

Prosperity 2012: Humboldt County's Proposed Comprehensive Economic Development Strategy

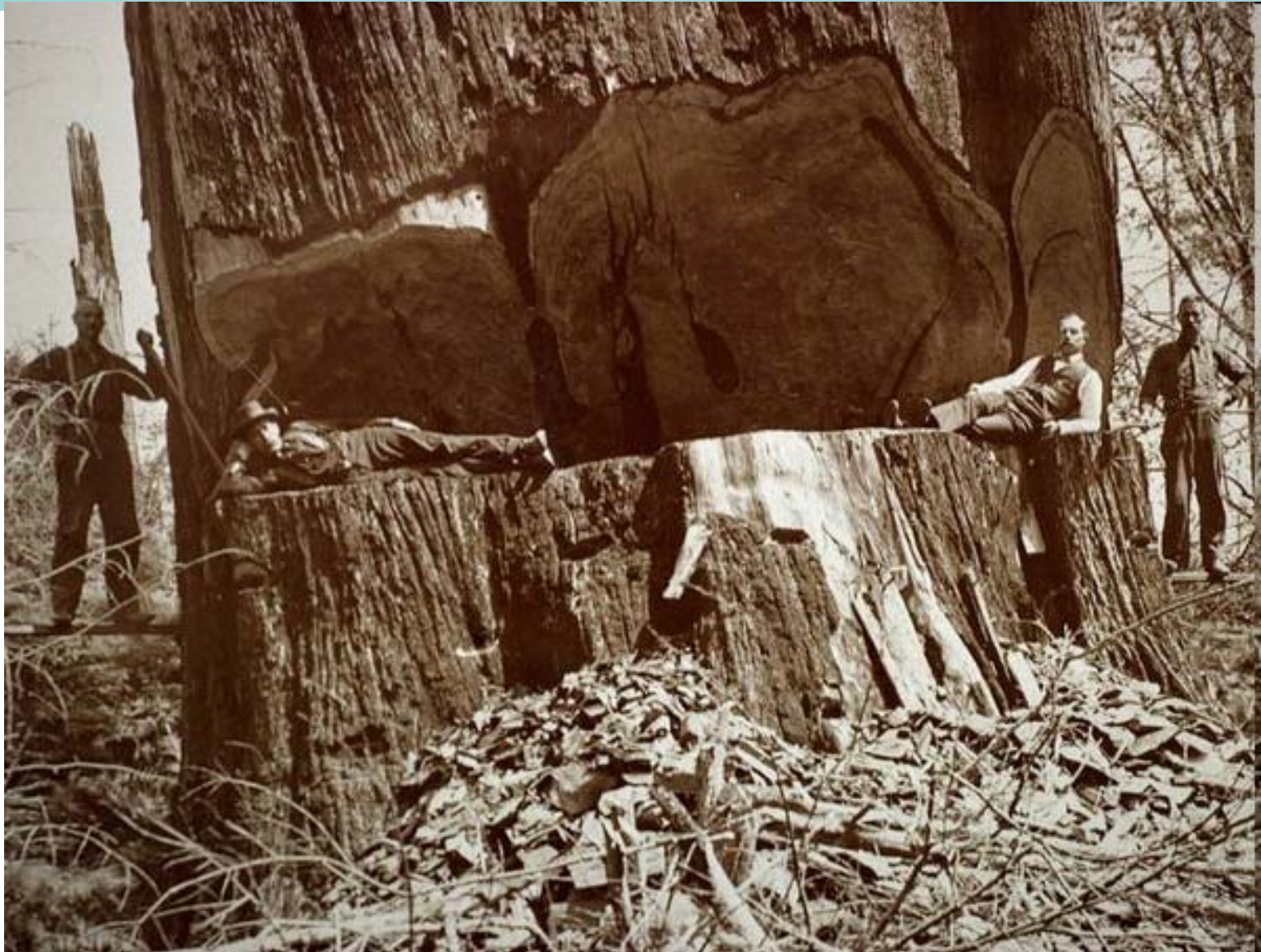
March 26, 2013

Prosperity 2012

Presentation

- Prosperity 2012 Process
- Components of the CEDS
- Targets Industries
- Narrative
- Action Plan Implementation
- Infrastructure List
- Adoption process

To build a story of becoming
From our history...



To our future...



