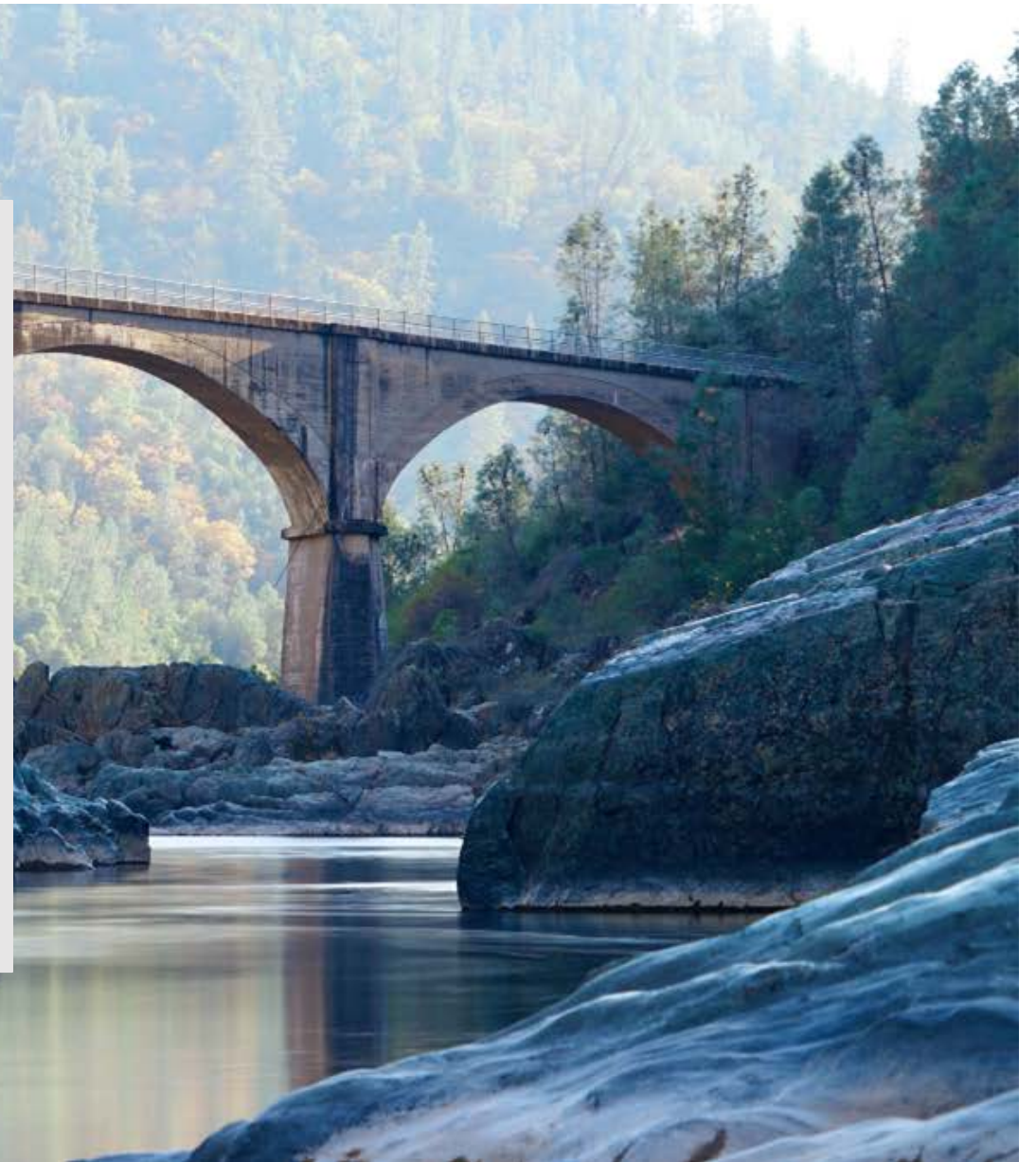


Economic Empowerment and YOU!

January 26th, 2024



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BUSINESS COUNCIL





Economic Empowerment at Sierra Business Council

Our Focus

We envision a future in which strong communities, regenerative economies, and a resilient environment are the foundation of the Sierra Nevada region. Through our work in Economic Empowerment, Regional Advocacy, and Climate Action, we work to make that vision a reality.

