

Business, Economy & Tourism

Topic:

Business, Economy Tourism

Goal:

The community and business will create and retain jobs, and reinvest wealth through its economy, community and natural resources.

Objectives:

- Use tourism and visitor attraction marketing to brand and position Plumas County
- Use variety of resources to improve what Plumas County has to offer to businesses, visitors and residents.
- Provide "hands-on" assistance and education to local businesses to enhance business retention and expansion
- Attract new, compatible businesses to locate in Plumas County through short- term and long-term programs.
- Bring about creation of user-friendly government as it relates to businesses within the community.

Objective:

Use tourism and visitor attraction marketing to brand and position Plumas County

Area of Focus:

Countywide

Strategies/Activities:

Visitors Database

- Coordinate with local tourism vendors to collect and input their visitors contact information to develop a database for a visitor direct mail campaign, such as, thank you for visiting; event announcements, hope to see you again this year ... new things to see and do.
- Add retirement lists to Visitors Database
- Add "targeted" business owners to Visitors Database

Media Relations

- Proactively promote area to media contacts
- Develop and disseminate top quality press packets
- Promote and lead familiarization tours
- Develop press releases
- Maintain photo library
- Provide editorial assistance
- Special promotions

Paid Advertising

- Develop and update ad campaign for Plumas County tourism
- Publication research and media buys
- Direct-response advertising as vacation destination

Publications/Web Site

- Develop maps, Visitors Guide and special interest brochures including research, writing, layout, proofing, printing and distribution
- Produce Plumas County Sections for state and regional guides and maps
- Produce visitor quarterly newsletter
- Select and retain consultants as needed to maintain and update web site, ensure all chambers and local visitor businesses are linked to site

- Create editorial and web site content

Partnerships

- Coordinate and represent partners at regional and state tourism marketing meetings
- Provide information on and advocacy for regional tourism industry
- Seek out regional partnership opportunities for coordinated events with other areas such as Truckee and Susanville
- Make presentations to county service organizations regarding tourism industry
- Clearly define roles and responsibilities between various organizations involved in tourism promotion to eliminate duplication

Inquiry Analysis and Research

- Analyze visitor/tourism statistics and research as needed

Marketing/Trade Shows

- Work with partners, private business and local chambers, to determine which tradeshows to participate in, value of those show and/or whether attendance is valuable vs. other marketing strategies.

Visitor Attraction/Tourism-Related Development & Assessment Plan (coordinate with product development)

- Retain a tourism-visitor attraction specialist to assess the strengths, weaknesses, opportunities & threats of growing the tourism-visitor attraction in Plumas County
- Develop a strategic 3 year plan

Tourism Infrastructure Development

- Work with Tourism to facilitate tourism infrastructure development
- Coordinate efforts with plans of existing companies
- Involve existing visitor attraction entities in planning process
- Downtown/Main Street Improvements as part of visitor attraction

Investigate opportunities:

- Artist Niche
- Retirement recruitment

Branding Strategy

- Work with Chambers of Commerce and visitor attraction businesses on a branding strategy to leverage all promotions of Plumas County.
- Tourism currently uses a DBA, which should be carried on all marketing material to brand the Plumas County.

Target Tourism Marketing to Business Owners

- Leverage the Tourism Marketing to promote business opportunities and locations and coordinate with Business Attraction Initiative.

Stakeholders:

- | | |
|---------------------------------|------------------------|
| • Tourism Vendors | • Media |
| • Plumas County Arts Commission | • Chambers of Commerce |
| • Plumas County Museums | • USFS |
| • Plumas Corporation | |

Resources:

- | | |
|------------------|-------------|
| • Existing Staff | • New Staff |
|------------------|-------------|

Barriers:

- | | |
|--|-------------|
| • Cost | • New Staff |
| • No agreement on organizational structure | |

Outcomes:

- TOT tax increase
- Increase in business sales, overnight stays
- Sales tax increase

Objective:

Use variety of resources to improve what Plumas County has to offer to businesses, visitors and residents.