OUR COMPANY

At The California Redwood Company, neither our history, nor our commitment to sustainable forestry is a short one.

Prosperity 2012 Process

- ✓ Began in 2010 with industry cluster leaders and their strategic work-plans
- ✓ Tribal input through the TEDNet Strategic Plan
- ✓ Humboldt 100 Interviews
- ✓ Began citizen engagement process February 2012
 - 18 Citizen Action Teams
 - Over 60 CAT recommendations
 - City and CSD staff participated in CATs
- ✓ Industry Leader Council
- ✓ Infrastructure prioritization committee (RREDC)
- ✓ Over 450 people have participated
- ✓ 30-day Public Review



Industry Leader Council

Business owners in the 8 Target industries

- Ginger Weber, Premier Financial Group
- Bruce Hamilton, Wildwood Manufacturing
- Carlton Nielsen, Nylex
- Mary Keehn, Cypress Grove Chevre
- Dan Johnson, DANCO
- Ken Musante, Eureka Payments
- Jon O'Connor, North Coast Adventure Centers
- Neal Ewald, Green Diamond Resource Company
- Kyle Visser, Shred Tec
- Lane Strobe, Times Printing



Industry Leader Council

- Looked at industry needs and public input
- Over 50 hours of meetings
- Consensus with priority on actions that...
 - Will help achieve goals & strategies
 - Are practical, do-able
 - Are do-able within about 5 years
 - Are likely to encourage collaboration
 - Meaningfully address challenges and opportunities of business
 - Build culture that nurtures business
 - Support job creation



Components of the CEDS

- I. Narrative Introduction
- II. Overarching Goals & Strategies
- III. Action Plan
- IV. Infrastructure Project List
- V. Targets of Opportunity 2012 Report
Plus 7 documents as addenda

Highlights

The Target of Opportunity industries still offer the greatest opportunity...

- Grew jobs at 14%, region lost at -6.1%
- Lost firms at half the rate of the region (-8.8 vs. 15.5%)
- Grew real wages at an average of 36%
- 5 of 6 pay 30-47% higher than the regional average

Diversified Health Care



The Humboldt-Del Norte
Foundation for Medical Care



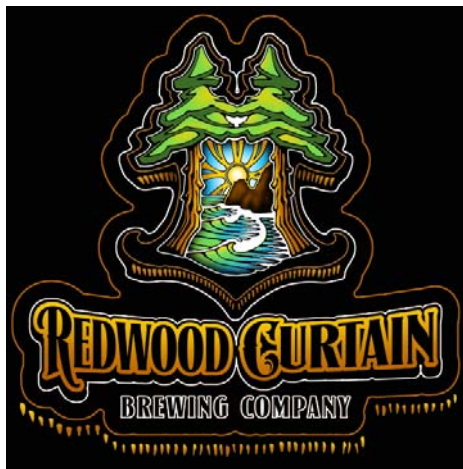
Jade Dragon Medical Spa



HEART OF THE ROSE



Specialty Food, Flowers & Beverages



Building & Systems Construction



Mercer-Fraser Company

DANCO

Miller Farms
NURSERY INC.



Investment Support Services



ReProp Financial®



SEC REGISTERED INVESTMENT ADVISOR

PremierFinancial Group

OUR GOAL IS YOUR FINANCIAL PEACE OF MIND



Redwood
Capital Bank



George Petersen Insurance Agency

Hunter, Hunter & Hunt
CERTIFIED PUBLIC ACCOUNTANTS



Becoming Knowledge-Based

Knowledge-base Industries Growing Fast 1995-2009

Management & Innovation Services			Regional
New Jobs	1,151	94%	-6.1%
New Firms	108	39%	-15.5%
Average Wages	\$43,940	47% higher	\$29,794
Investment Support Services			Regional
New Jobs	264	11%	-6.1%
New Firms	50	9%	-15.5%
Average Wages	\$38,886	31% higher	\$29,794

Management & Innovation Services



Consulting Engineers & Geologists, Inc.



Niche Manufacturing



Kokatat

marimba one



Wildwood Manufacturing

Forest Products



**Humboldt Redwood
COMPANY, LLC**



THE
CALIFORNIA
REDWOOD
COMPANY.

