

July 21, 2023

**Sonoma Mendocino
Economic Development District**
Ad Hoc Committee Meeting



Ad Hoc Committee Meeting

Agenda Overview

**Business Friendly
Communities Update**

**FY 23-24 CEDS
Process Strategy**

**Climate Resilience
Regional Challenge**

**Biomass-to-Hydrogen
Feasibility Study**

FY 22-23 CEDS Update

District Manager's Report

Business Friendly Communities Update



Step 1: Conduct Initial Online Business Friendly Assessment



Step 2: Participate in Business Friendly Webinar



Step 3: Complete Your Business Friendly Check-up



Step 4: Get a Results Report with Top Three Outcomes & Best Practice Strategies

1. Initial Online Business Friendly Assessment: Mendocino County Cities

- Fort Bragg
- Point Arena
- Willits
- Ukiah



1. Initial Online Business Friendly Assessment: Sonoma County Cities

- Cloverdale
- Cotati
- Healdsburg
- Petaluma
- Rohnert Park
- Santa Rosa
- Sebastopol
- Sonoma
- Windsor



2. Attend Business Friendly Check-up Webinar



- Why is Being Business Friendly Important?
- Business Friendly Check-up Process
- Business Friendly Check-up Results Report, Top 3 Outcomes & Recommendations




3. Complete Business Friendly Check-up Online

- **Key Components:**
 - Business Friendly Attributes
 - Building Permit & Review
 - Taxes
 - Fees
 - Incentives & Special Zones
 - Economic Development
 - Communication with Businesses
 - Commitment to Cutting Red Tape





4. Business Friendly Results Report & Recommendations

1. Business Friendly Rankings
 2. Best Practice Strategies & Tactics
 3. Top Outcomes
 4. Additional Recommendations
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CEDS Annual Update Process

Approach

SMEDD BOD reviewed plan (June meeting)

Developed outreach material drafts

Requesting additional SMEDD Board feedback ← we are here

Coordinate with CEDS Strategy Committee

Reach out to attendees to secure dates

Host 4 workshops September - February

Virtual Workshops

Goals

- Get updates on projects
- Create a forum for connection
- Identify common threads and roadblocks

Invitee options

- Project proponents for workshop
CEDS Goal
- CEDS Strategy Committee
- All project proponents
- Additional proponents for projects
in CEDS Appendix
- All other SMEDD/partner contacts



Virtual Workshops

September

November

January

February



Project Update Form

SMEDD Comprehensive Economic Development Strategy (CEDS) Project Update

We appreciate your participation!

Thank you for taking an active role in projects that strengthen our community!

Your project is a key piece of the [Comprehensive Economic Development Strategy \(CEDS\)](#) to create a more resilient and responsive regional economy. Please take a few moments to provide an update on your project. You will receive a copy of your submission to serve as an outline to track your project's progress. Your insights are critical to updates that will keep resources coming to our region.

-- [Sonoma Mendocino Economic Development District \(SMEDD\)](#)



Next

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Project Update Form

12 Questions

- Project basics
- Status updates
- Milestones
- Roadblocks
- Assistance needed
- Expected completion
- Updated contact information

CEDS Strategy Committee

UPDATES

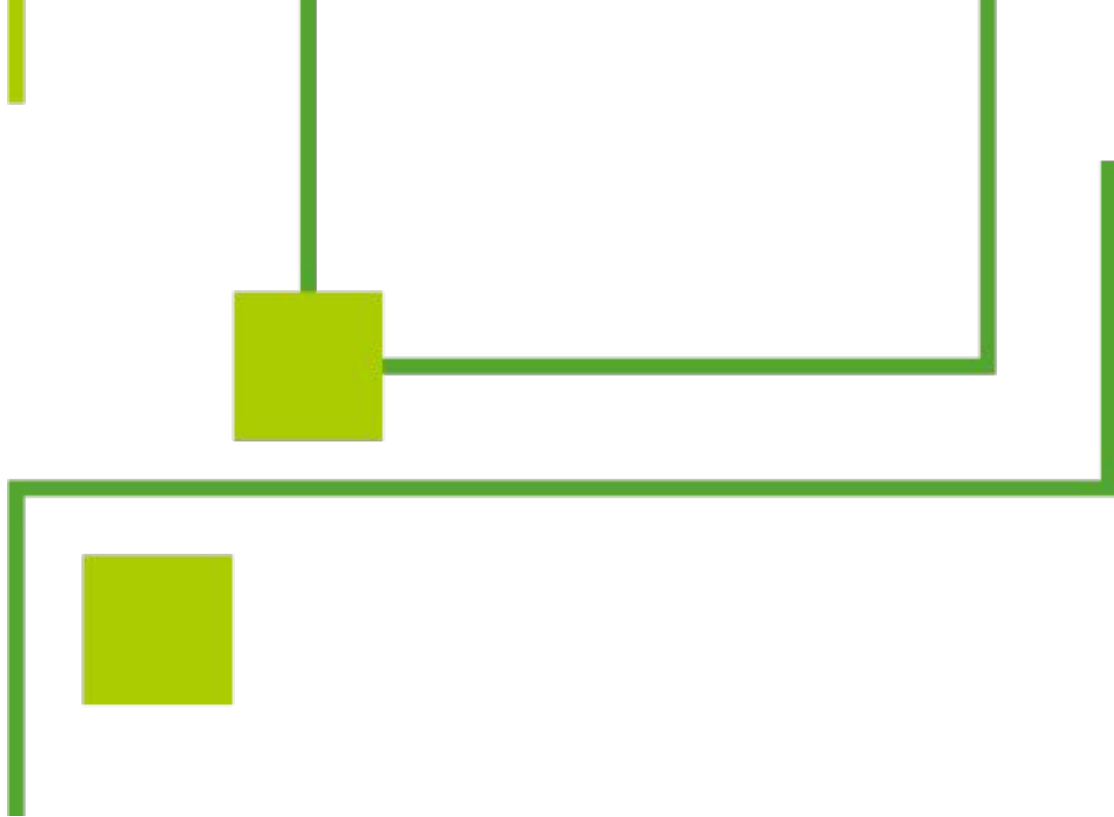
- **Share plan**
- **Review project update form**

INPUT

- **Does the order of the workshops (goals) matter?**
- **How engaged does the committee want to be in the workshops?**
- **How can we best encourage participation?**

Next steps

- Reach out to CEDS Strategy Committee
- Meet with Committee in August
- Execute first workshop in September
- Report outcomes to SMEDD Board at October meeting



THANK
YOU