

SISKIYOU ECONOMIC DEVELOPMENT COUNCIL QUARTERLY UPDATE

QUARTER 3

FALL 2017

CITY OF WEED RECEIVES \$2.4 MILLION FOR INFRASTRUCTURE INVESTMENT, CREATING 80 NEW JOBS, LEVERAGING \$12 MILLION IN PRIVATE INVESTMENT

The City of Weed received a grant for \$2.4 million from the United States Economic Development Administration (EDA) to support transportation infrastructure improvement in the South Weed I-5 and Vista Drive interchange.

“Infrastructure improvement is vital to the economic development and community health of the City of Weed. This project will accelerate growth in the area by attracting new businesses and improving the accessibility for existing businesses in South Weed,” said City Manager, Ron Stock.

“This investment will create 80 new jobs and leverage \$12 million in private investment,” according to the U.S. Economic Development Administration’s recent announcement.

The designated area in South Weed serves as a stop for freight haulers and travelers, providing gas, food, and lodging. Over the past 20 years, the City of Weed has invested significant resources into infrastructure development in South Weed



which has resulted in numerous businesses opening in the area and continues to incentivize more businesses to move to the area in the future. This investment in transportation infrastructure is key to continued growth and development.

“Completing projects like this one allow regional businesses to operate more efficiently and ultimately result in a boost to the local economy.

Building new roads in rural America can only help small towns to thrive. These are the types of investments we need to continue making to see that happen,” said Congressman Doug LaMalfa (R-Richvale).

With the successful completion of this grant application, the City of Weed has obtained \$2.4

million in Federal and State grants since 2014. \$17.3 million for debris clean up and infrastructure restoration following the Boles Fire and an additional \$10.1 million in roadway, water line replacement and sewer line replacement funds to replace aging infrastructure.

“Obtaining Federal and State grants is a high priority for our community,” commented City Manager Ron Stock, **“every dollar we can return to the community is a dollar that our citizens will not have to bear in higher taxes or our customers will not have to bear in higher utility bills.”**

The City of Weed is supported in the project by the Siskiyou Economic Development Council. To learn more, call the Siskiyou Economic Development Council at (530) 842-1638.

The mission of the Siskiyou Economic Development Council is to facilitate business growth, retention, and attraction to promote community prosperity. To learn more, call Bethany Mueller, Communications Manager, at (530) 842-1638.

OUR STRATEGY

Our mission is to facilitate business growth, retention, and attraction to promote community prosperity. Working with our partners, we have developed a three-part strategy to fulfill our mission.



U.S. SENATOR KAMALA HARRIS VISITS SISKIYOU COMMUNITY

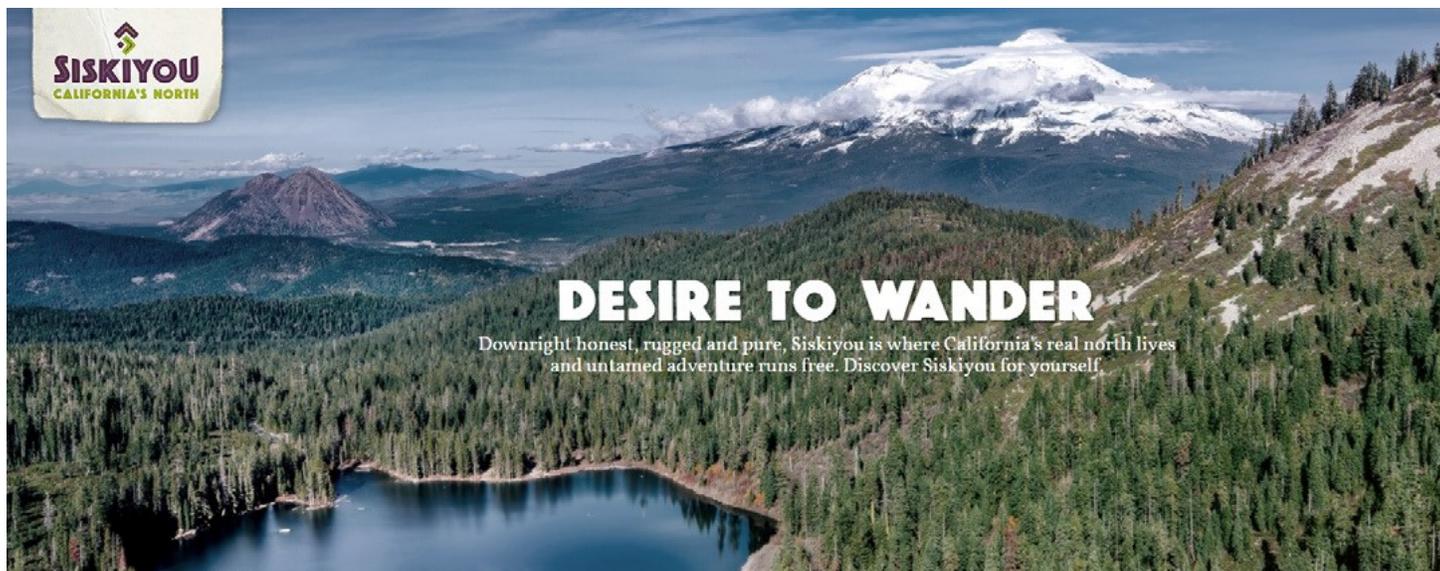
In July, Siskiyou Economic Development welcomed Larry Wallace, Senior Adviser to U.S. Senator Kamala Harris, to Siskiyou County. During his visit, he toured the Fruit Growers Supply mill in Yreka, CA to learn about the benefits derived from the investments made by the U.S. EPA's Brownfields Program. This program has [helped the City of Yreka leverage over \\$4 million in private investment and bring 100 new jobs to the community.](#)

To learn more about how investments like the U.S. EPA Brownfields program can benefit your community, call the Siskiyou Economic Development Council at (530) 842-1638.



