

Resources to help  
startups and small businesses  
launch and thrive.

## **BUSINESS SERVICES**

### SHASTA-CASCADE SMALL BUSINESS CENTER

The SEDC brings programs and specialized technical assistance to small businesses, providing resources to help startups and small businesses create strong economies and good jobs.



**SMALL  
BUSINESS  
DEVELOPMENT  
CENTER**  
  
SHASTA CASCADE

# IMPACT REPORT 2023

QUINTIN GADDY



## 2023 OUTCOMES

In 2023 the combined Shasta-Cascade SBDC served 481 small businesses across Siskiyou, Shasta and Trinity counties, ranging from food trucks to hotels to engineering firms. This advising resulted in: \$11.5 million invested, 24 businesses started, 89 jobs created, and a \$5.8 million increase in sales.

### SHASTA-CASCADE SMALL BUSINESS DEVELOPMENT CENTER

Due to its successful track record serving as the Siskiyou SBDC, we were asked to merge with the Shasta-Cascade SBDC and fold Shasta and Trinity counties into its portfolio, taking a leading role for small business services in the North State. We have added a second office in downtown Redding and 10 contracted business advisors to our team, adding expertise that ranges from business lending, to marketing, to restaurant management.

# \$11.5

Million in capital invested

# 89

Jobs created

# \$5.8

Million in increased sales

Leadership and analysis to help  
businesses expand or locate in  
Siskiyou.



## **BUSINESS DEVELOPMENT**

### **BUSINESS EXPANSION, ATTRACTION AND RETENTION**

Siskiyou County is anchored by a diverse economy of recognized brands, small businesses, and major employers in growing industries. The SEDC provides leadership and data analysis to help businesses evaluate growth, expansion, and location opportunities in Siskiyou County.

# IMPACT REPORT 2023

JASON YOUNG



## BUSINESS EXPANSION, ATTRACTION, AND RETENTION (BEAR)

The SEDC staff plays a crucial role in attracting businesses to Siskiyou by leveraging data analysis, fostering relationships with property owners and city leaders, and reaching businesses throughout the attraction process.

## EXPANDING STRONG BUSINESSES

We work with existing anchor businesses, and major employers to help increase sales, create jobs and advocate for advantages that make Siskiyou favorable for business growth and investment. This includes initiatives to enhance workforce housing, bolster EV infrastructure, and cultivate a vibrant communities.

## ATTRACTING NEW BUSINESSES

The SEDC serves as the official contact for RFI requests for business siting inquiries from the Governors Office of Business and Economic Development. We respond by identifying and presenting suitable commercial properties within specific criteria requested by the state.

## TALENT/WORKFORCE ATTRACTION

The SEDC's tourism marketing program is instrumental in elevating Siskiyou's profile as a favorable destination for business investment.

A photograph of a person standing on a rocky cliff. The person is wearing a red shirt and dark pants. The cliff is made of dark, jagged rocks. In the background, there is a large, green, conical tree. The sky is blue with white clouds. The image is tilted slightly to the right.

Investment in tourism  
marketing to increase lodging stays and  
create economic growth.

## **TOURISM MARKETING**

### DISCOVER SISKIYOU

Siskiyou County's Tourism Business Improvement District leverages a 2% assessment on lodging stays, to reinvest in marketing and sales promotion efforts to drive overnight lodging stays in Siskiyou. The strategy is realized through the Discover Siskiyou marketing campaign, which is key to economic sustainability in Siskiyou County.

# IMPACT REPORT 2023

HEATHER CIPOLLONE



## EPIC IN EVERY DIRECTION

Discover Siskiyou's "EPIC in Every Direction" campaign is currently running in the Sacramento, Redding, and Medford Airports, Granzella's Restaurant in Williams, on billboards in Sacramento, and in various print publications/travel-related websites nationwide. The campaign is currently in the running for a coveted Visit California "Poppy" Award.



