DEPARTMENT: Administration

RECOMMENDED ACTION AND JUSTIFICATION:

Approve the Economic Development Grant Application to Pacific Gas & Electric (PG&E) requesting $10,000 to implement the Business Development 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 implement the 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 first of many measures that will be pursued to accomplish the Economic Development goals identified in the General Plan.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Financial Impact? ( ) Yes (x) No

Current FY Cost: $  
Annual Recurring 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

CLERK'S USE ONLY:

Res. No.: 4737  
Ord. No. ______

Vote – Ayes: ______  
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: ____________

Deputy

COUNTY ADMINISTRATIVE OFFICER:

Requested Action Recommended  
No Opinion

Comments:

__________________________

__________________________

__________________________

__________________________

CAO: ____________

__________

Revised Dec. 2002
LOCAL ECONOMIC DEVELOPMENT GRANTS PROGRAM APPLICATION FORM

Before completing this form, please review PG&E's Charitable Contribution guidelines to determine whether your organization qualifies for funding consideration. Please include all copies and attachments as indicated in the guidelines. Also, complete application in no more than three pages in length using 12-point font. Guidelines and application can be downloaded from our website at http://www.pge.com/edgrant.

Name of Organization: Mariposa County

Street Address: 5100 Bullion Street (P.O. Box 784)

City, State, Zip: Mariposa, CA 95338

Federal Tax Identification Number: 94-6000880

Contact Name and Title: Marilyn Lidyooff, Business Development Coordinator

Telephone Number: (209) 966-3222

Fax Number: (209) 966-5147

Contact E-mail Address: mlidyoff@mariposacounty.org

Website Address: www.mariposacounty.org

What is the Amount of Grant Request ($500 to $10,000): $10,000

(Note: Grant request may be only partially funded)
COUNTY OF MARIPOSA, CALIFORNIA
COUNTY OFFICIALS
FOR THE FISCAL YEAR END OF JUNE 30, 2004

Elected

Board of Supervisors

District One     Lee Stetson
District Two     Doug Balmain
District Three   Janet Bibby
District Four    Garry R. Parker
District Five    Bob Pickard
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
Shahram Mehrtash – Service Planning Supervisor – Mariposa/Oakhurst
Rick Holt – Area Foreman – Mariposa/Oakhurst
Tom Husdon – Former Area Foreman – Mariposa/Oakhurst

The “Locals”
Bill Medinas – 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 Represetative - Mariposa

[Diagram with names connected]
SECTION 1: Title of activity/project:

Business Development Training Program

SECTION 2: Describe the activity/project:

The purpose of the Business Training Program (hereinafter referred to as the “Program”) is to develop the Mariposa Downtown Area (Downtown) as a sustainable business corridor and to retain and create jobs. In order to achieve this goal, Mariposa County (County) is proposing a series of training workshops to be offered to commercial business entities located in the Downtown.

Because of the demands of operating a small business and limited access to training, many business owners have had low to moderate income generating orientation that have resulted in fledgling entities. Furthermore, Mariposa County is the home of Yosemite National Park and as a consequence its economy is intricately connected to tourism and its related services. The tourism industry is seasonal in nature and there is a need to develop a “user friendly” attitude among our businesses to attract people to Mariposa County year-round. This grant will assist us in meeting that need.

The Program shall include approximately eight (8) workshops facilitated by either a local trainer and/or an out-of-town professional trainer. Topics shall include but are not limited to the following categories:

- Developing a Business Plan
- Telephone Etiquette
- Elements of Greeting the Customer
- Elements on performing Customer Assessments
- Developing Window Displays
- Storefront Maintenance
- Two merchant suggested workshops

In addition to the above categories, a survey of downtown merchants to determine “needs and/or topics of interest” will be accomplished through collaboration efforts among the Chamber of Commerce, Mother Lode Job Training, Economic Development Corporation of Mariposa County (EDC) and the County.

SECTION 3: What is the date or timeframe of the activity/project?

The Program is a one-year “work plan” linked to the County’s efforts pertaining to business retention, expansion and attraction.

SECTION 4: How will the total amount requested be used?

Ninety-five (95) percent of the funds will be utilized to implement training sessions/programs as well as marketing/advertising on the above referenced topics described in Section Two (2) of this application, with the remaining five (5) percent of the funds used for administration. Because of its specialty, it is
anticipated that the window Display Workshop will require a professional trainer from out-of-the area, preferably someone who specializes in visual presentation i.e. designer for Gottschalcks, Macy’s Department Stores, etc. Due to the expertise and specialty required, it is anticipated that the vendor cost of the Visual Display Seminar will result in a fee greater than the other seven workshops combined.

SECTION 5: What is the total proposed budget for this activity/project and what are the details of the proposed budget?

