

Colusa County CEDS Committee

April 10, 2023 – Agenda

- Welcome & Introductions
- Why do another plan?
- Review & Comments
 - Resident & Worker Survey Results
 - S.W.O.T.
 - CEDS Goals
- Discussion
 - Existing Plans
 - Strategy Focus & Action Items
- Next Steps:
 - Development Areas
 - Capital Improvement Plans



CEDS Contents

Economic Conditions is a summary of the economic and socio-economic conditions of the county.

SWOT Analysis identifies the critical internal and external factors (assets, challenges, and threats) that affect the county's economic development potential. Along with the data analysis, findings from the SWOT lead to and support the strategic direction and actions that focus on leveraging strengths and opportunities, overcoming challenges, and mitigating threats.

Action Plan provides a level of detail to implement strategies and achieve goals. The Action Plan is organized around three components of a strong economic development program

- 1) Business Climate
- 2) Economic Competitiveness
- 3) Talent

Performance Metrics will assist the county in tracking the implementation and the impact the CEDS has on the local economy.

Reference Documents

Colusa County Drought Crisis (video documentary)

Colusa County General Plan (2030)

Colusa County Planning Projects (website)

Sites Reservoir (sitesproject.org)

University of California Cooperative Extension, Colusa (website)

City of Colusa General Plan (2007)

City of Colusa Comprehensive Economic Development Strategy (CEDS) (2020)

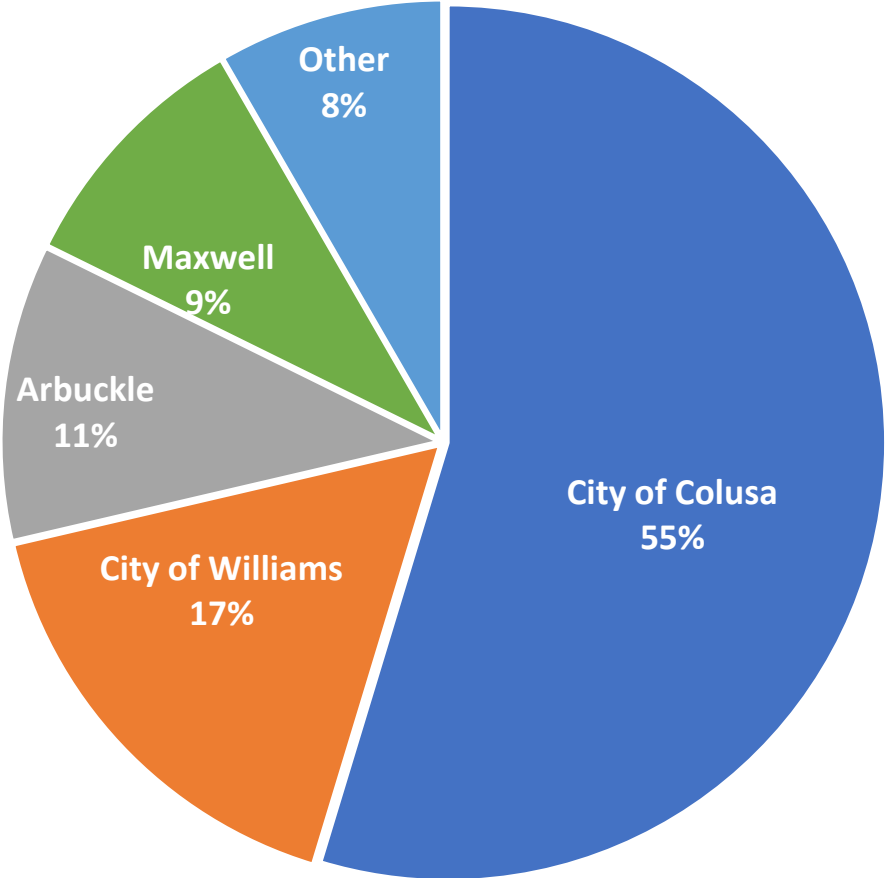
City of Colusa Downtown Development Plan (2012)

City of Colusa Civic Facilities Master Plan (2009)

City of Williams General Plan (2012)

Others??

