

Comprehensive Economic Development Strategy (CEDS)

Modoc County Townhall

March 15, 2021



POINTS
CONSULTING

Agenda

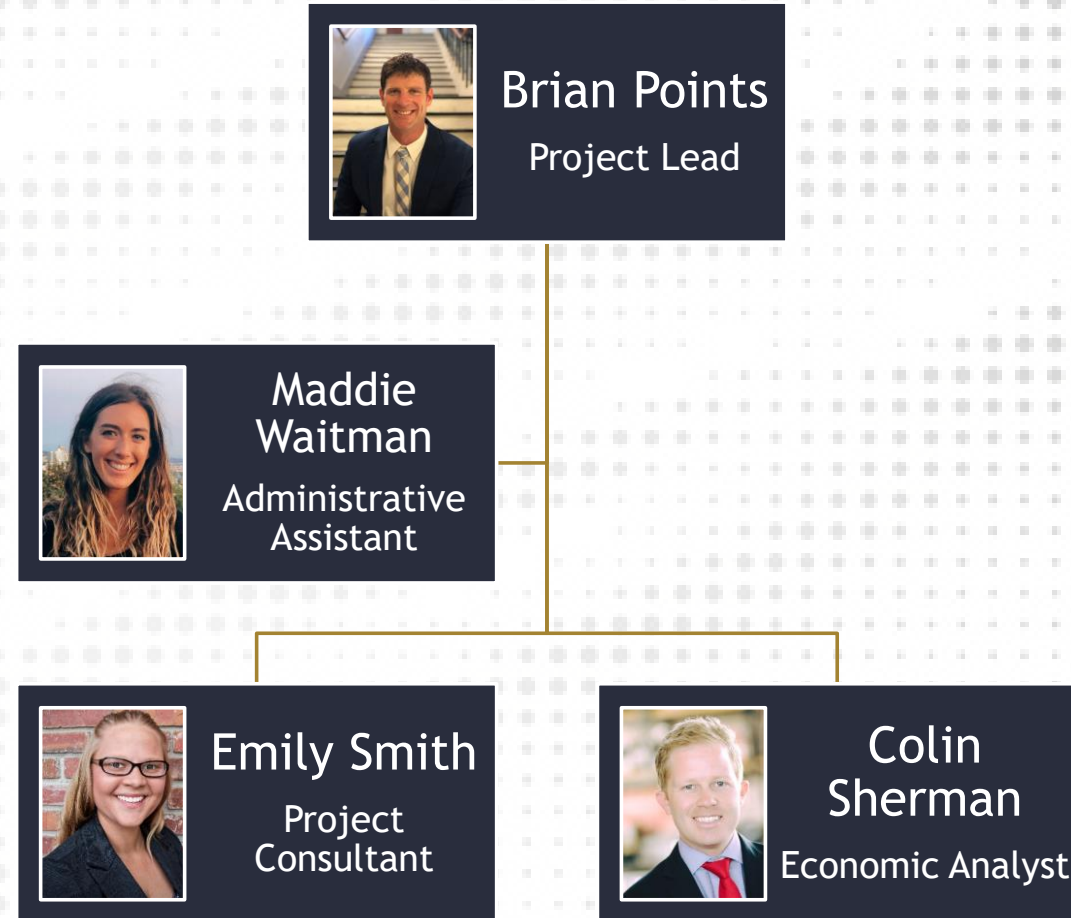
- Intros and CEDS Overview: 15 mins
- Community Discussion: 45 mins



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Our Team & Experience

- Resiliency & Economic Recovery
- Northern California Workforce and Eco Dev
- Research & Analytics
- Stakeholder Engagement (esp. in COVID environment)
- Rural Western Communities



Project Steering Committee

- Kelly Crosby, Member, Alturas City Council, SCED Board of Directors
- Todd Jones, President - Shasta EDC
- Tonya Dowse, Executive Director, Siskiyou Economic Development
- Laurie Baker, General Manager - Shasta Cascade Wonderland Association
- Trista Parry, Executive Director, Karuk community Development Corporation
- Ned Coe, Field Representative, California Farm Bureau Federation, District 1 Supervisor, Modoc County
- Chester Robertson, County Administrative Officer, Modoc County
- Kim Hunter, Planning Director, Trinity County
- Ryan Cinelli, Owner, The Lakeview Terrace Resort, VP - Trinity County Chamber of Commerce
- Lejon Hamann, Partnerships Coordinator, USDA, Shasta-Trinity National Forest



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Steering Committee Ownership