U.S. Senator Kamala Harris visits Fruit Growers Mill in Yreka.

Names?



DISCOVER SISKIYOU ROLLS OUT MARKETING STRATEGY

The Siskiyou Tourism Improvement District continues to make strides in marketing Siskiyou communities as a tourist and travel destination. At the May meeting, Augustine Ideas presented the [marketing plan](#), resulting in great strides toward reaching

our target audiences. In August, Discover Siskiyou created a new digital campaign, including a series of blog posts such as [Where to Relax, Refresh and Recharge in Siskiyou](#). We look forward to seeing the results of this effort and establishing a system for tracking

digital metrics.

If you would like to learn more about the Siskiyou Tourism Improvement District check www.SiskiyouTID.com and sign up to receive updates about upcoming meetings or call us at (530) 842-1638.



Cael Weston, CEO, Acme Computer (left) and Justin Richardson, IT Tech Support, Acme Computer (right)

EMERGING TECHNOLOGY: ACME COMPUTER

Acme Computer is widely recognized as the most influential technology services company in Southern Oregon and Northern California. With offices in Medford, Oregon, and in Mt. Shasta, Yreka, and Roseville, California, Acme Computer offers clients a wide range of information technology solutions and a significant opportunity to improve upon network reliability, security, and scalability.

Acme Computer has operated in Siskiyou County for the past several years and experiences the benefits of locating part of their company to Siskiyou and the resulting growth.

“In our experience, the cost of living here is quite attractive. We can attract professionals who want to be able hike, ski, and enjoy all the outdoors activity but continue to develop their career in technology. We have several employees who are born and raised in Yreka and Siskiyou County and they’ve grown their career locally, earn a decent income, and stay in a place where they want to live. **It’s that kind of long term loyalty to Acme that allows us to build a much larger company,”** said Cael Weston, Owner of Acme Computer.

Siskiyou also offers world class recreational opportunities that Acme employees readily

take advantage of. **“The obvious advantages of locating a tech company in Siskiyou are that the recreational opportunities really appeal to a young educated workforce and the cost of living makes that lifestyle in conjunction with a professional career really possible,”** said Weston.

To learn more about how you can take advantage of the opportunities of locating your business to Siskiyou call the Siskiyou Economic Development Council at (530) 842-1638.

GUIDE TO BREWERY ATTRACTION AND EXPANSION RELEASED!

Siskiyou is home to many breweries that provide a much-desired service to the Siskiyou consumer marketplace such as the [Etna Brewery & Taphouse](#) and the [Dunsmuir Brewery Works](#). Current growth trends of local breweries are positively impacting multiple economic development sectors.

Benefits of breweries are myriad including tax benefits community development, and supply chain growth to name a few. In terms of tax benefits, for example, breweries have the potential to provide more benefits to municipalities than other similarly sized manufacturers.

Overall, **breweries have an extremely low failure rate.** For

example, restaurants have one of the highest business failure rates yet when a restaurant is added to a brewery, the brewery failure rate increases minimally.

Siskiyou Economic Development just released a guide to benefits that breweries bring to an area, including economic impact, jobs and tax income for the cities and communities across Siskiyou. The guide includes information such as land, utilities, workforce, and how the city ought to be prepared before approaching a brewery.

We hope this report will be a resource to our community partners as they seek to attract breweries. The guide lays out best practices to attracting a brewery.



If you would like a copy of the Brewery Attraction Guide, please contact Sean Smith, Program Manager, at sean@siskiyoucounty.org or visit our website www.siskiyoucounty.org.

AT&T INVESTS IN SISKIYOU ECONOMY

The Siskiyou Economic Development Council received a \$2,000 contribution from AT&T to advance economic development in Siskiyou County's rural communities.

"AT&T is proud to support the Siskiyou Economic Development Council," stated Tim Ray, Associate Vice President - AT&T California. "We believe investments in economic development empower

organizations, like the Siskiyou EDC, to strengthen the economy and enhance the quality of life for residents in rural Northern California."

"Investments like this allow us to advance economic development in our communities," said Mark Klever, Board Member of the Siskiyou Economic Development Council, "We applaud their support in the economic

health and wellbeing of our communities."

The mission of the Siskiyou Economic Development Council is to facilitate business growth, retention, and attraction to promote community prosperity.

To learn more about how you can invest in economic development, call the Siskiyou Economic Development Council at (530) 842-1638.



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Stay in touch with us!

