RECOMMENDED ACTION AND JUSTIFICATION:

Approve the Economic Development Grant Application to Pacific Gas & Electric (PG&E) requesting $10,000 to create basic Business Attraction Marketing material (business directory) and a Next Level Business Training Program.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The attached document is presented to the Board of Supervisors informing them of the grant application to PG&E requesting $10,000 to create a basic Business Attraction Marketing material (business directory) and a Next Level Business Training Program.

The General Plan of Mariposa County contains an Economic Development component for the purpose of creating a sustainable community. This grant is the second application to PG&E.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Financial Impact? ( ) Yes ( ) No  Current FY Cost: $ 
Budgeted In Current FY? ( ) Yes ( ) No ( ) Partially Funded  
Amount in Budget: $ 
Additional Funding Needed: $ 
Source: 
Internal Transfer 
Unanticipated Revenue  4/5's vote 
Transfer Between Funds  4/5's vote 
Contingency  4/5's vote
( ) General  ( ) Other 

Grant Application, pages  
Letters of Support, pages  

CLERK’S USE ONLY:
Res. No.: 328  Ord. No. _____
Vote – Ayes: 5  Noes: _____
Absent: _____

Approved: Minute Order Attached ( ) No Action Necessary

The foregoing instrument is a correct copy of the original on file in this office.

Date: ________________

Attest: MARGIE WILLIAMS, Clerk of the Board
        County of Mariposa, State of California

By: ________________

COUNTY ADMINISTRATIVE OFFICER:

Requested Action Recommended
( ) No Opinion

Comments: ________________

CAO: ________________
Organization Information

Organization Official Name (the name shown on your 501(c)(3) letter)
Mariposa County

Organization Common Name (if different from above)

Address
P.O. Box 784

City
Mariposa

State
CA

Zip/Postal Code
95338

Organization Main Phone
(209) 966-3222

Organization Main Fax
(209) 966-5147

Organization Website URL
Mariposa County.org

Organization Location:
Area 5-Mariposa County

Contact Name and Title:
Marilyn Lidyoff, Business Development Coordinator
BOARD OF DIRECTORS:

2005 BOARD OF SUPERVISORS OF MARIPOSA COUNTY

Bob Pickard, Chairman of the Board of Supervisors, District 5
Lee Stetson, District I
Lyle Turpin, District II
Janet Bibby, District III
Dianne Fritz, District IV
1. **Title of Project/Event**

   Basic Business Attraction Marketing Material and Next Level Business Training Program

2. **Provide a summary of the project/event (one to two sentences maximum)**

   The project is two fold: First, develop a brochure/directory and map of businesses located in the “Town of Mariposa” that will be used as collateral material for a business attraction package, as well as, a guide for tourists. Second, implement a Next Level Training Program for both start-up and existing businesses.

3. **What is the amount of the grant you are seeking?**

   Mariposa County is applying for the maximum amount of $10,000.

4. **What type of grant are you seeking?  “Project Funding”:**

   **Project goals:**
   The purpose of this program is to attract new businesses, educate, and foster both entrepreneurs and existing businesses on the principles of successful business practices that will result in business creation, new jobs and stronger sales reflecting a sustainable local economy. Specifically, the goal of the project is to provide training to 150 businesses, create eight new jobs and serve 500,000 tourists.

   **Target population:**
   The total target population is 150 businesses, eight new jobs to low/moderate income persons and serve 500,000 tourists.

   **Community needs that will be addressed:**
   Mariposa County has a need to diversify and create sustainable jobs for its target population. According to the Mariposa County’s General Plan, Section 6.2.05, resource extraction, agriculture and tourism were pivotal in the early development of the county’s economy. While agriculture remains important, the decrease of mining and logging activity has left tourism as the largest single sector in the local economy entering into the first part of the 21st Century. Due to the cyclical tourism industry, market share and earning decline have created a vacuum and an unstable local economy. In 2000, 14.8 percent of the Mariposa County’s residents lived below poverty, compared to 14.2 percent of the State’s residents. In 2000, the County’s median household income was $34,626 compared to the State median household income of $47,493. The average unemployment rate of Mariposa County is 9.3 percent compared to the State rate of 6.1 percent.