Resident Survey - 192 Responses



Critical Challenges

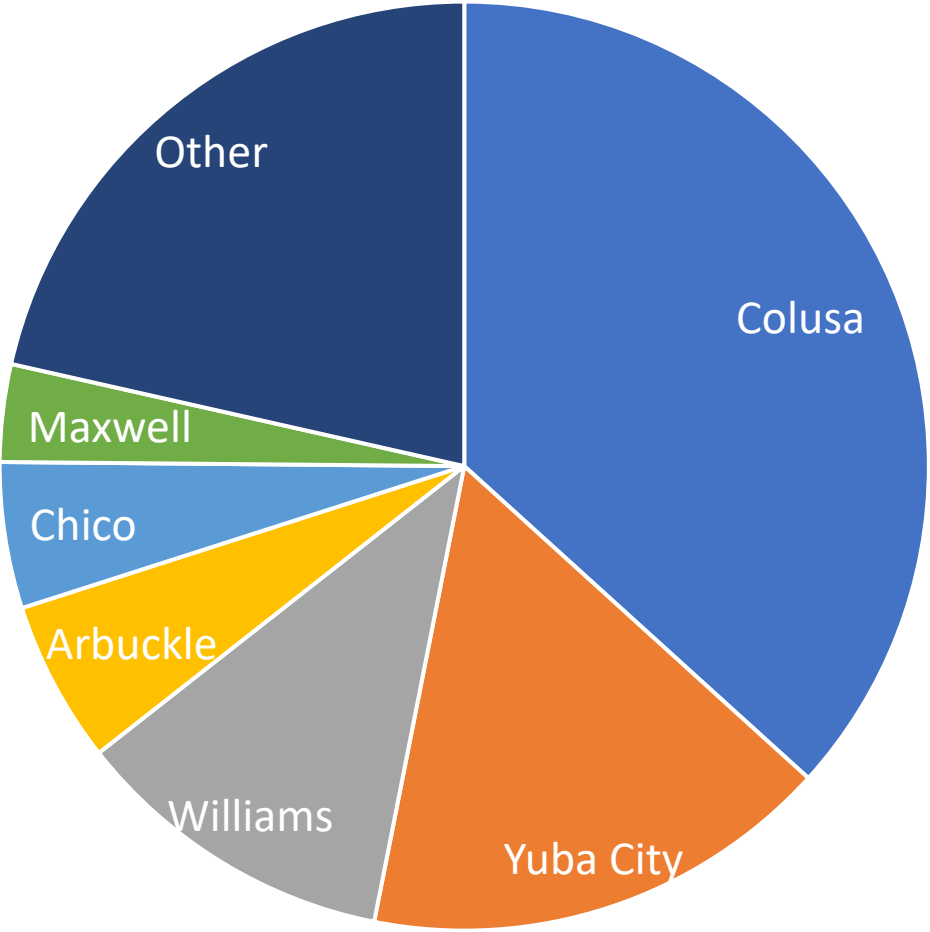
- Housing
- Better paying jobs
- Diverse industries
- Infrastructure
- Retail & services availability
- Water & storage
- Municipal revenues

Assets & OpportZunities

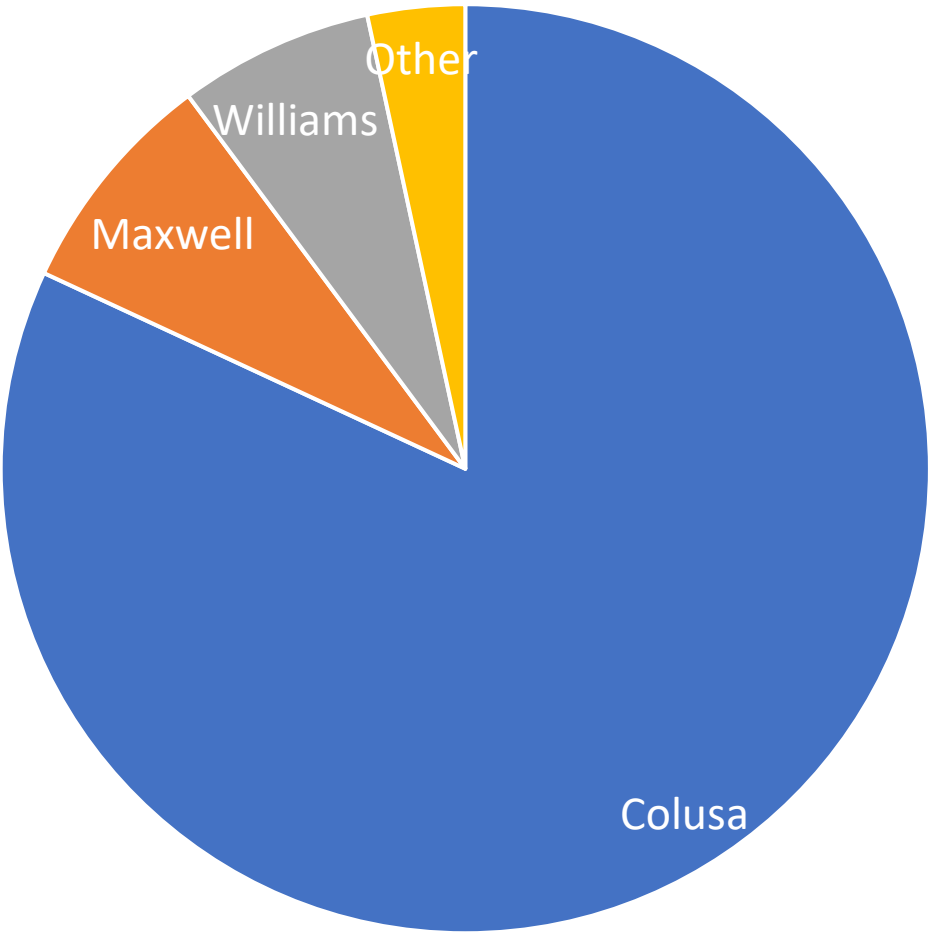
- Sacramento River, Preserves, Open Spaces (hunting, fishing, recreation)
- Ag IndustryZZZ
- Downtowns, Historic Architecture
- Community Engagement