ECONOMIC EMPOWERMENT

We work with small businesses, local governments, and community nonprofits to build the foundation for a vibrant local economy.

REGIONAL ADVOCACY

We advocate for the Sierra's interests to elevate the issues that impact our communities and ensure the region's value is recognized in legislative outcomes.

CLIMATE ACTION

We assist communities throughout the Sierra to proactively plan for climate change by reducing emissions and adapting to changes already impacting the Sierra.



**SMALL
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DEVELOPMENT
CENTER**

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Introduction to the SBDC



Sierra SBDC at Sierra Business Council



Jess Carr, Director
Leslie Williams,
Associate Director
Kristin York, Vice
President



*Covering El Dorado, Placer,
Nevada, Sierra, Plumas, Lassen,
and Modoc counties*

Powered By:



Local partners



SBDC Helps Business with:



SBDC Goal: Economic Impact

We help, because it's in the best interest of the community to help our small businesses grow and thrive.

Our 2023 Economic Impact:

- 840 Clients Served
- 43 Business Started
- 1,296 Jobs Created & Saved
- \$38m Capital Obtained



Client Success Story



“Working with the Sierra SBDC was incredibly helpful! Our advisor was full of knowledge and such a refreshing person to talk to during all the confusion and chaos during the start of the pandemic. We are beyond grateful for the entire SBDC team!”

SWOT ANALYSIS



Sign up at www.sierrasbdc.com

[Services](#)[About Us](#)[Our Partners](#)[Trainings](#)[Sign Up](#)

BUSINESS, BETTER.

Last year SBDC helped more than 16,000 businesses based in Northern California realize \$645 Million dollars in capital investment, and create over 10,000 new jobs. Find out what we can do for your business.



Questions?



