

Inside Nevada County

Quarterly Edition

ERC Board of Directors

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John Powers
Lock Richards
Brent Smith
John Spencer
Russ Steele
Dawn Whitmore

New Investor/Partners - 4th Qtr
Coldwell Banker Grass Roots Realty

Economic Resource Council

For the Present and Future Vitality of Nevada County

President's Comments

This is the final edition of my newsletter. Mr. Gil Mathew will take over as President/CEO on January 1, 2008.

Also stepping down at the end of 2007 after admirably completing his term as Chair is Mr. Jeff Johnson. Mr. Rod Fivelstad will be taking charge of the ERC Board for 2008.

After having served for many years on the ERC Board, including a stint as Chairman, Mr. Dan Castles will also be leav-

ing the Board at the end of 2007. Dan leaves a legacy of service to this community, and we thank him for his extended stay on the ERC Board.

Ms. Darlene Abt from AJA Video will be joining the ERC Board on January 1st, and we welcome her to our midst.

I leave the post as President/CEO with hope for the future of this great County. I thank the ERC Board for the opportunity to have served in this

capacity. I thank the community leaders for sharing precious time on their calendars. I thank the Investor/Partners of the ERC who really make it possible for the ERC mission to be carried out. Finally, I thank my staff of one, Ms. Barbara Campbell, who was my ultimate support team!

Happy New Year!

Carpe Futura!
(Seize the Future!)

Chuck Neeley

Inside this issue:

Economic Facts	1
Calendar of Events	2
Featured Investor/Partner	2
CED - Technical Assistance	3
W. Nevada Co. Econ Dev Strategy	3
Work Sharing - Smart Alternative	4

Economic Facts

As of November 30, 2007:

Nevada County Employment: 47,750

Nevada County Unemployment: 5.2% (#14 County in State)



"No free government, or the blessings of liberty, can be preserved to any people, but by a firm adherence to justice, moderation, temperance, frugality and virtue, and by frequent recurrence to fundamental principles."

George Mason

Calendar of Events



Meetings of interest pertaining to economic development can be viewed on the ERC Web site at the following address: www.ncerc.org/calendar/html

MAJOR UPCOMING EVENTS:

ERC Board Meeting (Disaster Planning)	January 3, 2008
ERC Board Meeting (Renewable Energy)	February 7, 2008
Annual Meeting	March 6, 2008
ERC Board Meeting (Sierra Economic Development Corp)	April 3, 2008
Community Appreciation Award Breakfast	April 11, 2008

Featured Investor/Partner - Wells Fargo

By Randy Morin

November 30, 2007 – In the month of November, 160 non-profit organizations in the Northern California Region each received a \$1,000 unsolicited donation from Wells Fargo as part of its Community Partners charitable contributions program.

Considered a perk, Wells Fargo employees get to choose the recipients based on the non-profits work in their local communities and then host the recipient during the ceremony. The 160 non-profits included those dealing with education, health, the arts and community services.

The Town and Country and Community Foothills Markets teamed up to host a joint breakfast in El Dorado Hills

which donated to nonprofits while Capitol Valley's Sac City, Gold Valley, Valley Foothills and South Sac Districts along with part of the Community Foothills Market donated to local non-profits at three separate breakfasts held in Stockton and Sacramento.

"The Community Partners Breakfast is my favorite morning of the year as our team members are able to live out our vision and values of being known by our communities as an active leader in giving," said **Scott Robertson Town and Country Market President**. "We can do so much more for our communities by partnering than we can alone, and this is evident by seeing local organizations meeting and partnering at our breakfast to help do more for their communities."

The Community Partners is a program established by the Wells Fargo Foundation in 1999 that has made charitable contributions to non-profits in Modesto, Bakersfield, Fresno and San Diego. Grant recipients are chosen by local Wells Fargo employees and honored together at an awards ceremony.