## GROWING TOURISM IN SISKIYOU

### **\$202M+ Direct Travel Spend in 2022**

California's travel and tourism industry is represented by accommodations, transportation and rental cars, restaurants, retail stores, attractions, gasoline service stations, and other businesses that serve travelers. Traveler spending benefits tourism providers across all industry segments and across all of California's regions.

### **17% Increase in Direct Travel Spend 2015-2022**

When Discover Siskiyou launched in the marketplace in 2015, Direct Travel Spend in Siskiyou was \$172.7K. After seven years of marketing efforts, that number increased to the \$202M+ recorded in 2022.

## 2023 KEY INITIATIVES

### **Film Siskiyou.**

Took control of local film commission to attract and encourage motion picture, television, and commercial filming and photography to Siskiyou.

### **Integrated Booking**

Launched an integrated, customized booking engine to our website that allows for trip packaging and value-adds for travelers.

### **Events Program**

Invested \$120K in local events in Event Marketing Awards and Discover Siskiyou Signature Events.

# \$202M+

Direct Travel Spend in Siskiyou in 2022

# 17%

Increase in direct travel spend since launch of Discover Siskiyou

# 1.8K

Travel-related jobs in Siskiyou in 2022.



Connecting resources in  
agriculture to create economic  
resiliency.

## **AGRICULTURE INNOVATION**

### **SISKIYOU AGCCELERATOR**

Since 2020, we have been working alongside our partners to establish a resilient, innovative, and sustainable agriculture economy by connecting producers to new and expanded markets and providing no-cost access to 1:1 advising, workshops, and online curriculums. Our work in agriculture is poised to invest over \$6 million across the industry over the next four years.

# IMPACT REPORT 2023

NIKI BROWN



## SISKIYOU FARM CO.

Siskiyou Farm Co aims to build connectivity between farm and food producers and local customers. Siskiyou Farm Co. addresses common barriers that prevent small farms/food business to accessing new markets; collaborative marketing, technology, aggregation, and distribution.

## SISKIYOU AGCCELERATOR

In 2023, we secured \$6.4 million to establish programs that will support agriculture businesses and producers over the next four years. Our goal is to ensure that agriculture is a vibrant part of our local food economy, for years to come.

## CONNECTING LEADING EXPERTISE

Agriculture technical assistance programs provide Siskiyou food producers with resources to build resiliency and connect with top minds in the industry.

- Wholesale Readiness
- Ranching for Profit
- M5 Small Business Fundamentals
- The Western Meat School
- Farmer Campus: Disaster Preparedness
- Meat Processor Academy
- Meat to Market Resiliator

CDFA Healthy Soils Program	\$5M
USDA Regional Food Systems	\$353,442
Beginning Farmers and Ranchers	\$695,200
The Ford Family Foundation	\$225,000
USDA Rural Business Grant	\$150,000
McConnell Fund	\$50,000
Total	\$6,473,624

# 30+

Local producers  
assisted/supported

# \$65k

Local food  
purchased

# 400+

Local products introduced in the  
marketplace

Innovation to help Siskiyou  
businesses become more resilient,  
together.

*Five Marys*



## **SHASTA-CASCADE INNOVATION HUB**

### INNOVATION FOR WORKING LANDSCAPES

The SEDC is creating a state and nationally-recognized innovation hub, for agriculture, outdoor recreation and wood utilization businesses to connect, and solve economic challenges, together.

# IMPACT REPORT 2023

KORY HAYDEN



## SHASTA-CASCADE ACCELERATE CALIFORNIA INNOVATION HUB

### State and federal recognition for innovation

The SEDC is one of thirteen state designated hubs in California, where businesses can share best practices, conduct peer learning, and develop solutions to industry challenges. The SEDC was awarded the designation to serve Siskiyou, Shasta and Trinity businesses, and is supported by \$1 million in funding, over the next four years.

## PRIORITY SECTORS

### Innovation for working landscape sectors

The Shasta-Cascade iHub provides expertise, resources, and collaboration space for agriculture, outdoor recreation, and wood utilization businesses to connect, and solve challenges together.

