

2021 ACTION PLAN

INNOVATION & BUSINESS ASSISTANCE



ORGANIZATION SUMMARY

Tuolumne County Innovation and Business Assistance (TCIBA) is dedicated to understanding what's important in Tuolumne County and Sierra Nevada region to partner with entrepreneurs, businesses and our community to develop and implement comprehensive economic development strategies.

We will lead county efforts in Business Attraction, Retention and Expansion through innovative techniques in marketing, strategy and business assistance, so all businesses regardless of size, demographic makeup or abilities will create a local economy which is diverse, successful and a strong cornerstone of the Tuolumne County Community.

INTRODUCTION

MOVING FORWARD

To define and ultimately achieve success, TCIBA will need to focus on outcomes instead of activity. Successful Economic Development Organizations can assist in a region's competitiveness and wealth through the creation of targeted industry clusters and innovation, not just counting jobs.

Due to the impacts of COVID-19, the way we interact and deliver economic development services will change, but this is a benefit to be embraced and leveraged. Instead of spending valuable time and dollars on business travel and hosting large events, production of programs and meetings can occur in a virtual setting.

To execute this plan, TCIBA will need to be strategic and do things differently. Moving forward, our department will support key business initiatives, drive meaningful economic performance and continue practicing data driven strategies.

Finally, and most importantly, all efforts in service to this new economic development model will be conducted with equity and inclusivity as a critical consideration.



TCIBA Attraction Postcard



ORGANIZATION GOALS

GOAL 1 – BUSINESS ASSISTANCE

Develop and administer a comprehensive, regional economic development program.

GOAL 2 – INNOVATION

Understand the stress points for innovation to further the options and create business opportunities.

GOAL 3 - RECOGNITION

Advance and grow positive recognition of Tuolumne County and the TCIBA brand.

**A local
economy
which is
diverse,
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and a
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community**



GOAL 1 – BUSINESS ASSISTANCE

Develop and administer a comprehensive, regional economic development program. Refocus economic growth strategies to prioritize ensuring local businesses survive, recover and succeed, while taking deliberate actions on business attraction efforts for focused outreach on targeted industries.

Objectives:

- Proactively ensure located businesses remain successful in the region and when issues emerge facilitate a solution.
- Direct collaboration with all local industries to guarantee delivery of support for their individual recovery strategy needs
- Continue to drive partnerships to employers with county and state resources for workforce, education and incentives
- Put Tuolumne County on the radar for deliberate industry targets
- Establish TCIBA role in influencing and engaging in state and local policies affecting business opportunities and regional competitiveness

**Assist with
business
survival,
recovery and
success!**



Strategy 1.1 – Retention and Expansion



1.1.1 - Know TC Businesses

- County Compiling
- Business Org Member
- Business License



1.1.2 - Connect to Resources

- GoBiz ZEV, CalCompetes, OIZ
- PGE Econ Dev Rate
- Partner with Chambers, Business orgs to deliver key resources
- Website with key data
- Reignite CDBG Revolving Loan Fund



1.1.3 - Outreach

- 5 proactive calls per/week
- 2 walks per/week
- Connect with common/unique sources Visitor Bureau, Realtor associations, HOA, Rotary, Arts Organization
- Audit impacts of outreach

DESIRED OUTCOMES

250 Resource Calls

\$100,000 in Business
Community Savings and RLF

10 Community Organization
Presentations



Strategy 1.2 - Attraction



1.2.1 - Comprehensive Outreach

- Deliberate Targeting
- Timeline
- Collateral
- Analyze



1.2.2 - Digital Tools

- Pivot Strategies
- Attraction Topics
- Social Media/LinkedIn
- Website
- Podcast



1.2.3 - Partnerships

- State Associations
- Federal Partners
- Business Assistance Programs

DESIRED OUTCOMES

100 Business Touches

25% Response on Second Touch

10 Physical/Virtual Site Visits



GOAL 2 - INNOVATION

Understand the stress points for innovation to further the options and create business opportunities in Tuolumne County.

Objectives:

- Expand awareness of the Natural Resources opportunity in Tuolumne County for supply, workforce and funding
- Identify means to lead a multi-county effort for Broadband Expansion
- Establish an innovative business pivot event to give Tuolumne County businesses access to state/national/international services
- Identify Energy choices for future competitive advantages

**Innovative
strategies for
developing a
competitive
community**



Strategies for Goal 2



2.1.1 – Natural Resources

- Funding
- Structure
- Long Term Revenue
- Supply Demand



2.1.2 – Broadband Infrastructure

- Processes
- Implementation
- Dig Once Policies / Ordinances
- Priorities
- Funding for Priorities



2.1.3 – Business Pivot Event

- Businesses joined
- Tracking jobs
- Revenues
- Successful pivot transitions



2.1.4 – Energy Options

- Natural Gas
- CCA
- ZEV

DESIRED OUTCOMES

+ Removal of Forest Biomass towards Business Demand

1 New Roadmap for Broadband Expansion

1 New Broadband Ordinance

1 New Energy Option



GOAL 3 - RECOGNITION

Advance and grow positive recognition of Tuolumne County and the TCIBA brand. Launching the region out of the Coronavirus Pandemic will require a continued commitment to advancing awareness of our efforts, successes and value proposition.

Objectives:

- Grow a communications strategy to educate the citizenry on the role and accomplishments of TCIBA
- State recognition of TCIBA as a proactive and exemplary economic development organization
- Advance and grow positive local, state and national recognition of Tuolumne County and organizational brand Objectives

**Advancing
awareness of
the Tuolumne
County
regional
leadership**



Strategies for Goal 3



3.1.1 – Local Communications

- Hold recurring virtual and/or in-person short programs
- Increase regional brand awareness



3.1.2 – Increase Outward Outreach

- Connect, directly or virtually, with all key partners

DESIRED OUTCOMES

200 New Followers

5 local online blog posts

1 Recognition Award

20/21 ACTION PLAN

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County of Tuolumne | www.selecttuolumne.com



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