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Thank you

info@sierrasbdc.com

530-582-5022

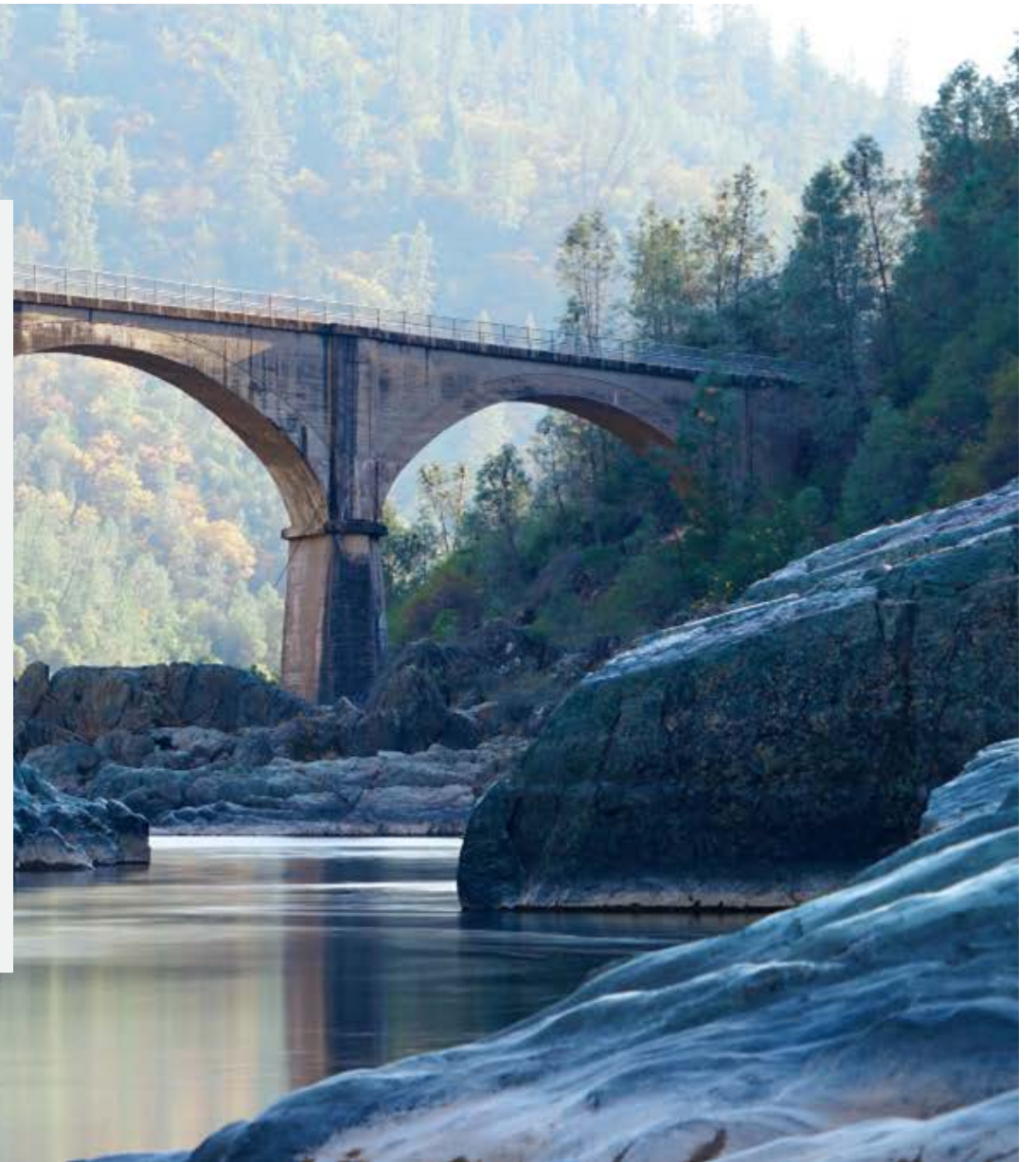


Placer + El Dorado Counties

CERF/ CA Jobs 1st Sub-Region



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How might we create an equitable & sustainable regional economy?

A Reimagined Economy For Our Communities, By Our Communities



Valley Vision's Governance



Valley Vision is the Regional Convener for the Capital Region, leading the formation of an inclusive Collaborative, and distributing the funds from the Planning Phase and Catalyst Fund. Sierra Business Council is the convener for Placer and El Dorado Counties Subregion.

8 County Capital Region:

Colusa	Sacramento
El Dorado	Sutter
Nevada	Yolo
Placer	Yuba

State Offices of Go Biz + OPR + Climate



CA Jobs First - Guiding Principles and Metrics

Equity

- Increase in baseline employment and income levels
- Equitable access to workforce training and investment capital

Inclusion

- Number of disinvested communities engaged in CERF process
- Effective engagement to ensure underserved have access to decision makers

Transparency

- Comprehensive outreach with high frequency of two way participant communications
- Website and in person interactivity with participants

Sustainability

- Increased capacity for participating CBOs
- Longevity of programs beyond the CERF planning process
- Low-Carbon / Sust development

Impact

- Number of high impact projects successfully planned and implemented
- Funding leveraged for implementation from other sources

Join one of our Ideation Workshops!

sierrabusiness.org/ideation-workshops

Feb. 9, 2-4pm: Roseville Ideation Workshop with Placer Community Foundation

Feb. 14, 10am-12pm: Placerville Ideation Workshop with El Dorado Community Foundation

Feb. 22, 3-5pm: Roseville Ideation Workshop with Growth Factory

Mar. 7, 2-4pm: Apple Hill Ideation Workshop with El Dorado Community Foundation

Priority Sectors



Healthcare

Access to care
Specialty services
Mental health
Medical facilities



Forest Economy

Wildfire adaptation
Wood utilization
Watershed restoration
Tribal stewardship



Sustainable Recreation & Tourism

Balanced tourism
Higher wage jobs
Climate change readiness
Entrepreneurs & Main Street



Clean Energy

Energy efficiency and decarbonization
Energy resilience and reliability
EV readiness
GHG mitigation



Agriculture

Sustainable food systems/security
Climate-ready crops
Value-added products
Agritech

Project Ideas

1. Catalyst Fund (\$9 Million per Region)

To set up collaboration across region, creating a regional plan and investing in planning and development of projects

2. Implementation Fund (\$200+ Million Statewide)

- Demonstrate proposed impacts to disinvested communities
- Demonstrate community support
- Promote state climate goals
- Support labor standards and job quality
- Demonstrate clear role in regional strategy
- Complement existing funding sources
- Can use funds by September 2026





Community Space

At Alchemist Community Development Corporation (Alchemist CDC), we have a track



Inclusive Economic Development

At its foundation Alchemist Public Market will



Responsible Development

Environmental Responsibility Alchemist Public Market (APM) will be an all-electric



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Let's Dream Big, Together.

Thank you

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