   **Time span:**

<table>
<thead>
<tr>
<th>Activity Name:</th>
<th>Qtr 3, 2005</th>
<th>Qtr 4, 2005</th>
<th>Qtr 1, 2006</th>
<th>Qtr 2, 2006</th>
<th>Qtr 3, 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task I Business Brochure/Directory and Map</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Task II Business Plan</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Task III Window Display</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task IV Merchandising</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task VI Energy efficient lighting</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   **Metrics used to determine success of project:**
   The short-term benchmark for success of the Program is the continuation of sense-of-pride and store ownership among merchants. Last year’s window/merchandise workshops produced immediate results as windows and in-store merchandise were transformed to striking displays. Long-term success shall be measured by increasingly attractive window/merchandise displays, creation of new jobs, and a comprehensive course on developing a business plan. It is anticipated that eight new full-time year-round jobs will be created within twelve months of submission of this application.

& 6. **Event Project Start Date and end date:**
   Please see the section identified as Time Span
7. What is the total proposed budget for this project/event, and what specifically will this grant be used for?

Proposed Budget

<table>
<thead>
<tr>
<th>Activity Name</th>
<th>PG &amp; E Funded</th>
<th>Other Agency Funded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task I Business Brochure/Directory and Map</td>
<td>$8,000 *</td>
<td>*$1,000 – EDC of Mariposa County</td>
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<tr>
<td>Task II Business Plan</td>
<td>$1,000</td>
<td></td>
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<tr>
<td>Task III Window Display (2) Next Level</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Task IV Merchandising (2) Next Level</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Task V Energy efficient lighting (2)</td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$11,000</strong></td>
<td></td>
</tr>
</tbody>
</table>

The following narrative is a synopsis on the use of the grant:

**Task I Business brochure/directory and map of Town of Mariposa**

The emphasis of this task is to design, create and print a brochure/directory of businesses located in the Town of Mariposa along with a map depicting the location of businesses. This brochure/directory shall serve two goals: First, it will be utilized as collateral material in the County’s business attraction package; second, the brochure/directory will serve as a guide for tourists visiting the area.

**Task II Next Level – Developing a Business Plan**

The goal is to educate and assist entrepeneurs and existing businesses in developing a business plan. The program will be comprised of an eight to ten week course with an emphasis on “hands-on writing program” to develop a business plan. Upon completion of the course, each attendee will have completed his/her business plan.

**Task III Next Level - Window Display**

The program shall be comprised of two advanced window display workshops. One of the workshops will be held in the Town of Mariposa with the second in Coulterville/Greeley Hill area. The goal of the workshops is to create an organized and delightful ‘topping atmosphere in the Town of Mariposa and Coulterville/Greeley Hill.

**Task IV Next Level - Merchandise Display**

The emphasis of this task is to teach merchants advanced merchandising techniques utilizing walls, tables and fixtures. Merchants will also learn how to rotate and create attractive merchandise floor plans. This workshop will be taught using the “hands-on” approach to effective merchandising. The goal is to generate higher sales and stronger profit margins for businesses. Two workshops will be offered – one in the Town of Mariposa and another in Coulterville/Greeley Hill.

**Task V Energy efficient lighting**

Two workshops shall be devoted to energy efficiency related to overhead lighting. This workshop shall focus on how owners can cut energy costs, increase profitability and improve competitiveness using overhead lighting to enhance storefront windows and in-store merchandise. The workshop shall be presented by a PG & E representative.

8. In what county will the grant be used primarily?

Mariposa County

9. If there are other counties directly served or participating in the project/event, please list them.

There are no other counties participating in this proposed program other than Mariposa County.

10. If there are other government entities or economic development organizations within your area, do you plan to partner or somehow form an alliance with them to leverage funding? If so, please list them.

The County shall partner with the same entities as last year. Those partners consist of the Mariposa County Economic Development Corporation (EDC), Mariposa County Chamber of Commerce, Mother Lode Job Training, Mariposa County Library, and the Mariposa County Arts Council. The Economic Development Corporation of Mariposa County has pledged $1,000 toward the Program with the stipulation that funds will be transferred from the EDC if the County is awarded the grant by PG & E. The other entities identified above have pledged in-kind services (Exhibit “A”). While their services are provided as “in kind” its value for services rendered are as follows:
Mariposa County Chamber of Commerce:
Email broadcasting (4 times) = $100
Hard copy broadcasting (4 times) = $260
Mother Lode Job Training:
Create flyers = $2,500

11. Has your organization, or another organization in your area, previously attempted or completed the same type of project for which you are applying for funding, and was that project successful?