Worker Survey - 177 Responses

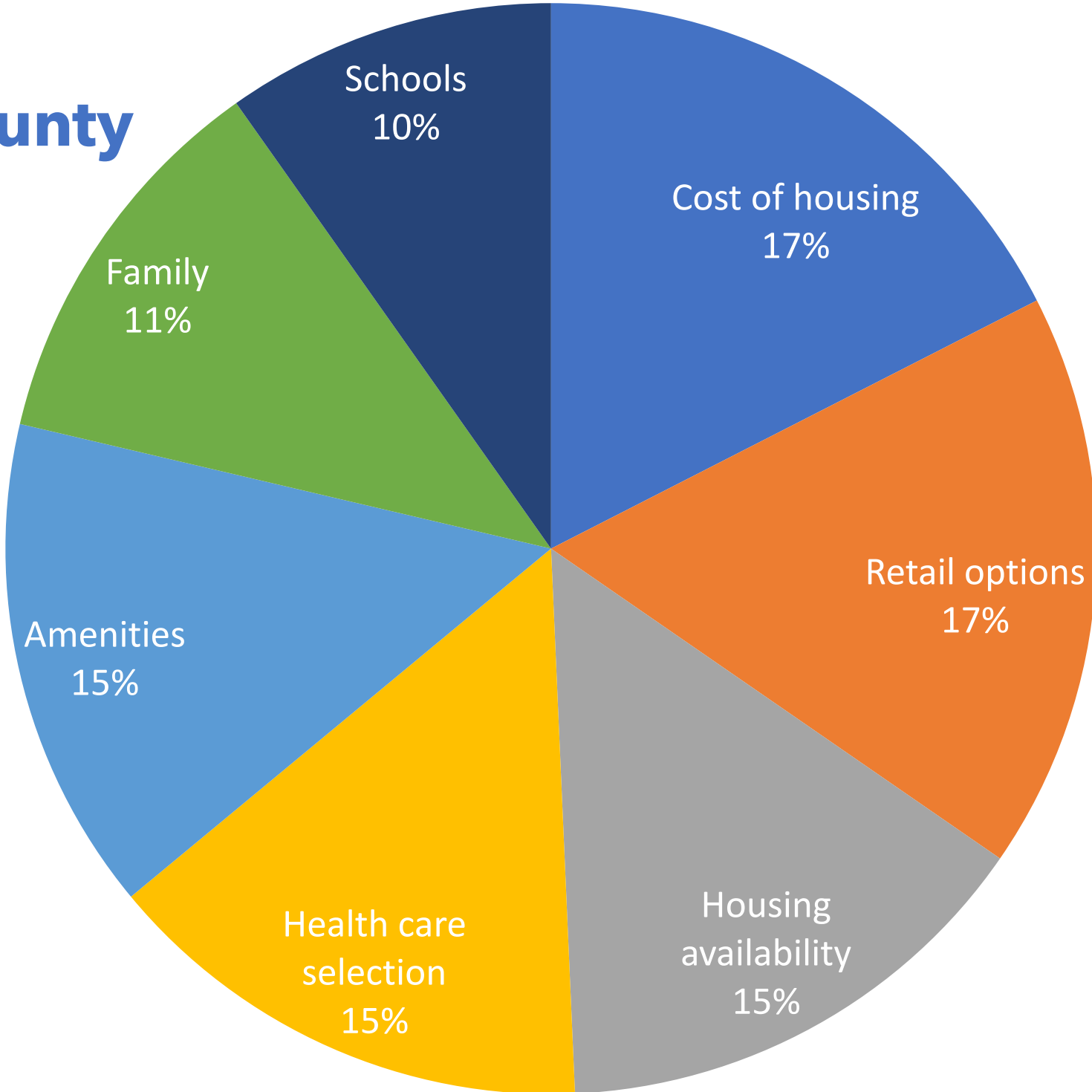
Where they live



Where they work



What is preventing you from making Colusa County your home?



