



STAFF REPORT

DATE: April 9, 2019

TO: The Honorable Joseph Henderson, Mayor
Members of the City Council of the City of Wheatland

FROM: Brynda Stranix, District Director
Yuba-Sutter Economic Development District

SUBJECT: Yuba-Sutter Economic Development District
2019 Comprehensive Economic Development Strategy (CEDS)

BACKGROUND

This Comprehensive Economic Development Strategy (CEDS) is the result of a local planning process designed to guide the economic growth of the Yuba-Sutter region. The CEDS process helps create jobs, foster a more stable and diverse economy, and improve living conditions. It provides a mechanism for coordinating the efforts of individuals, organizations, local governments, and private industry concerned with economic development.

An annually updated CEDS is required to qualify for U.S. Department of Commerce, Economic Development Administration (EDA) assistance under its public works, economic adjustment, and most planning programs.

This document represents the goals and objectives of the Yuba-Sutter Economic Development District which is comprised of Yuba and Sutter counties and the cities of Marysville, Live Oak, and Wheatland.

DISCUSSION

The CEDS process is a continuing economic development planning process, developed with broad-based and diverse community participation. The CEDS document contains:

- An analysis of economic and community development problems and opportunities;
- An economic development background of the Yuba-Sutter district, with a discussion of the economy, including geography, population, labor force, resources and the environment;
- A section setting forth goals and objectives for taking advantage of the opportunities and solving the economic development problems based on a SWOT analysis conducted in March 2015 with the participation of all five jurisdictions and private sector business leaders; and,
- A plan of action, including suggested projects to implement objectives and goals set forth in the strategy.

The CEDS reflects the specific challenges and opportunities of the Yuba-Sutter Economic Development District and assesses the state of the regional economy, the opportunities and threats posed by external trends and forces and the availability of partners and resources for economic development. The community's vision and goals, together with an appraisal of the region's competitive advantages set the strategic direction of the action plan. The action plan establishes program priorities for implementation.

I would also like to point out that in this analysis, many of the goals and projects included in the final document are supported by all jurisdictions in the District. Those specific goals and projects are wastewater treatment facilities, regional

flood control, Beale Airforce Base infrastructure, State Highway Bicycle Facility Plan projects, homelessness solutions and reconstruction of the 5th Street Bridge.

The CEDS Committee's purpose is to formulate a regional economic strategy for the District. It incorporated direction from both Yuba and Sutter counties and the cities of Live Oak, Marysville and Wheatland.

The committee was comprised of community and business leaders representing a diverse cross section of the region and I would like to take this opportunity to mention them by name and thank them for their effort and devotion to this process. They are:

Don Blaser	The Brick Coffee House	Owner
Terri Daly	Yuba Water Agency	
Rachel Farrell	Harmony Health	CEO
Sandy Fowler	Yuba College	Director of Career & Technical Education
Renee Garcia	US Bank	Vice President
Neil Goforth	Comforth Keepers	Owner
Bob Harlan	United Way	Executive Director
Jessica Hougen	Sutter County Museum	Museum Director/Curator
Christine Ivory	Yuba-Sutter Farm Bureau	Board Director
Lee Jones	The Harkey House	Owner/Operator
Robert LaLa	Beale AFB	
Cathy LeBlanc	Camptonville Community Partnership	Executive Director
Alyssa (Lisa) Lindman	Sutter Buttes Regional Land Trust	Executive Director
Steve Miller	Appeal-Democrat	Editor
John Nicoletti	Habitat for Humanity Yuba Sutter	Public Relations
Melinda Poukish	First United Methodist Church	
Todd Remund	Baked Industries	Owner
David Read	Yuba-Sutter Regional Arts Council	CEO
Cynthia Roderick	YSEDC/YSEDD	Grant Specialist
Brandon Sanders	PG &E	Public Affairs
Marni Sanders	Yuba-Sutter Chamber of Commerce	CEO
Sandy Fowler	Yuba College	Director of Career & Technical Education

Each jurisdiction included in the District was also represented on the committee, those individuals are:

Aaron Palmer	City of Live Oak	Interim City Manager
Allison Schmidt	City of Live Oak	City Council Secretary
Jim Goodwin	City of Wheatland	City Manager
NeaL Hay	Sutter County	City P.E
Steve M. Smith	Sutter County	Interim City Manager
Kevin Mallen	Yuba County	Community Development & Service Agency Director
Jim Bermudez	City of Marysville	Community Development & Service Agency Director
John Tillotson, PE	OPUD	Director of Public Works
Mike Lee	Yuba County	Director of Public Works
Brian Davis	Linda County Water District	General Manager

I am happy to report that our community was well represented in the CEDS process by these individuals. We, as a community, can take special pride in knowing we have such dedicated citizens among us. It has been my distinct pleasure working with each of them.

The 2019 Comprehensive Economic Development Strategy is available at www.ysedc.org.

FISCAL IMPACT

We anticipate no fiscal impact as a result of this agenda item.

ACTION REQUESTED

Approve and adopt the 2019 Comprehensive Economic Development Strategy report and authorize its submittal to the United States Department of Commerce, Economic Development Administration as set out in the resolution before you.