Editor's Note:

As mentioned in the previous newsletter, the ERC Foundation was selected to participate in this program for 2007. We thank Wells Fargo for their generosity!



The CED Offers Technical Assistance to Nevada County



By Warren Jensen

The Center for Economic Development (CED), an outreach agent of the California State University, Chico Research Foundation, provides community data and information in support of locally-driven economic and other community development activities. To support its efforts, the CED receives an annual grant from the Economic Development Administration to provide technical assistance in Northern California related to the organization's research specialty, which is community statistical data and information. This is available to Nevada County organizations and businesses.

The CED provides free community data research services to organizations in Nevada County, as long as the information can be collected within approximately an hour's time. It is estimated that at least 9 out of 10 requests for community data can be collected within this timeframe. Requests that take longer are typically for an unusual quantity of data pieces from different sources.

In these cases, the CED will charge the client for its time beyond the first hour. Please allow up to two weeks for CED to provide you with the requested community data.

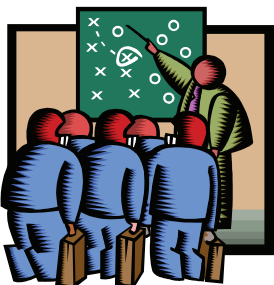
Most of the CED's Nevada County clients choose to purchase the *Nevada County Economic and Demographic Profile*, which is a compilation of over 100 of the most requested statistical data about the county. Topics range from population to income to health care to crime and more. The profile costs \$44.50 each to ship to any address in the county, tax included. The benefit of ordering the profile is that much of the data that most clients request can be found in one document, saving valuable time. For larger data requests that take more than an hour, purchasing the profile is often less expensive than if the CED had to charge for its time.

Examples of community data technical assistance in the past six months include a prospective business owner who called the CED to get average wage levels in Nevada County in occupations for which

he planned on hiring local residents. The CED was able to give the client a link to the California Employment Development Department Web site, which has recent and detailed wage information for hundreds of occupations in the County. Another example is when the Nevada County Library wanted to write a grant to fund literacy programs. They called the CED for help. Data specific to Nevada County did not exist, and therefore, the client could use a national estimate of illiteracy and apply the percentage to Nevada County. A third example is when The Union did a news story on the growth in the number of commuters living in Nevada County. The CED provided peak hour morning traffic on southbound Highway 49 at the Placer County Line.

If you have a data need for your business or organization, the CED may be able to help you. They are available during normal business hours by calling: **(530)898-4598**

Western Nevada County Economic Development Strategy



The long-awaited economic study commissioned by the County was released in mid-December. The recommendations contained in the study will be considered over the next few months. The ERC will certainly play a pivotal role in the process. Changes

to the ERC's focus on business attraction will inevitably come about.

The ERC Board has intentionally focused on expansion and retention during the past couple of years. To move forward with a new strategy will require a much higher

level of funding to the ERC, which was a central point in the study.

It's refreshing to see there may finally be a genuine focus on economic development in Nevada County!



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NOTE: This edition of *Inside Nevada County* is posted on the ERC Web site.

Work Sharing - A Smart Alternative to Layoffs



By Shari Voors

The Work Sharing Unemployment Insurance program allows for the payment of benefits to individuals whose wages and hours have been reduced. This program is considered a temporary and practical alternative to layoffs. This program was established by the California legislature to help employers and employees avoid some of the burdens that accompany a layoff situation. If employ-

ees are retained during a temporary slowdown, employers can quickly gear up when business conditions improve. Employers are spared the expense of recruiting, hiring, and training new employees. Employees are spared the hardship of total unemployment.

Any employer who has a reduction of production, services, or other conditions that cause the employer to seek an alternative to layoffs may partici-

pate in the Work Sharing Program.

For additional information the following products are available on the Web site at: www.edd.ca.gov (select 'Services for Employers,' 'Reducing Your Workforce?' then 'Work Sharing').

If you need additional information, call the Employment Development Department at **(Employers only):**
(916)464-3343