STRENGTHS

- Signs of recovery from pandemic; county regained its labor market and jobs ahead of neighboring communities and most industrial sectors show recovery
- Central location and access to metro markets via interstate and state highways
- Median age is younger than state (35 vs. 37)
- More affordable cost of living compared to state and nation
- Growth in median home prices; can also be considered a challenge for new home buyers
- Access to outdoor recreation venues
- Community engagement

WEAKNESSES

- Population and talent pipeline growth historically flat; ages 0-19 declining, older population growing
- Declining K-12 enrollment
- Little diversity, but a significant Hispanic population
- Source of income from wages declining; SS, SSI & public assistance increasing
- Population with H.S. education attainment increased slightly but higher levels of education flat
- Economic base is weighted to population-serving industries vs. traded sector
- Critical infrastructure needs (roadways, broadband, downtown improvements)
- Economic development resources to support implementation, e.g., staff, funding

OPPORTUNITIES

- County's location and ag industry may support expanding food manufacturing and distribution
- Sustainable and experimental ag research, production, processing (UCCE)
- Energy production, distribution, research
- Existing venues could be further leveraged to support a more robust visitor industry (waterways, nature preserve, casinos, restaurant, history)
- Industrial and housing development sites
- Sites Reservoir

THREATS

- Natural disasters e.g., wildfires, drought, flooding
- Economic shifts
- Inconsistent performance of the county's primary industry (agriculture) due to rising costs, weather, supply chain issues, available labor

CEDS Goals

1. Diversify the county's economic base to secure and maintain long-term economic growth and provide living-wage jobs for current and future residents while preserving and enhancing agriculture, the county's primary economic sector and resource.
2. Increase resources to implement economic development strategies and to improve and maintain the physical and social infrastructure that supports safe and healthy communities.
3. Preserve and balance the county's rural values with improvement of social, cultural, and natural assets.



Strategic Direction

- **Enhance Business Climate**—a proactive and collaborative approach to financing, and implementing economic development programs and strategies that support innovation and business growth
- **Improve Economic Competitiveness**—placemaking, financing public services, upgrading and expanding infrastructure to support business development and a safe and healthy standard of living
- **Cultivate Talent**—developing, retaining and attracting a skilled workforce



Action Plan - Enhance Business Climate

A proactive and collaborative approach to financing and implementing economic development programs and activities that support innovation and business growth

For discussion:

- Restart the multi-jurisdictional economic development meetings, expand membership with workforce development, small business partners
- Purchase *MissionMet* to manage implementation and achieve goals
- Collaborate on grant funding
- Engage with the Butte College Small Business Development Center (SBDC) to establish a regular presence and office space in the county and cities thereby expanding services to start ups and small businesses, increasing access to local goods, services, and employment opportunities
- Collaborate on business visitation program

Action Plan - Economic Competitiveness

Placemaking, finance public services, upgrade and expand infrastructure to support business development and a safe and healthy standard of living

For discussion:

- Encourage and support current development with necessary infrastructure and assistance
- Move forward with planned capital improvement projects
- Make downtown improvements to support resident, worker and visitor experiences (sidewalks, pedestrian amenities, parks)
- Enhance downtowns with entertainment venues, pedestrian amenities
- Revisit / move forward with hiking/bike path, parks and rec plans

Development Projects / Sites

- California Renewable Carbon
- Janus Solar PV, LLC
- Colusa Industrial Park
- Downtowns
- Sites Reservoir
- Interstate 5 sites

Action Plan - Cultivate Talent

Develop, retain and attract a skilled workforce

For discussion:

- Strengthen the network of organizations that address workforce and training by regularly collaborating with schools, workforce, colleges, and businesses on skills requirements and training programs
- Work with schools and businesses to implement programs for mentoring and job shadowing

Next Steps

- Identify Priority Development Areas
- Collect Capital Improvement Plans
- Add Details and Finalize Document