Agriculture

Outdoor Recreation

Wood Utilization

## OUTCOMES

### 2023 Program Milestones

- Multi-region program kickoff
- Keynote speaker for wood utilization
- Outdoor recreation accelerator launched
- \$10,000 award to Jefferson Mountain Bike Co.
- Revival of Cycle Siskiyou website and resources
- Multi-region partnership for sector resilience
- Opening of two innovation hubs (Shasta & Siskiyou)

### Key program pillars

- Strategies to increase sales and test new markets
- Access to expertise to compete in the marketplace
- Research and planning to build sectoral resilience
- Physical space for business collaboration

# \$2.1+

California Jobs for All will invest \$2.14 million in the SEDC's work to support business innovation in 2024 and 2025.

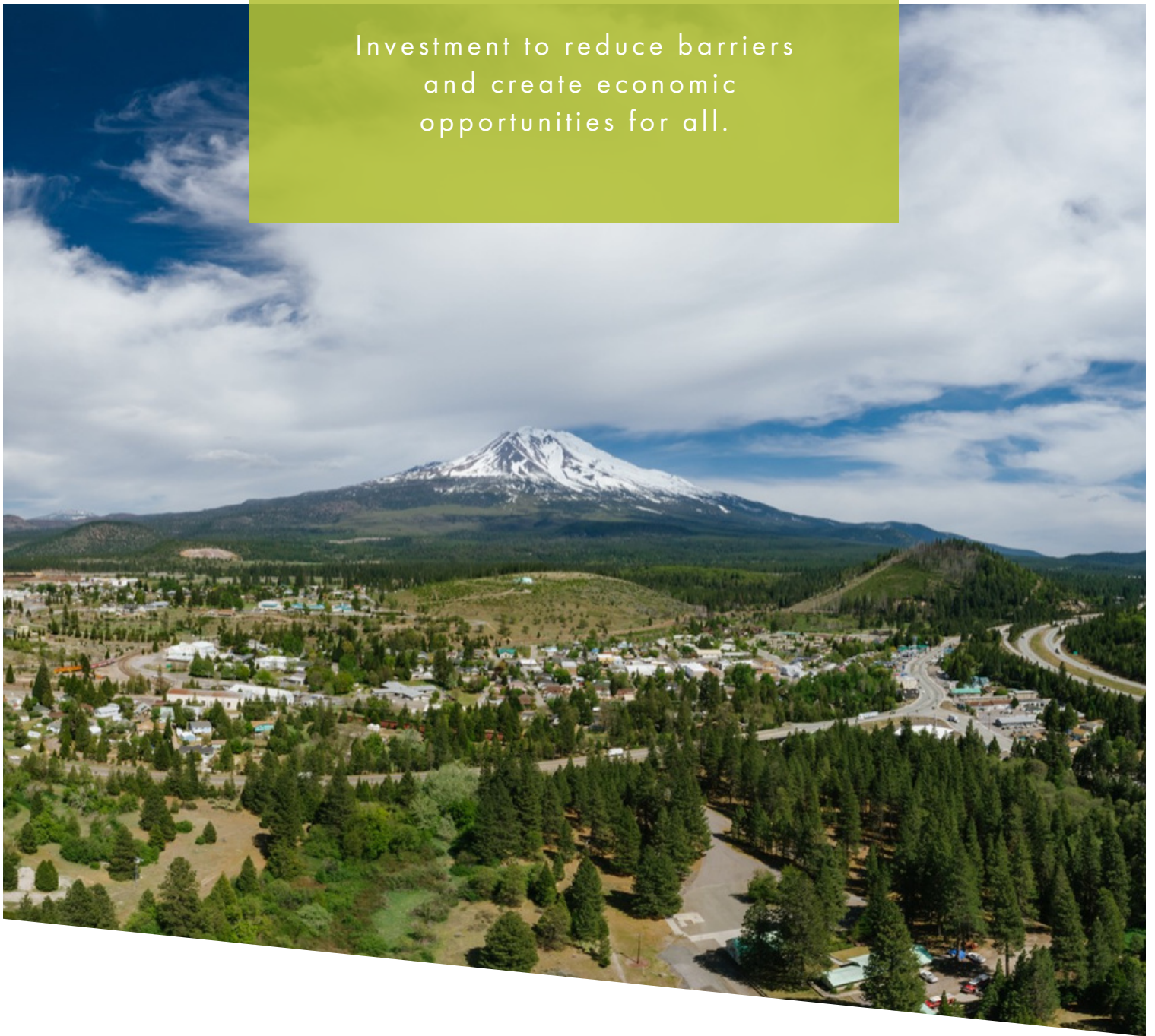
# 450+

The anticipated number of entrepreneurs and startups assisted by 2026.