**GREEN DIAMOND
RESOURCE COMPANY**

 **Hambro Group**
"Recycling Today For A Greener Tomorrow"

**Almqvist
lumber company**



SCHMIDBAUER BUILDING SUPPLY
Where Contractors Buy!

Joe Costa Trucking Co.

Whitethorn Hardwoods



Tourism

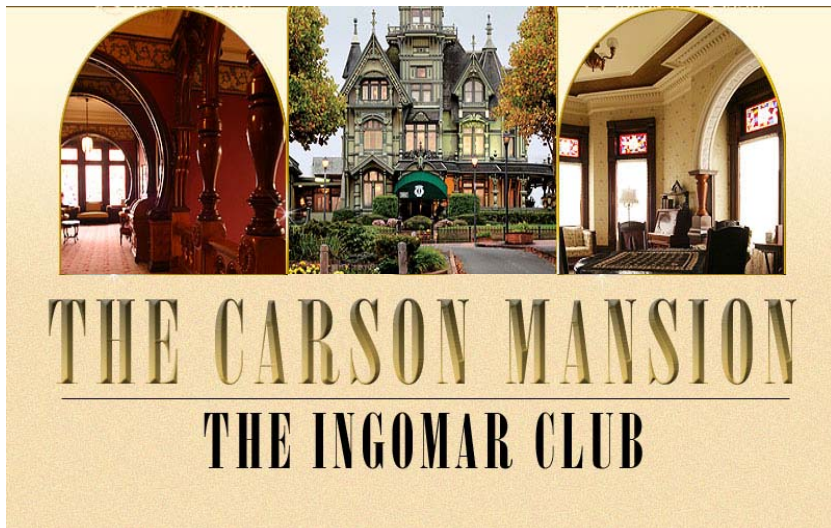


TREES OF MYSTERY

CARTER HOUSE INNS

& Restaurant 301

Ferndale
The Victorian Village



8 Target Industries

- Diversified Health Care
- Building & Systems Construction
- Specialty Food, Flowers & Beverages
- Investment Support Services
- Management & Innovation Services
- Niche Manufacturing
- Forest Products
- Tourism