- We are the guides but *they* own the project
- Regional knowledge
- Local ownership of final CEDS plan
- Implementation of Strategic & Action Plans

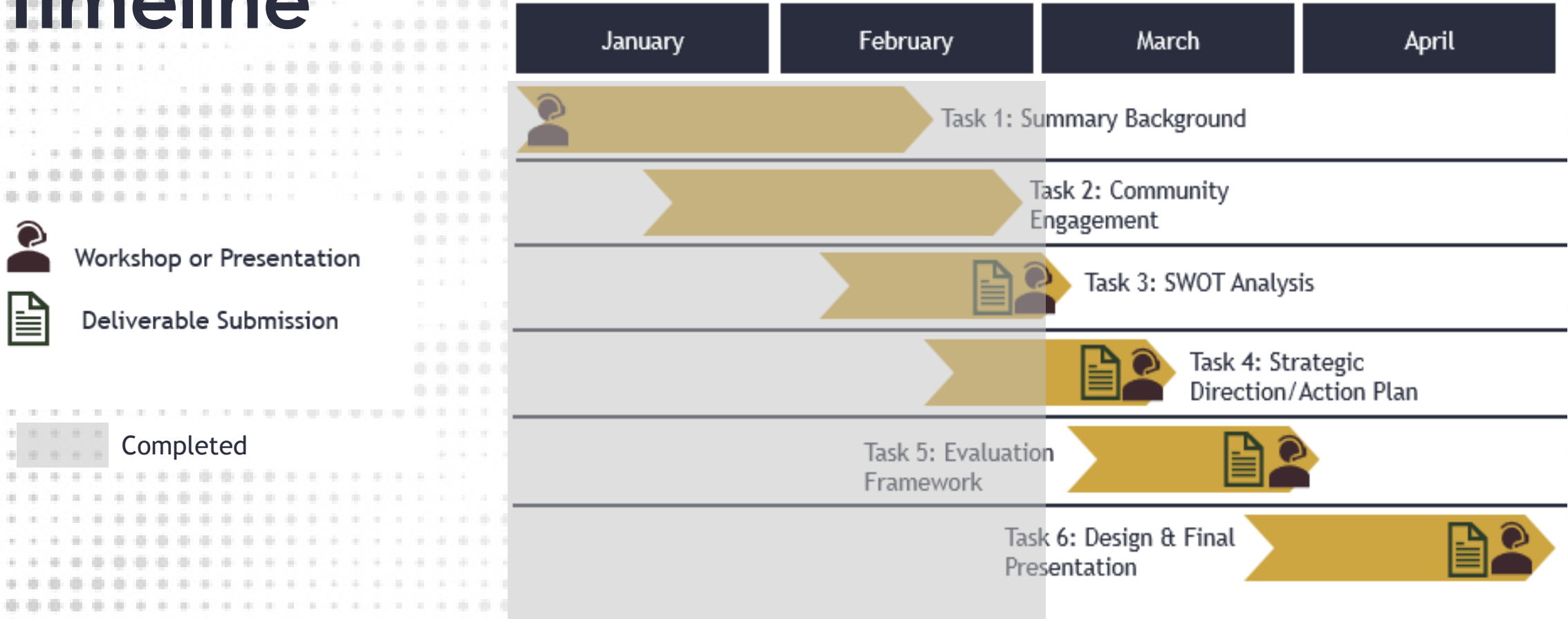


What is a CEDS

- The Comprehensive Economic Development Strategy (CEDS) is a five-year economic development plan created as a guide for strengthening our regional economy.
- It incorporates data from both public and private sectors in the region's four counties: Modoc, Shasta, Siskiyou, and Trinity.
- The CEDS identifies the economic strengths, weaknesses, opportunities, and threats in our region.
- The CEDS can help us navigate challenging economic times and build a future economy that is robust and resilient to disruption.



Project Approach & Proposed Timeline



Community Engagement Update

Community survey:

- Responses: 460
- Facebook Clicks: 276

Community townhalls (# of registrants):

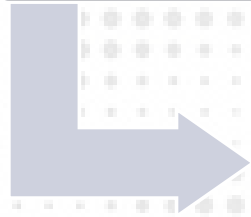
- Shasta County (March 4 @ 4:30pm): 49
- Siskiyou County (March 5 @ noon): 40
- Modoc County (March 15 @ noon): 32
- Trinity County (March 17 @ 4:30pm): 26