# 1,250

The number of Siskiyou jobs supported by innovation programing each year.

Investment to reduce barriers  
and create economic  
opportunities for all.



## **BROWNFIELDS ASSESSMENT**

### REDEVELOPMENT READINESS

The SEDC provides exceptional leadership in brownfield assessment and cleanup, resulting in cleaner, safer, healthier cities, and thoughtful redevelopment.

# IMPACT REPORT 2023

EMMA MORRIS



## THE LANDING: A NEW COMMERCE PARK IN MT. SHASTA

The Landing is a 127-acre city-owned mixed-use development property in Mt. Shasta that is bordered by the Shasta-Trinity National Forest and Interstate 5. As a heritage mill site, The Landing has contamination that must be addressed before it can be redeveloped.

Using EPA funding, the SEDC has assisted the City with redevelopment planning and cleanup on this site. It is anticipated to be cleaned and shovel ready in the next four years.

## PROPERTIES THAT HAVE LEVERAGED BROWNFIELD FUNDING IN SISKIYOU

- Nexus Beef Packing Plant
- Tractor Supply Co.
- Siskiyou County Transit Center
- Former Dorris Mill
- Siskiyou County Maintenance Yard
- Historic Carnegie Library
- Habitat for Humanity
- Yreka Creek Greenway Project

## ASSESSMENT + INVENTORY

We have an inventory of over 100 sites for potential brownfield assessment and cleanup work. The community helps build and bolster this inventory.

## REDEVELOPMENT PLANNING

SEDC has dedicated time and brownfield funding to redevelopment planning in Siskiyou County and will continue to prioritize highest and best use, including community placemaking and economic impact, as we continue to grow our site inventory.