TARGETS 2012

Entrepreneurship Boom

2,283

New Businesses 2002-2010

x 1% = 23 businesses

x 12 = 274 jobs

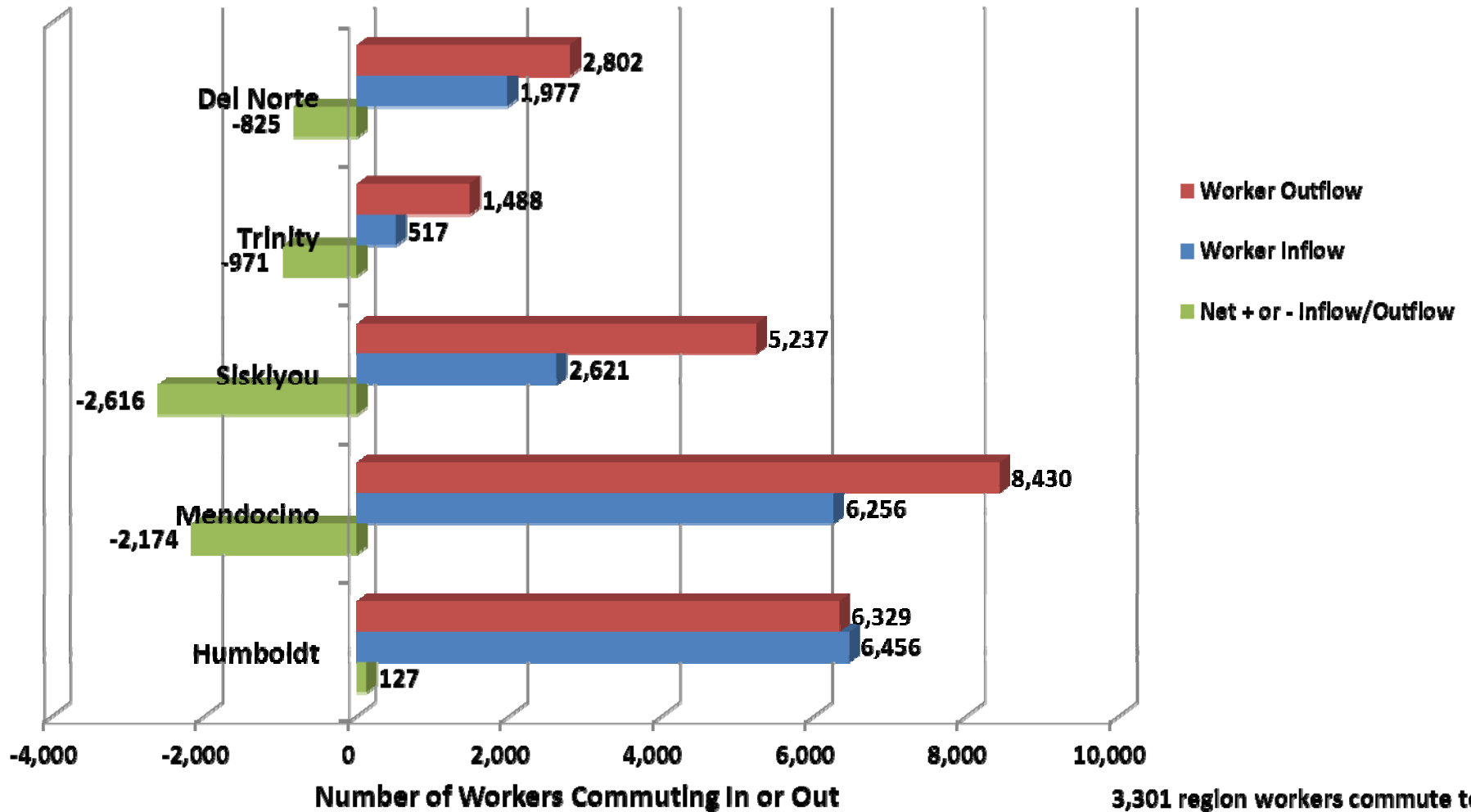
Prosperity! 2012

Center of the Region

Humboldt, Del Norte, Siskiyou, Trinity & Mendocino = Redwood Coast Region

- 3,300 shared workers
- Humboldt net importer of workers
- Opportunity for regional collaboration

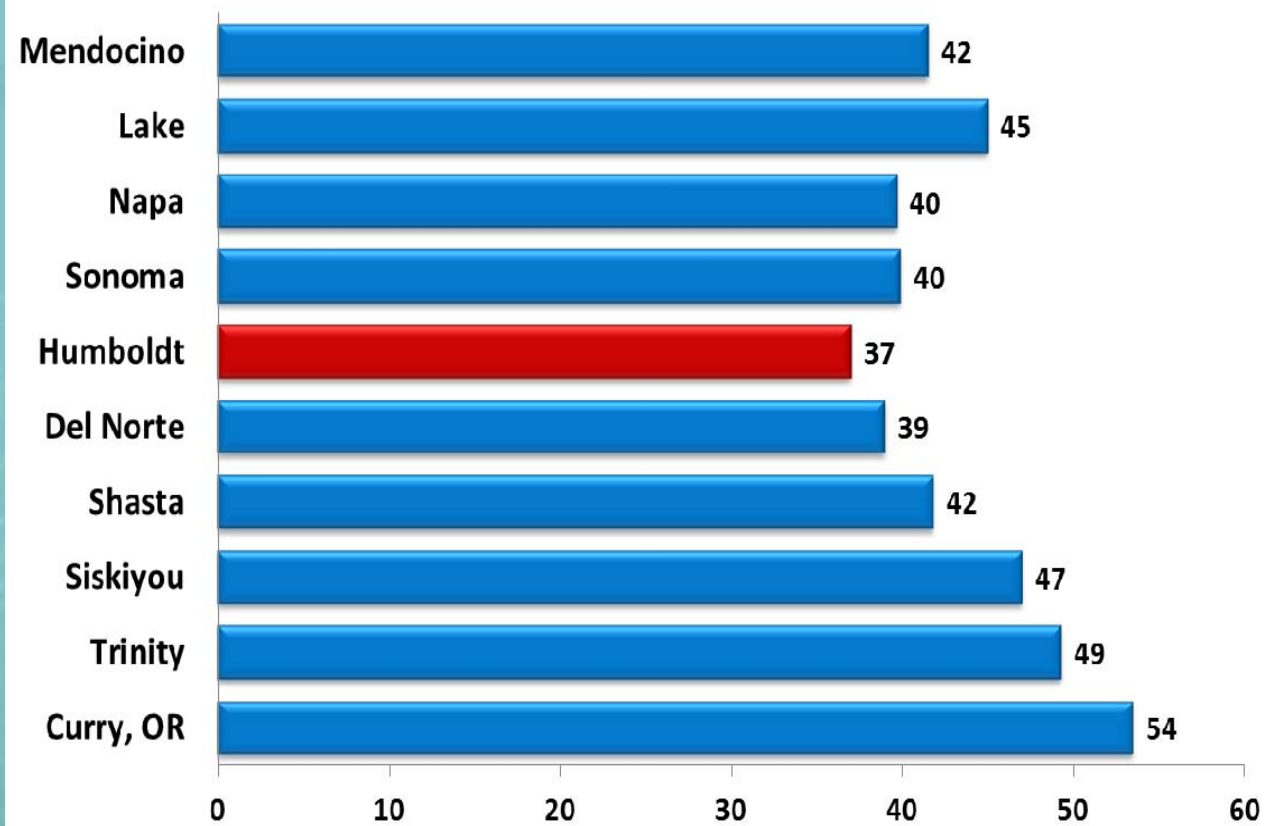
North Coast Region Commuting Pattern Comparison



