



# Five Year Work Plan

TCEDA | 2017 -2022

# Mission Statement

Promote a diverse and growing economy by pursuing business retention, expansion and attraction that enhances quality of life in Tuolumne County.

# Purpose Statement

The TCEDA is vested with the power to effectively implement, coordinate and administer general economic development programs within the County of Tuolumne, State of California, including the City of Sonora, in accordance with local, state and federal laws. General economic development programs shall include, but are not limited to: 1) business retention and expansion; 2) business attraction; 3) business assistance programs; 4) identification of appropriate locations for and creation of “shovel ready” commercial and industrial properties including but not limited to adaptive reuse; 5) support the creation, expansion and rehabilitation of public infrastructure needed to support and sustain local business and industry (e.g. roads, water, power, sewer, telecommunications, etc.); 6) assist with educational and training opportunities tailored to equip and support the community’s workforce; and 7) pursuit of funding sources to facilitate all of the above. In carrying out its general mission of economic development, the goals, policies and implementation programs of the TCEDA shall be generally consistent with those contained in the Economic Development Element of the Tuolumne County General Plan and Economics Element of the City of Sonora General Plan.

## Action Item - A

- Manage a business retention and expansion program focused on companies with the growth potential of five or more jobs.

Facilitate job creation by working with existing businesses to expand or relocate their facilities within our county. Help by assisting them in accessing capital, training personnel and expanding their markets. Focus will be on companies that pay a family wage.

**Measurable Outcome:** Ongoing visits are made with existing businesses and assistance is provided. A minimum of two hundred and fifty client visits will be conducted.

## Action Item - B

- Manage a comprehensive business attraction and recruitment program.

Use new and existing techniques to recruit businesses for Tuolumne County. Attend industry meetings, networking events, trade shows and conduct in-person company visits focusing on companies that can benefit from our three main attractions (natural surroundings, available natural resources, growing healthcare needs). Dedicate a majority of the time on companies that hire at least twenty employees and that pay a family wage.

**Measurable Outcome:** Minimum of five hundred “out of county” businesses are contacted, marketed to and/or visited.

## Action Item - C

- Provide start up assistance to local businesses.

Facilitate job creation by working with start up businesses within our county. Help by assisting them in developing their business skills, accessing capital, training personnel and expanding their markets. Focus will be on companies that pay a family wage.

**Measurable Outcome:** New businesses are encouraged to start up in Tuolumne County. Visits will be conducted with any known new start ups.

## Action Item - D

- Encourage workforce development and workforce housing.

Work closely with workforce partners to form innovative partnerships to assist our businesses in hiring and/or training employees and providing a pathway for local youth to establish careers in the community. Additionally, work diligently on training of residents for future career fields that are expected to expand. Help local planners, builders, real estate firms, non-profits and other interested partners expand the availability of workforce housing.

**Measurable Outcome:** An established and ongoing relationship is maintained with housing and workforce partners.

## Action Item - E

- Long term research and planning is conducted to find additional growth opportunities for Tuolumne County.

Research and/or hire researchers to review possible avenues of growth for Tuolumne County.

- Health Care, with a focus on senior care and research and development
- Forestry bio-mass to “product” research and development
- Water conservation and associated research and development
- Changes in retail from “brick and mortar” to online and delivery services
- Changing downtowns and what can be done to keep them vital.

**Measurable Outcome:** Areas of focus are researched, prioritized and studied; at least two studies are conducted and discussed by TCEDA Board, with future action plans implemented.

# Board of Directors

**John Gray, TCEDA Chairman**  
Tuolumne County Board of Supervisor, District #4

**George Segarini, TCEDA Vice-Chair**  
City Council Member, City of Sonora

**Sherri Brennan, TCEDA Public Board Member**  
Tuolumne County Board of Supervisor, District #1

**Connie Williams, TCEDA Public Board Member**  
Mayor, City of Sonora

**Jim Gianelli, TCEDA At-Large Board Member**  
Gianelli & Polley Professional Law Corporation, Attorney

**Barry Hillman, TCEDA At-Large Board Member**  
President, HealthLitNow

**Dave Thoeny, TCEDA At-Large Board Member**  
Executive Director, Motherlode Job Training Centers

# TCEDA

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