE
QUARTER 3 SEPTEMBER 2016



BUSINESS CENTER OPENS IN SISKIYOU COUNTY

Small businesses in Siskiyou County now have access to even more small business development services. Expanded resources will be provided by the [Siskiyou Economic Development Council](#) (SEDC) in partnership with the [Northeastern California Small Business Development Center](#) (SBDC) at California State University, Chico.

“The SBDC will provide high-quality, in-depth private business consulting, guide and refer local businesses to appropriate capital resources, and eventually develop training seminars for existing and start-up businesses in the County. The new SBDC service center will enhance business services for Siskiyou County,” said SEDC Executive Director, Tonya Dowse.

One of the first workshops will be on the California Competes

Tax Credit. Small, medium, and large businesses are encouraged to attend the workshop and receive instructions on how to apply for this tax credit program.

The workshop will take place on Monday, December 5 at the Best Western Miner’s Inn Convention Center from 10:00 a.m. – 11:30 a.m. To register, visit www.siskiyoucounty.org.

In a video recently released by the SEDC, business owner Cael Weston of ACME Computers stated, “One of the obvious advantages of locating technical companies here is that the recreational opportunities here really appeal to a young, educated workforce.”

Since 2003, the Northeastern California SBDC at CSU, Chico has helped over 26,000 small businesses in the 23-county Northeastern California region. The Northeastern

California SBDC provides management advice and technical training to small and potential business owners at little to no-cost.

In 2015, the Siskiyou EDC assisted 295 individual businesses and leveraged \$4.8 million in new federal, state, and private investment for Siskiyou County communities resulting in new jobs and business expansion. The new SBDC service center will allow Siskiyou EDC to reach its goal of helping Siskiyou County businesses grow and prosper.

The Small Business Development Center will operate at the Siskiyou Economic Development Council office located at 1512 S. Oregon Street, Yreka, CA. 96097. To learn more about how your business may benefit visit www.siskiyoucounty.org or call the SEDC SBDC service center at (530) 842-1638.

OUR STRATEGY

Working with the Cities of Fort Jones, Montague, Mt. Shasta, Weed, Yreka and Siskiyou County, we have developed a three part strategy to fulfill our mission to facilitate business growth, retention, and attraction, to promote community prosperity. This strategy includes building leadership through services, creating competitive locations, and connecting resources in small communities.





YREKA TURNS \$400,000 INTO \$40 MILLION INVESTMENT

[A \\$400,000 investment by the United States Environmental Protection Agency \(EPA\)](#) Brownfields program resulted in a private investment of nearly

\$40 million, according to a recent article published in the California Economic Development Journal. [The article, published by the Siskiyou Economic Development Council staff members](#), Obadiah Lovrak-Hamrik, (Summer Analyst and student at UC-Berkeley) and Logan Smith (Senior Program

property tax revenue means **the Yreka Brownfields program will produce an estimated \$17 million in economic impacts.**

"The Siskiyou Economic Development Council is pursuing further grants from the U.S. EPA Brownfields program. The Brownfields work removes

The effect of Yreka Brownfields program resulted in over \$3 million in initial job earnings.

Manager).

According to recent research, the Yreka brownfield redevelopment efforts resulted in more than 150 new jobs.

This job growth represents a 4.5% increase in the Yreka workforce. The effect of the job earnings combined with improved

uncertainty surrounding former industrial sites and, where necessary, removes and remediates contaminated soils," says Senior Program Manager Logan Smith.

For the entire article visit <http://bit.ly/YrekaBF>.

MARKETING CERTIFICATION AWARDED TO SISKIYOU ECONOMIC DEVELOPMENT TEAM

Community Systems Digital Economic Development University is the first of its kind: **A program specially designed to put the skills economic developers need to compete in today's digital age.** Given to an entire EDO this certification signifies the organization has the skills to compete in the digital world, including marketing, business development, and research.

"The skills learned have helped the Siskiyou EDC respond better to leads and enhance communications with stakeholders," says Logan Smith, Senior Program Manager. The course consisted of fourteen webinars taught

by distinguished leaders in the economic development industry. The webinars also included special guest speakers from some of the nation's leading economic development organizations. The mission of the Siskiyou Economic Development Council

is to facilitate business growth, retention, and attraction to promote community prosperity. Since its inception in 1985, the SEDC has been the lead organization in economic development in the area. For more information, please contact Bethany Mueller, Communications Manager at (530) 842-1638 or at bethany@siskiyoucounty.org.



Sean Smith, Bethany Mueller, Tonya Dowse, Niki Brown & Logan Smith



NEW MARKET RESEARCH

In August, [Augustine Ideas](#), paired up with data experts,

[Destination Analysts](#), to obtain a clearer picture of the tourism target market, receiving over 600 surveys. Augustine Ideas will design a brand and logo [using this new information](#).

The TBID Committee is committed and excited to move things along and looking forward to website recommendations and marketing strategies. "We have been working diligently to provide professional services that will ensure a successful and efficient organization," says Niki Brown, Program Manager at the Siskiyou EDC.

At the TBID's [October Meeting](#) the Management Committee will be reviewing the brand proposals that will set Siskiyou County apart as a visitor destination.

In November, the Siskiyou EDC and TBID board will begin presenting a comprehensive annual report to the Board of Supervisors and city councils to review year one accomplishments of the TBID.

For more information about TBID meetings, agendas, minutes and questions visit siskiyoutid.org.

YOUR SISKIYOU COUNTY BUSINESS RESOURCE

OPPORTUNITY HIGHLIGHTED IN NEW BUSINESS ATTRACTION VIDEO

In [a video](#) recently released business owners discuss their experiences of relocation to or expansion in Siskiyou County.

“Whether you are a young tech entrepreneur, maybe you really love snowboarding, how great to be in a community such as Mt. Shasta or even Dunsmuir or McCloud where you can still do all

the work that you’re needed to do but in 10-15 minute be on a ski lift,” says Kevin Charter of Edward Jones Financial Advisor.

In Siskiyou County we effortlessly combine the exceptional quality of life found only in rural communities with

quick and easy access to urban markets. Interstate 5 and Highway 97 run right through the middle of our county and there are no less than five small, local airports along with easy access to three larger regional airports

To learn more about what makes Siskiyou a great place to work visit, <http://bit.ly/SiskiyouWorks>.



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Phone 530.842.1638
www.siskiyoucounty.org

Stay in touch with us!