Mariposa County submitted and was awarded funding on the 2004 PG&E Economic Development Grant, project title “Business Development Training Program”, which was very successful. Due to partial funding from PG&E, the County Administrative Department sought collaboration from the County Library in launching the business training program, as the library had simultaneously received funding from the Library Services and Technology (LSAT) Grant. The collaborative effort resulted in 124 participants attending the workshops. Moreover, participants expressed both excitement and appreciation of the PG&E funded program. Last year’s program venue consisted of the following courses:

- How to write of winning business plan
- Keep track of your money with Quick books basic
- Attract customers with your magnificent storefront window display
- Floor displays that make your cash register ring
- Understanding the hiring process
- Understanding the goals of the Americans with Disabilities Act (ADA)
- Extreme makeover using color and texture

12. Recognition

e Business Development Coordinator of the County of Mariposa shall invite the PG&E area representative to a Board of Supervisors’ Meeting for the purpose of recognizing and accepting the grant award. In addition, the County shall submit a press release to both the Mariposa Gazette and Merced Sun Star recognizing PG&E for their support. In addition to the above, a minimum of three articles describing the program shall be submitted to the Mariposa Gazette for publication. The readership of the Mariposa Gazette is 5,300 per week and the Merced Sun Star is 276,000 per week.

Each workshop agenda will cite that the Program is funded by PG&E.

The Mariposa County Chamber of Commerce shall include an announcement in various publications recognizing the grant award from PG&E.

13. Name Pacific Gas and Electric Company Employees involved in Mariposa County Projects

Ken Wells – Director Area 5 including Yosemite Division
Mark Hendrickson – Governmental Relations Consultant
Steve Fotheringham – Electric Field Superintendent - Merced
Steve Dannecker – Manager Engineering and Mapping – Yosemite Division
Sharam Mehrtash – Service Planning Supervisor – Mariposa/Oakhurst
Rick Holt – Area Foreman – Mariposa/Oakhurst
Tom Hudson – Former Area Foreman – Mariposa/Oakhurst
Bill Medina – Electric Crew Foreman-Mariposa
Russ O’Bannon-Lead Lineman-Mariposa
Rick Rogers-Lineman-Mariposa
Randy Lafata-Lineman-Mariposa
Mark Holmes-Lineman-Mariposa
Michael Brenner-Sr. Electric Estimator/New Business Representative-Mariposa

Grant: PG&E Grant 2005 working copy
EXHIBIT "A"

LETTERS OF SUPPORT
August 04, 2005

PG&E Grant Committee
Local EDC Grant Committee

Dear Committee Members:

Please accept this communiqué as a letter of commitment to collaborate with Mariposa County by promoting a Business Development Training Program. With PG&E support the Business Development Program will help to develop a brochure with map of the Mariposa County Downtown Areas and provide a series of next level training workshops to be offered to commercial business entities.

The Mariposa County Chamber of Commerce has agreed to promote the planned workshops through our regular and special event marketing methods such as: e-mail broadcast, chamber newsletter, public service announcements and hard copy distribution. A value of $360.00.

You may contact me at the Mariposa County Chamber of Commerce at (209) 966-2456 at your convenience.

Thank you for your consideration.

Sincerely,

Dorothy Kühnel
Executive Director
August 4, 2005

Charitable Contributions Department
PG&E
P.O. Box 77000
San Francisco, CA 94177-0001

Dear Grant Readers:

The Economic Development Corporation of Mariposa County supports Mariposa County’s PG&E Economic Development Grant Application.

We have pledged $1,000 to the County as a match for this grant if it is awarded.

Mariposa’s economy is based on tourism, and, as such, it is cyclical. This grant will be used to diversify our economy by supporting and attracting local business, to provide more economic stability.

Last year’s grant was used to develop a series of seminars that were well attended, and that sparked great interest in our downtown business community. We thank you for that donation to our community.

This year’s application is to expand that successful program. Additionally, we plan to develop a Mariposa business brochure, with map included. It will serve a dual purpose; it will be used as the basis for a business attraction package, and as a handout for tourists to help them find local businesses.

Thank you for your consideration.

Best regards,

Barry Brouillette
July 25, 2005

Mr. Goldzband of the Charitable Contributions Department  
Pacific Gas and Electric Company  
P.O. Box 770000  
San Francisco, CA 94177-0001

RE: Economic Development Grant of 2005

Dear Mr. Goldzband

It is with enthusiasm that I support programs and projects that are proposed for development by Ms. Marily Lidyoff, Mariposa County Business Development Coordinator. The Mariposa County Arts Council has a diverse program offering and a retail gallery in Mariposa that features artwork of more than 100 regional artists. Art Council programs reach a large population in Mariposa County, youth and visitors from Madera County, Fresno County, Merced, Tuolumne, and Stanislaus Counties. Mariposa is a rural, underserved community, Fresno has 29.8% of youth age 5-17 living in poverty, Madera 28.8% and Merced has 25.8% living in poverty.