# \$99

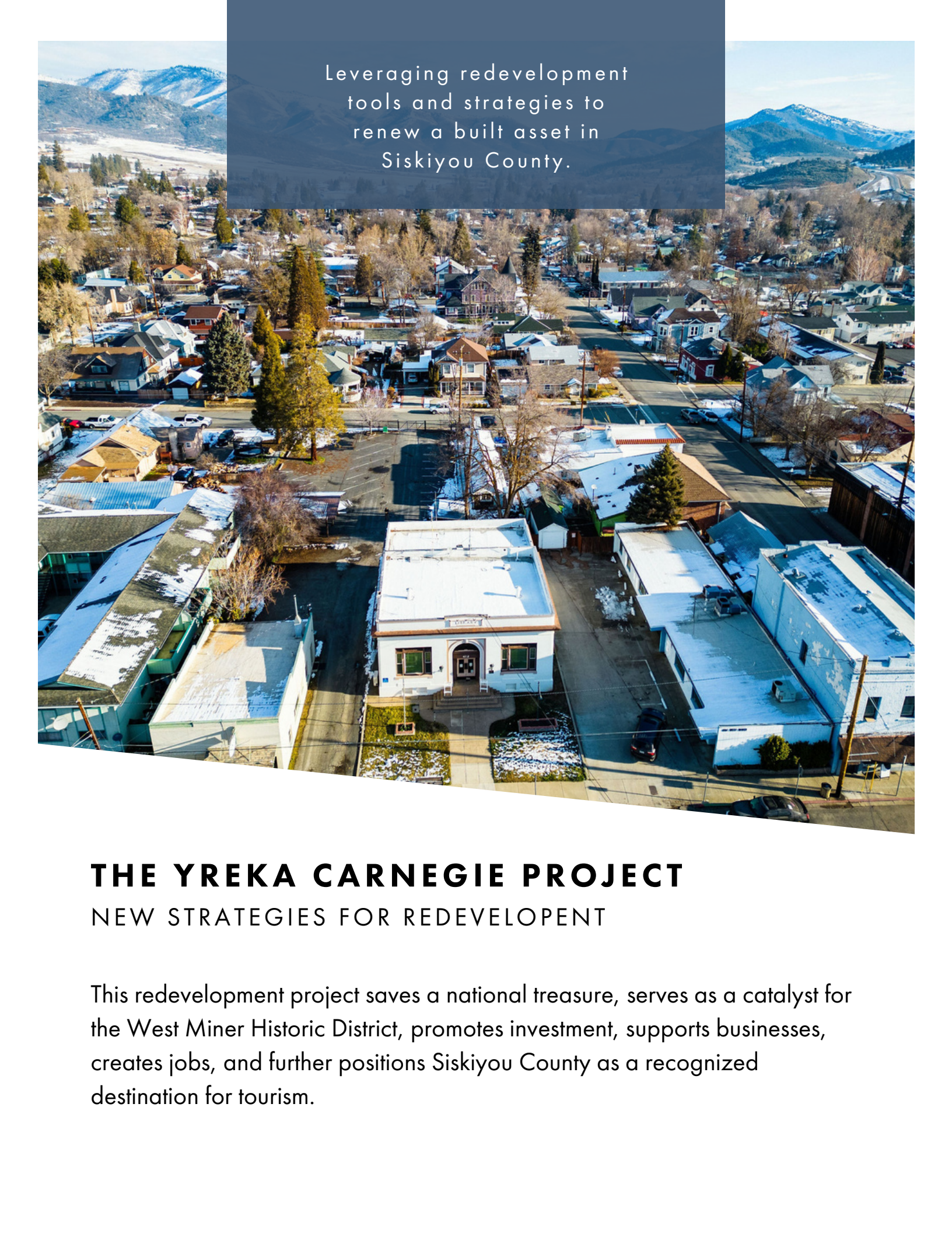
Returned to the community for every \$1 invested in brownfield redevelopment.

# \$17M

Estimated annual economic impact of brownfield redevelopment work.

# 150+

Jobs created by cleaning and redeveloping properties in Siskiyou County.



Leveraging redevelopment  
tools and strategies to  
renew a built asset in  
Siskiyou County.

## **THE YREKA CARNEGIE PROJECT**

### **NEW STRATEGIES FOR REDEVELOPMENT**

This redevelopment project saves a national treasure, serves as a catalyst for the West Miner Historic District, promotes investment, supports businesses, creates jobs, and further positions Siskiyou County as a recognized destination for tourism.



### CARNEGIE REHABILITATION PROJECT

The Carnegie will be a central hub, where businesses can share best practices, conduct peer learning, and pursue solutions for our diverse working landscape.

The SEDC's reuse plan demonstrates community benefit, and has been widely recognized for its potential to contribute to the economic development of the area.

### TOOLS FOR REDEVELOPMENT

#### Creating a \$5 million capital stack

The project is supported by state, federal and local initiatives, including a California Jobs First Pilot Award for \$2.14 million, for construction and business innovation programs. Several investments will play a crucial role in the project, to bring businesses together, catalyze new investment on Miner Street, and preserve the Carnegie's historical significance. Construction will begin in March 2024.

New Market Tax Credits	\$1.3M
California Jobs First Award	\$1.5M
USDA RISE	\$627,000
McConnell Foundation	\$500,000
The Ford Family Foundation	\$250,000
Local Match	\$250,000
Total	\$ 5,027,000

# \$1.3M


Net benefit achieved leveraging  
New Market Tax Credits

# 8

Number of foundations and  
corporate businesses who  
contributed to the project

# 31

Number of local individuals who  
financially contributed to the  
Carnegie's rehabilitation



Preparing Siskiyou to access  
climate funding for our working  
landscapes and communities.