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<th>WORKSHOP</th>
<th>MARKETING</th>
<th>INVITATIONS</th>
<th>CATER</th>
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* Represent trainer from out of area

SECTION 6: How many people will participate in, or be served by, the activity/project?

It is anticipated that 135 businesses will be served by the project.

SECTION 7: What geographic area does your organization serve?

The County serves a geographic area from the foothills of Central California to the western slopes of the Sierra Nevada Range that is comprised of 931,200 acres. The proposed project area, however, targets the Mariposa Downtown Business Corridor bounded by Highway 140 from 2nd Street to Jones Street and portions of Hwy 49, Bullion, Joe Howard and Jessie Streets. The targeted area is comprised of approximately a 1.2-mile corridor.

SECTION 8: What other local economic development organizations serve the same area?

Both the Economic Development Commission of Mariposa County (EDC) and Mariposa Chamber of Commerce (Chamber) serve the County jurisdiction. Mother-Lode Job Training also serves the same area.

SECTION 9: If there are other economic development organizations within your area, do you plan to partner with them or somehow form an alliance with them to leverage funding?

The County shall partner with the Chamber, EDC and Mother Lode Job Training on the proposed project. Because of limited financial resources, the Chamber, EDC and Mother Lode Job Training cannot leverage funds toward the project, which renders the County to bear the entire cost of the Program.
SECTION 10: 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? The County has not previously applied for funding on a similar project.

SECTION 11: How will you measure the short-term and long-term success of this proposed activity/project?

Benchmark of Short-term success
Downtown attempts to function as a neighborhood-serving commercial entity that focuses on food, hardware, art and specialty retail, i.e. meeting day-to-day needs of the local neighborhood with little appeal beyond the nearby area. The short-term benchmark for success of the Program is to establish a sense of pride in Downtown, create synergy among the merchants, and teach strategic principles of becoming sustainable businesses.

Benchmark of Long-term success
The potential of the consumer market segment is very strong given that tourism is the predominant industry in the area and the fact that downtown Mariposa is conveniently located on Highway 140 and only 43 miles from Yosemite National Park. Because of its proximity, approximately 1.5 million people pass through Downtown annually via tour busses and individual travelers. The long-term benchmark for success of the Program is to foster a year-round sustainable business climate, including the retention and creation of jobs by engaging in commerce serving both local and global markets using the niche market approach.

SECTION 12: What hurdles, if any, do you anticipate your organization will face in completing the project?
Upon receiving full funding of $10,000, the County government and its partners do not anticipate any hurdles in completing the project, as staff is in place to carry out the parameters of the Program. However, if the County does not receive funding allocation, then businesses will continue to struggle in the Downtown area.

SECTION 13: Specifically, how will your organization publicly recognize Pacific Gas and Electric Company (PG&E) should the utility award it a local economic development grant?
The County shall submit a press release in both the Mariposa Gazette that serves a population of 5,300 per week, and the Fresno Bee with a weekly readership of approximately 2,845,000 that encompasses a large geographic area, many of whom are travelers throughout the sphere of Mariposa. The County shall include language in various brochures and invitations demonstrating that the Program is funded by a grant from PG&E. The Chamber shall recognize PG&E by submitting an informational piece in the Chamber newsletter that serves 350 members.
MARIPOSA COUNTY BOARD OF SUPERVISORS

MINUTE ORDER

TO: RICH INMAN, County Administrative Officer
FROM: MARGIE WILLIAMS, Clerk of the Board
SUBJECT: ECONOMIC DEVELOPMENT GRANT APPLICATION TO PACIFIC GAS & ELECTRIC COMPANY (PG&E)
Resolution No. 04-347

THE BOARD OF SUPERVISORS OF MARIPOSA COUNTY, CALIFORNIA,

ADOPTED THIS Order on July 27, 2004

ACTION AND VOTE:

Approval of the Consent Agenda (See End of the Minutes)

BOARD ACTION: Rich Inman, County Administrative Officer, advised that minor editorial changes will be made to item 1. Supervisor Stetson provided input relative to the response in section 10 of the grant application for item 1 and suggested that it be moved to another section. (M)Bibby, (S)Stetson, all items were approved/Ayes: Stetson, Balmain, Bibby, Pickard; Excused: Parker. Supervisor Stetson asked Public Works about item 4. Dana Hertfelder, Assistant Public Works Director, advised that the contractor for the Yosemite West Wastewater facility project, Mauldin-Dorfmeier, started mobilization this week for the project.

CA-1 Approve Economic Development Grant Application to Pacific Gas & Electric Company (PG&E) Requesting $10,000 to Implement the Business Development Training Program (County Administrative Officer); Res. 04-347, with changes

cc: Marilyn Lidyoff, Economic Development Coordinator
File