Narrative

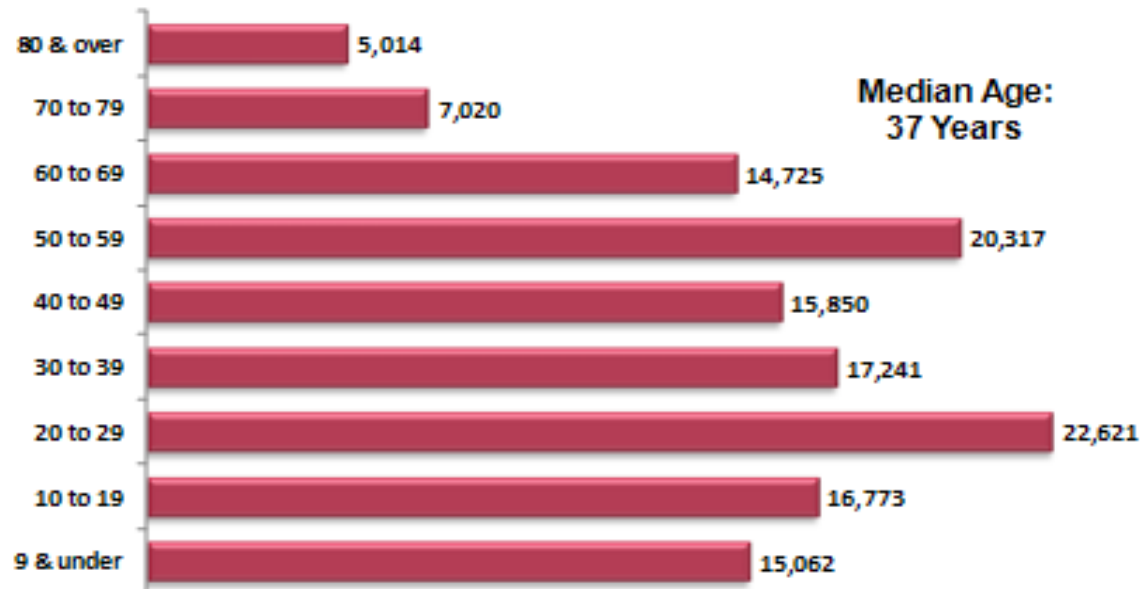
- Current CEDS: *Prosperity! The North Coast Strategy* adopted in 1999
- Demographics
- Assets
- Challenges
- Evolution of Our Industries
- Elephant in the Economy: Marijuana
- Prosperity 2012 Process
- Using the Action Plan
- Evaluation Methodology