Area of Focus:

Countywide

Strategies/Activities:

Tourism-infrastructure Development

- Work with Tourism to facilitate tourism infrastructure development
- Coordinate efforts with plans of existing companies
- Involve existing visitor attraction entities in planning process
- Downtown/Main Street Improvements as part of visitor attraction

Stakeholders:

- Plumas County

Barriers:

- Cost

Strategies/Activities: Infrastructure, Site and Building Development

- Update county's land inventory
- Use web base GIS, if possible
- Identify industrial park development opportunities
- Prepare long term plan for development of properties including strengths and weaknesses of all properties
- Investigate spec building opportunities
- Prepare grant applications for feasibility studies, engineering and infrastructure development
- Assist developers to access public funds for development
- Investigate opportunities to recapitalize revolving loan fund, provide low interest, deferred loans to developers to help reduce costs
- Working with County's large businesses on expansion opportunities, access capital to assist expansion or new product development
- Property reuse, such as, close timber-related operations

Stakeholders:

- Realtors
- Business Owners
- Plumas County
- Chambers of Commerce

Resources:

- Existing databases
- Ability to access funds

Outcomes:

- Web available database
- Available commercial and industrial buildings

Strategies/Activities:

Natural Resource Management & Development

- Continue to manage and coordinate the Feather River Coordinated Resource Management Group
- Maintain national leadership for natural resource management

- Develop special projects which will give Plumas County recognition as a leader in alternative developments, such as green energy, natural resource development, niche markets of natural resources
- Maintain current Comprehensive Economic Development Strategy (CEDS)
- Coordinate with housing and workforce development
- Identify and submit grant applications for funding all economic development programs

Stakeholders:

- Citizens of the United States
- Local Residents

Resources:

- Quincy Library Group
- CRM
- Feather River Land and Trust
- Feather River Resource Conservation District
- USFS

Objective:

Provide "hands-on" assistance and education to local businesses to enhance business retention and expansion

Area of Focus:

Countywide

Timeline:

2001-2005 Ongoing

Strategies/Activities:

Serve as the Single-Point of Contact for economic, demographic and business resource information about the region, including:

- County and/or city departments and state agencies contact information
- Evaluation of incentive opportunities
- Events of interest to the business community
- Foreign trade and export assistance
- Access to various sources of capital
- Technical assistance resources
- Regulatory agencies and compliance assistance

Stakeholders:

- Feather River College
- Plumas County Community Development Commission
- Plumas County Department of Social Services
- Alliance for Workforce Development

Barriers:

- Cost
- No agreement on organizational structure

Outcomes:

- Increase in per capita income
- Decrease in unemployment
- Increased tax base

Evaluation:

Satisfaction expressed via post-coaching survey

Strategies/Activities:

Provide unique small business assistance through economic gardening and business coaching approach:

- Investigate economic gardening approach with CSU, Chico and SBDC, Investigate funding from Forest Service
- Investigate a hands-on/education approach with small business - business coaching
- Developing team of specialists to provide coordinating in specific areas of need - after focused outreach
- Retain, even on part-time basis, a business coach to meet with select small businesses and teach business coaching to retired business owners (SCORE counselors, SBDC counselors and others), expanding business coaches
- Through outreach meetings with businesses, banks, CPAs and others identify expansion opportunities and assist in facilitation
- Assist troubled businesses and formulate mitigation plan while problems are small and manageable
- promote utilization of local firms for goods and services
- Emphasize and support entrepreneurship

Stakeholders:

- Small businesses

Resources:

- Existing seminars/training through SBDC, Feather River Community College, Plumas Corporation, Alliance for Workforce Development

Barriers:

- Funds for expansion of current passive program (focus on firms with 1 0-1 00 employees)

Strategies/Activities:

Partner with all other agencies in Plumas County and the region to provide services to all businesses

- Counseling
 - Education
 - Business Coaching
 - Workshop Seminars
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Objective:

Attract new, compatible businesses to locate in Plumas County through short term and long-term programs.