## **SISKIYOU CLIMATE COLLABORATIVE**

### PROJECT READINESS AND FUND TRACKING

The Collaborative unites partners from natural resources, agriculture, outdoor recreation, and workforce to help communities and leaders pursue planning and funding, that will better prepare Siskiyou County to address wildfire, drought, and climate events.

# IMPACT REPORT 2023

KORY HAYDEN



## CAPACITY FOR CLIMATE RESILIENCE

The Siskiyou Climate Collaborative is one of six awardees to receive Round One, Regional Climate Collaborative funding, provided by the California Strategic Growth Council. The competitive award aims to help under-resourced communities across California invest in community-led capacity building to access statewide public and other grant funding for climate resiliency planning and projects.

## PARTNERS

### **Six partners focused on climate investment.**

Collaborative partners are committed to inclusive planning to prepare Siskiyou for climate funding benefiting our working landscapes and communities.

- Siskiyou Economic Development Council
- Shasta Valley Resource Conservation District
- UC Cooperative Extension, Siskiyou
- Siskiyou County SMART Workforce Center
- Siskiyou Outdoor Recreation Alliance
- Karuk Tribe Department of Natural Resources

## COLLABORATIVE OUTCOMES

- Proactive community outreach
- Inventory of local climate priorities and projects
- Climate Resiliency Plan (CRP) and 3 Community Plans
- Technical Assistance for investment readiness
- Workforce development/anti-displacement strategies

# 4

The collaborative will develop a Climate Resiliency Plan (CRP) and three additional community plans to support future projects.

# \$1.5M

Awarded by  
California's Strategic  
Growth Council.

# 6+

Partners working to support local  
climate priorities, project readiness  
and future funding efforts.

Corporate and individual  
investment to support the  
vibrant future of our  
community.



## **CORPORATE AND INDIVIDUAL GIVING**

### IMPACT INVESTMENT

Impact investment plays a pivotal role in supporting the SEDC's work to further elevate our region as a hub for innovation, economic prosperity, and community well-being.

# IMPACT REPORT 2023

AMANDA BROWN



## FUELING FUTURE PROSPERITY

Private investment is a cornerstone of the SEDC's diverse portfolio. This form of investment shows that both businesses and individuals share in our work to elevate the region as a hub for innovation, economic prosperity, and community well-being.

## 2023 CAMPAIGNS

The SEDC coordinated several key campaigns in 2023, resulting in \$82,000 in corporate and individual support for projects, partnerships and opportunities.

## STRATEGIC PARTNERSHIPS

We express our gratitude to our partners, donors, and the entire community for their unwavering support. The generosity of our corporate and individual partners enables the SEDC to foster economic growth, create jobs, and enhance the overall quality of life in the region.

## INITIATIVES COMING IN 2024

We are excited about upcoming projects, partnerships, and opportunities that will continue to build a brighter and more sustainable future for Siskiyou County and the greater Shasta-Cascade region.

- Annual Giving Partnership Program
- Monthly Giving Ambassador Program
- Carnegie Capital Campaign
- and more

# 200%

Corporate and Individual  
investment growth from 2022

# \$82K

Invested in the SEDC through  
newly developed philanthropic  
initiatives in 2023