SWOT → Action Plan → Evaluation

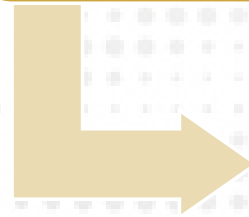
SWOT
Analysis

- Summary Background
- Community Engagement
- Steering Committee Workshop



Action
Plan

- Broad Objectives
- Specific Actions



Evaluation
Framework

- Accountability
- Tracking Progress



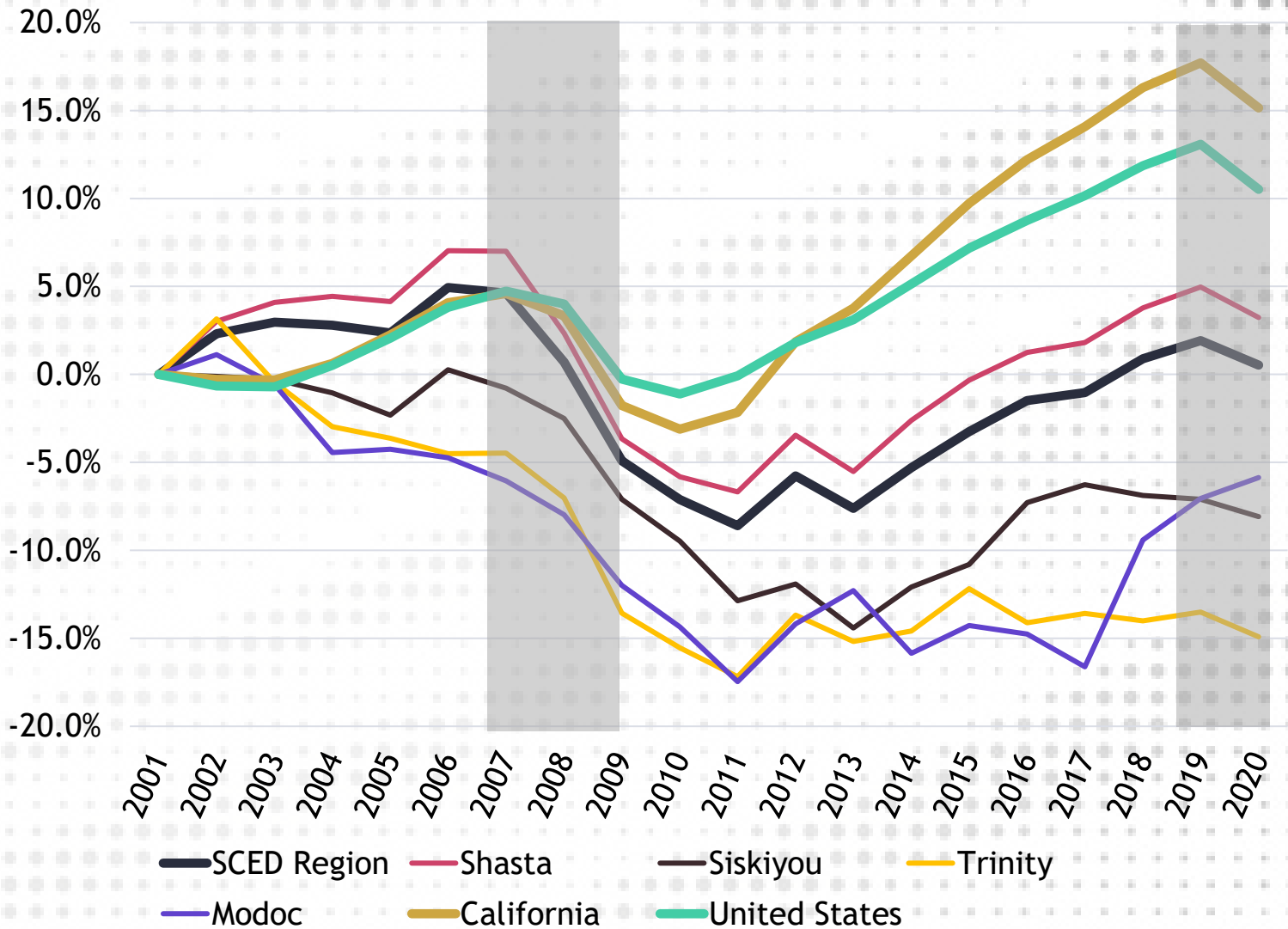
Employment Trends

Shasta County sets the tone for the region

Recessions:

- Long decline and pull-out during the Great Recession.
- Steeper decline with the COVID Recession

