MARIPOSA COUNTY RESOLUTION NO. 81-131

BE IT HEREBY RESOLVED by the Board of Supervisors of Mariposa County, a political subdivision of the State of California, that the Board of Supervisors hereby approves the following document, Mariposa County Title VII Concept Paper.

PASSED AND ADOPTED by the Mariposa County Board of Supervisors this 28th day of July 1981, by the following vote:

AYES: Moffitt, Erickson, Taber, Dalton, Barrick
NOES:
ABSENT
ABSTAINED:

WILLIAM H. MOFFITT, Chairman
Mariposa County Board of Supervisors

ATTEST:

ELLEN BRONSON
ELLEN BRONSON, County Clerk
Ex Officio Clerk of the Board

PATRICIA E. ALBERTA
Deputy County Clerk/Board Clerk

APPROVED AS TO FORM AND LEGAL SUFFICIENCY:

RICHARD K. DENHALTER,
County Counsel
Mariposa County

Title VII Concept Paper

Basic Information

Contact Person: John Jepson, CETA Project Administrator
P.O. Box 1915
Mariposa, CA 95338

I. Concept Name: Mariposa County Economic Development

C. Target Group and Time Frame:

It is anticipated that this project will result in the creation of approximately 50 jobs. In terms of the present size of the labor force, this project could increase the labor force by one percent. The time frame of this project would be the one year grant period. The potential for this project continuing after the grant depends largely on the degree of success obtained from this pilot project.

The effects of this project will benefit all unemployed members of the community and the County in general. The specific target group is the economically disadvantaged and unemployed segment of the County.

The area of service for this project is Mariposa County.

II. Narrative Program Description

A. Service Needs

Mariposa County, like many mountain, has experienced tremendous population growth while at the same time has had difficulty expanding the economic base. Increased demands for residential services, jobs, and a stable economic base have outpaced the communities financial ability to keep up with these needs. A balanced planned growth economy is an extremely complicated and often sensitive matter that local decision makers are having to face with decreased funding resources. Budget cutbacks at all levels of government makes it imperative that small communities develop alternate sources of funds from local business sources.

Mariposa County's economy is dominated by a single industry of tourist trade. The tourist trade, while not stable due to outside stimuli such as gas prices, weather, and seasonality does provide the major source of new capital flowing into the county. The tourist trade has limited potential for expansion and eventually the demand for residential services will out grow this revenue source. The limited potential for expansion is not the only problem with this single base economy. There is a ripple effect throughout the community when the tourist trade is slow. When tourist trade is off the entire business community suffers from the lack of incoming capital, where as in a diversified economy the slump of one industry has less effect on the entire community and can be balanced out by the other industries.
The effect of Mariposa County's economic base on the characteristics of its labor force are fairly predictable. A large percentage of those in the labor force are what can be considered underemployed. That is to say that these members of the labor force are not producing up to their potential. To a large degree this is because of the seasonality of occupations in this area. With seasonal type industries there is little chance of career advancement and technical positions are limited. Many people work at low skill level positions during the peak tourist season and then either leave the area during the off season, or else remain to live as best they can on odd jobs, unemployment insurance, or welfare. The unemployment statistics reflect this trend with an approximate 6 percent unemployment rate during peak season and a 15 percent unemployment rate during the off season.

B. Proposed Program

The Mariposa County Employment And Training Office (CETA) seeks to enter into an agreement with the Mariposa Chamber of Commerce for use of Title VII funds for employment generating services. The Mariposa Chamber of Commerce would through this grant act as a source of coordination and advocacy for planned economic development within the County. Due to the complexity of such a effort the services of a Economic Development Specialist will be enlisted. This person would work for the Chamber of Commerce in development of specific procedures for accomplishment of the following goals. Overall program thrust would be to promote and expand exisiting tourist service industry and promote development of new clean light industry in the County, in order to diversify the economic base of the community and provide stable employment opportunities.

Measurable accomplishments from this one year grant would be the development of the infrastructure of a vehicle to stimulate economic growth. This would include accumulation of necessary industrial impact reports, community input, public relations, and development of a industry marketing plan. It is anticipated that as the project gets underway this vehicle would adapt and change to fit community input and needs.

C. Specific Program Activities

1. Development of informational materials, such as housing studies, community needs assessments, commercial site surveys, and resource, water, and transportation studies as they relate to planned economic development. Development of this type of material is essential to the decision making process in order to assure industrial growth is kept in balance with the County's ability to assimilate. Any new industry should be compared to the County's ability to provide social and domestic services as well as protect the natural and historical beauty of the area.

2. Development of a program for the solicitation of industry.  
STEP A- Determine those types of clean light industry that are best suited to the County.
STEP B- Determine the number of new industries that could be feasible absorbed by the County in a given time frame.

STEP C- Per results of steps A and B solicit appropriate industries for development in the County. The economic Development Specialist would act as an intermediary between local government, finance institutions, developers, and perspective industries for the purpose of assisting the establishment of new industry.

3. Provide technical assistance to local businesses who are having trouble staying in business or trying to expand. Examples: assistance would include aide in loan packaging, marketing techniques, accounting methods, investigation into local business problems.

D. Unsubsidized Placements

The increased industry and expanded local business from this project will provide a market for job ready work experience and classroom CETA participants. The Mariposa CETA Office is the only local employment office, so many employers request our help in finding new employees. With the assistance of the Chamber of Commerce, continued good public relations with the private sector, and working with new industry we hope to increase our direct referrals to unsubsidized positions. The Chamber of Commerce will keep the CETA Office informed of new industry moving into the County. CETA representatives will then contact the new industry to determine their labor needs and how we might work together to fill these needs.

The local job market has become saturated by CETA efforts to develop On The Job Training contracts. This project will enable us to use OJT contracts to train local individuals, so that they can move into positions created by new industry.

We expect to increase the number of Targeted Jobs Tax Credit placements of youth, veterans, SSI recipients, and handicapped individuals. The limited number of jobs in the area and the present type of retail sales industry has in the past made it difficult to use TJTC vouchering.

III. Budget

An estimated $27,000.00 will be needed to operate this program for the year. The major expense will be hiring a qualified Economic Development Specialist. Other expenses will include transportation, supplies, etc. for the ED Specialist.
Mariposa County Chamber of Commerce

Post Office Box 425
Mariposa, California 95338

July 20, 1981

The Mariposa County Board of Supervisors
Court House
Mariposa, California

Greetings:

Reference is made to the attached Title VII Concept
Paper by Mr. John Jepson, Mariposa CETA Project Administrator.

For several months the Chamber's Board of Directors has
been studying economic development in Mariposa County and has
worked with Mr. Jepson on the possible involvement of CETA in
related projects. The Concept Paper prepared by Mr. Jepson
has resulted from this study and appears to be a reasonable
starting place for partial solution to some of our economic
problems.

The Board of Directors supports the Proposed Program as
described in the Concept Paper and urges you to give it your
careful consideration.

The Chamber will have a representative appear with Mr.
Jepson at your July 28 meeting to help answer questions that
might arise regarding the proposal.

Sincerely,

THE BOARD OF DIRECTORS, MARIPOSA
COUNTY CHAMBER OF COMMERCE

Virgil Mullis, President

cc: John Jepson