# 35+

New corporate and individual  
donors in 2023

# FINANCIALS

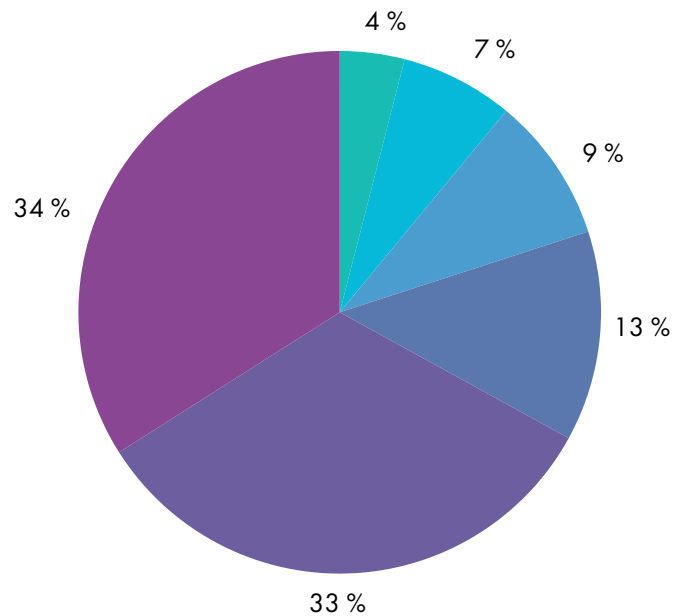
JULY 1, 2022 - JUNE 20, 2023

JEN THACKERAY



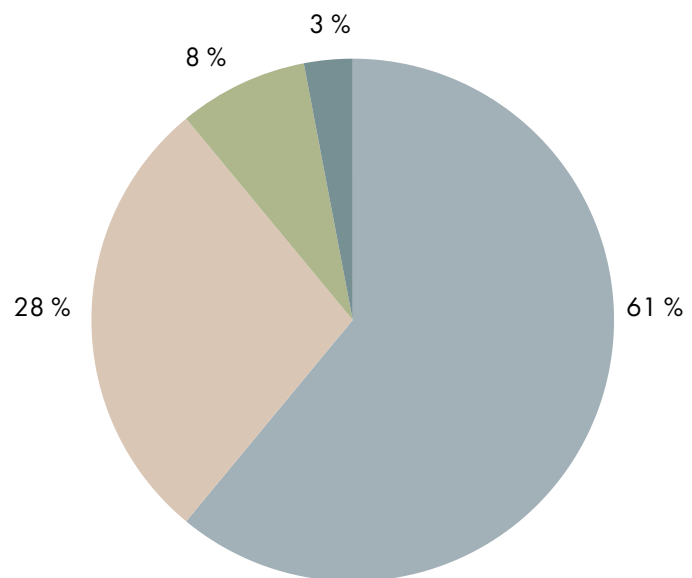
## SOURCES OF FUNDS

Private/Corporate	4%
Foundation	7%
Local Government	9%
State	13%
Federal	33%
Tourism Marketing	34%



## USES OF FUNDS

Program Services	61%
Tourism Marketing	28%
Outreach/Education	8%
Operating/Admin	3%



\$2,614,099 FUNDS LEVERAGED

## LOCAL GOVERNEMENT PARTNERS

City of Dorris  
City of Dunsmuir  
City of Etna  
City of Montague  
City of Mt. Shasta  
City of Weed  
City of Yreka  
Town of Fort Jones  
County of Siskiyou

## STATE AND FEDERAL PARTNERS

California Dept. of Toxic Substance Control  
California Energy Commission  
Cal Poly Humboldt State University  
California's Dept. of Resources Recycling and Recovery  
California Office of the Small Business Advocate  
California Strategic Growth Council  
Governor's Office of Business and Economic Development  
U.S. DOC Economic Development Administration  
U.S. Environmental Protection Agency  
U.S. Department of Agriculture  
U.S. Department of Housing and Urban Development  
U.S. Small Business Administration

## ECONOMIC DEVELOPMENT PARTNERS

North State Planning and Development Collective  
Rural County Representatives of California  
Shasta Economic Development Corporation  
Superior California Economic Development

## CORPORATE PARTNERS

AGT CPA's and Advisors  
AgWest Farm Credit  
Augustine Agency  
Castle Rock Water  
Chico Start  
Denny Bar Company  
Etna Brewing Company  
Fairchild Medical Center  
Federal Home Loan Bank SF  
Joanne Lang- Realtor  
Mechanics Bank  
Pacific Power  
Rain Rock Casino  
Resource Environmental Solutions, LLC  
Siskiyou Credit Union  
Sierra Pacific Industries  
Suburban Propane  
T-Mobile  
Tri Counties Bank  
Umpqua Bank  
U.S. Bank  
Wells Fargo  
Wonderland Distributing

## FOUNDATION PARTNERS

Bella Vista Foundation  
Community Foundation of the North State  
The Ford Family Foundation  
The McConnell Foundation