All counties, except Modoc, declined steeply in 2020



Source: Emsi, 2021Q1

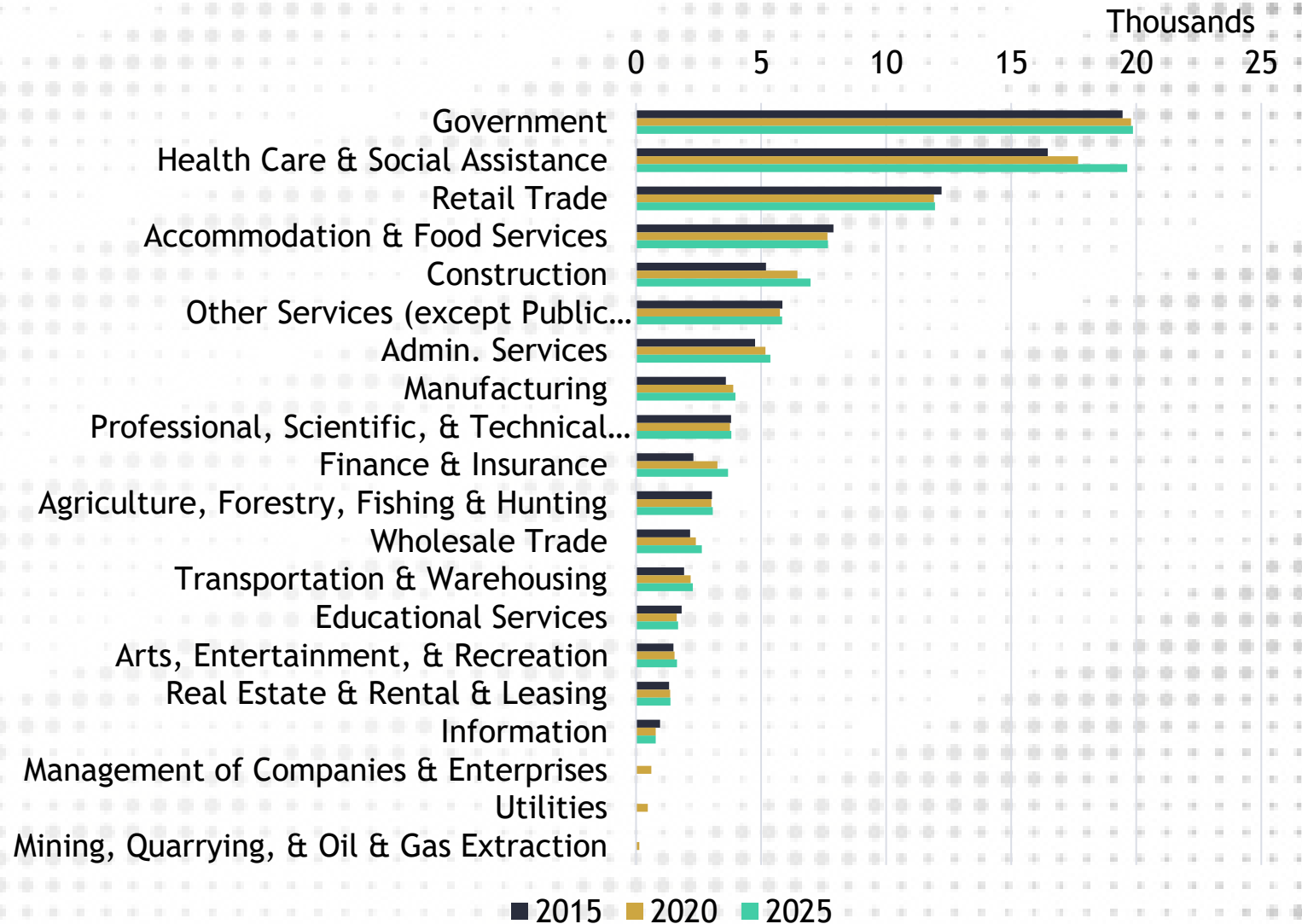


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Employment by Industry

Largest Private Sectors:
healthcare & social assistance;
retail trade; and
accommodation & food
services

Most New Job Growth:
construction; healthcare &
social assistance; and finance &
insurance



Source: Emsi, 2021Q1

Poll Questions



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Questions from the Crowd

Icons from icons8.com



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Wrap-up, Q&A

Icons from icons8.com




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What are your
biggest concerns
regarding the
current economic
outlook of Modoc
County?



What community and economic development opportunities do you think the community should pursue in the next 5 years?



What unique strengths/weaknesses does Modoc County face?

Wrap-up, Q&A

Icons from icons8.com



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