Area of Focus:

Countywide

Timeline:

2001-2005 Ongoing

Strategies/Activities:

Prepare an attraction plan for tourism-related development

- Identify Targets - recreational facilities, tourism-related services, alternative health care, lodging and restaurants
- Identify other visitor attractions to develop year-round tourism economy
- Identify downtown-main street improvements
- Coordinate with Tourism and Product Development

Stakeholders:

- Tourism Industry
- Plumas County
- Cities
- Feather River Community College

Resources:

- USFS Economic recovery funds

Barriers:

- Cost
- No agreement on organizational structure

Outcomes:

- Documented prospects and closures
- Increased employment, payroll and capital investment increases

Evaluation:

- Track prospects and closures

Strategies/Activities:

Procure and utilize state-of-the-art software databases to provide accurate research data relative to economic development in the region

- Site Selection Database Reporting System - a system for gathering, maintaining and disseminating data about Plumas County that site selectors and expanding companies most often request.
 - Update existing information
 - Prepare standard response proposal
- Incentive Matrix
 - Define what incentives will be offered to business and industry that create jobs and invest capital
- Real Estate Database - share database with Product Development
 - Preferable to have GIS database with maps

Resources:

- Existing handout
- Existing business incentives

Strategies/Activities:

Develop sales packet that effectively communicates the region's assets to business decision makers

- Develop messaging strategy - become known for a unique position, feature
- Create a response package for the site selection facts (stored in database)
- Enhance existing website with economic development information, promote tourism-related and business opportunities, link to partner organizations
- Develop a targeted direct mail campaign with tourism

Stakeholders:

- Tourism Industry
- Plumas County
- Cities
- Feather River Community College

Resources:

- Plumas County Sales packet
- Updated economic information guide

Strategies/Activities:

Provide "Business Opportunity" brochure to local outlets: motels, resorts, golf courses, etc.

- Public Relations, media releases
- Advertising
- Tradeshows
- Direct Mail
- Company visitations
- Prospect identification

Strategies/Activities::

Identify target businesses with the following characteristics to begin tourism-business cross promotion:

- Small to medium size (25-50) employees
- Compatible with natural resources and culture
- Light manufacturing, testing, assembly that is not freight intensive (high value- added component)
- Niche ag-business operations
 - medicinals and botanicals
- Restoration of wood product production
- Alternative health-care facilities
- Alternative fuels
- Utilization of natural resources
- Niche high-tech, software development
- Suppliers to businesses in Reno
- Owner-operators
- Year-round, non-seasonal businesses

Strategie,s/Activities-

Target priority marketing locations:

- Regions with high comparative cost structure
- Urban centers with entrepreneurs looking for rural environment, higher quality of life
- Secondary markets in timber/forestry; tourism infrastructure Strategies/Activities,

Organize an ambassador program:

- Provide material on opportunities to business people who travel regularly to meet one-on-one with other businesses and potential prospects to sell the advantages of living and relocating to Plumas County

Resources:

- Upstate California Economic Development Commission
 - Two-way relationship with Bay Area Economic Forum
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Objective:

Bring about creation of user-friendly government as it relates to businesses within the community.

Area of Focus:

Countywide

Timeline:

2001-2005 ongoing

Strategies/Activities:

With stakeholders of brokers, contractors and other, work with county staff to create a streamlined, fast-tracked permit processing for all businesses

- Identify and advocate removal of regulatory barriers to "Smart Growth"
- Provide a forum to promote understanding and balance between public and private interests
- Be the catalyst to move forward on key issues that will,
- Provide Action Agendas
- Promote county and/or city legislative recommendations
- Create incentives for business development
- Prepare white papers for Board of Supervisors on Plumas County policy and how they impact economic development
- Build and align the communication network necessary to maximize the opportunities for immediate county-wide delivery of issues, consensus building and unified response
- Provide policy makers with factual information on issues affecting attraction and retention of business

Stakeholders:

- Public and Private businesses
- Plumas County Board of Supervisors

Resources:

- Plumas County Board of Supervisors
- Plumas County Departments
- California Technology Trade and Commerce Agency
- Other county protocols

Barriers:

- No agreement on organizational structure

Outcomes:

- Streamlined permitting process
- Increased customer satisfaction
- Reduce time required for accomplishing entire

Evaluation:

Monitor time required to complete process for each type of permit