This past year my staff and I participated in P G & E funded programs coordinated by Marilyn. The retail window display workshop has positively impacted the way our 5th Street Gallery displays artwork. Additionally, I believe that our downtown business community has a new awareness of the impact that our sidewalk presence has on our customers and visitors. We have seen a clearing away of clutter and unsightly flyers, renewed focus on attractive window displays, and a camaraderie in making downtown more attractive. Through these changes, we expect a renewed economic vitality to our community, joy to our guests, as well as a positive contribution to the overall quality of life in Mariposa.

Thank you for your support. If you have any questions, please don’t hesitate to contact me at (209) 966-3155 or by email: info@arts-mariposa.org.

Sincerely yours,

Donna Brownell  
Executive Director

Cc: Marily Lidyoff
July 26, 2005

Pacific Gas & Electric Company

To Whom It May Concern,

This letter is in support of Mariposa County’s 2005 Local Economic Development Grant Application. I feel that this year’s grant proposal to offer advanced programs in both window display and in-store merchandising will greatly expand on the success of this past year’s PG&E Local Economic Development Grant. The proposal to produce a professional looking brochure of the downtown businesses that includes a map will expand on local efforts started this year.

The Job Connection had the pleasure of working with the Mariposa County Business Development Department, the Mariposa County Chamber of Commerce, the Mariposa County Arts Council, the Mariposa County Economic Development Corporation, and the Mariposa County Library on last year’s PG&E Local Economic Development Grant. This partnership of local agencies helped produce a series of very successful and productive business workshops. All of the workshops were extremely successful, however, there were three that really stood out and seem to have made the most visual impact. These were the workshops that covered window displays and in-store merchandising. Local business owners were excited to put their new merchandizing skills to use in their window displays and in their stores. The positive change to the downtown area has been amazing and has been noticed by both visitors and locals. Now is the time to expand on the basic lessons learned and offer advanced window display and in-store merchandising workshops. The local businesses need this advanced training to bring their visual displays to a higher professional level.

The second part of this year’s proposal is to produce a brochure of the local businesses. This brochure would include a map of the business locations. This project would expand on a joint effort started last year between the Job Connection and the Mariposa County Business Development Department. The Job Connection helped produce a simple brochure of the local businesses. The brochure was very helpful for visitors to the area and was well received by the local merchants. We were, however, limited by the capability of our software programs and were unable to produce much more than a simple brochure listing the downtown businesses. There is a real need for a professional looking brochure that not only lists the businesses but also shows where to find them on a map. A well-done brochure will not only increase local business and help with business retention it could also lead to job creation.

The Job Connection will continue to support and partner on this year’s grant, if received. Due to budget constraints the Job Connection is unable to contribute financially towards the proposed

Job Connection Mariposa is an equal opportunity employer/program.
Local Economic Development Grant. We will though continue to contribute as we have this past year through an in-kind match. The Job Connection staff will develop flyers for the workshops, and assist with planning, advertisement and business outreach. Our in-kind match should exceed $2500.00 this year. We are committed to working together to improve the economic health of Mariposa County.

I want to take this time to thank PG&E for the grant that we received last year. I am still getting positive feedback from the local merchants. They are so appreciative for the grant funding for the project. I have seen so many positive changes begin to happen. Our downtown looks wonderful. After the workshop on “Understanding the Hiring Process”, our agency received several new job listings to post from local merchants. We also made referrals and supplied materials to two local merchants that were thinking about hiring for the first time.

During this past year the Job Connection had a young economically disadvantaged woman working for us on a work experience position. She did some of the clerical and outreach work for last year’s grant. She is working today for a local employer and earning a living wage. The skills she learned while working on the project helped her secure employment and take a big step toward getting off of public assistance.

I hope you will consider this year’s Local Economic Development Grant Application. There is a real need to continue the work started last year and to bring it to a higher level. All of the partners are committed to increasing the economic health of Mariposa County and are grateful to PG&E for the chance to apply for this Local Economic Development Grant.

Sincerely,

Gwen Nitta
One Stop Manager