Humboldt is not dying



Youth Adults Largest

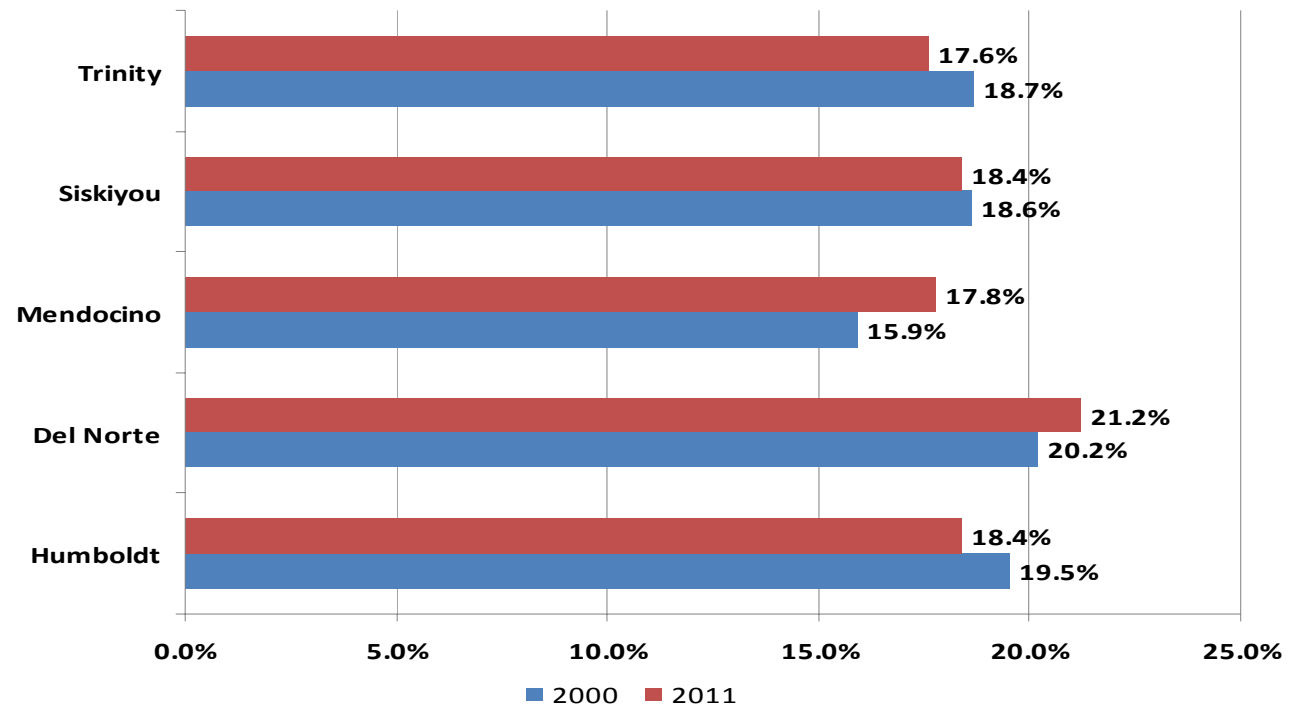
Humboldt County Population Distribution by Age



Source: US Census DP-1, 1-Year 2010, California Median Age: 35

Poverty Decreasing

Redwood Coast Region People in Poverty 2000 - 2011 Comparison



Source: U.S. Census: 2007-2011 ACS DP03, 2000 SF3 DP3

Evaluation Methodology

Part I: Dashboard that tracks Humboldt in context of the larger economy

- Job production
- Average annual wages
- New firm creation
- Population and workforce
- Industry clusters concentration
- Demand occupations

Part II: Business surveys

Part III: Implementation activity



Overarching Goals

- ❖ Diversified, growing industries that export
- ❖ A strong local economy
- ❖ Constant creation of new firms & jobs
- ❖ A business climate that nurtures
- ❖ Quality of life

Strategies & Action Plan Highlights

- A. Focus on 8 Target industries
- B. Build a community culture that understands, welcomes & nurtures business
- C. Stimulate & nurture entrepreneurship
- D. Decrease regulatory complexity & ready land for high value uses
- E. Build an infrastructure of connectivity
- F. Plug leaks & inefficiencies
- G. Improve the regional workforce capacity

Infrastructure List

- All cities, service and special districts, county invited to submit projects
- Projects must be for economic development
- Criteria:
 - Distressed Community
 - Readiness of project
 - Funding secured for project
 - Job creation/retention
 - Regional wealth generation
 - Target industry benefit
- Process
 - Submitted projects
 - Met as Infrastructure Prioritization Committee
 - Ranked together
- Update annually or biennially

Adoption Process

- Recommended Adoption:
 - Headwaters Fund Board (1/15)
 - RREDC Board (1/28)
 - Workforce Investment Board (2/15)
- 30-Day Public Review (2/20-3/23)

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