



MARIPOSA COUNTY

Administration/Community Development • 966-3222



RESOLUTION - ACTION REQUESTED 2021-153

MEETING: March 23, 2021

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

MINUTE ORDER ATTACHED

RE: Request for Approval to Apply for USDA Rural Business Grant to Fund Countywide Market Study

RECOMMENDATION AND JUSTIFICATION:

Approve an Application for a United States Department of Agriculture (USDA) Rural Business Enterprise Grant in the Amount of \$40,000 to Fund a Countywide Comprehensive Market Study; and Authorize the County Administrative Officer to Sign the Grant Application.

Market research is a way that producers and the marketplace study the consumer and gather information about the consumers' needs. There are two major types of market research: primary research, which is sub-divided into quantitative and qualitative research, and secondary research, which involves the summary, collation and/or synthesis of existing research. After the research is complete, the reports will indicate what goods, services, businesses are missing or would do well in Mariposa County; which can be used for business attraction and expansion.

The County's 2017 Economic Vitality Strategy (EVS) Update recommends conducting a market study. In the EVS, 5 goals were identified; one being "to maintain, strengthen & grow local businesses". An action step of this goal is "to conduct a Retail Market Demand Study to quantify market demand, identify the types of retail shopping and dining opportunities that currently exist, identify gaps in retail services for residents and tourists, and quantify the amount of retail sales leakage to adjacent counties."

With the onset of the novel coronavirus pandemic and its economic impact, there has been a realization for communities to be more self reliant. A community with a larger resource of goods and services would have less residents leaving to purchase necessary items. A market study would provide an inventory of businesses, what retail businesses are missing that requires local residents to leave the county and purchase outside the community, and what opportunities are there for new businesses to fill the gap.

The market study will include, but is not limited to:

- Trade Area Delineation
- Demographic Profile and Trends
- Psychographics

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- Retail Demand Projections
- Asset Mapping and Key Economic Drivers
- Current Business Mix Analysis
- Cell Phone Geofencing Data
- Retail Leakage Report

In addition, the County will also conduct a Purchasing Decision Maker Focus Program, which will identify a targeted group of consumers who make the purchasing decisions in their households. The program will survey, poll and research the decision makers in households throughout the various communities in Mariposa County (El Portal, Midpines, Coulterville/Greeley Hill, Lake Don Pedro, Hornitos, Catheys Valley, Mariposa, Lush Meadows, Ponderosa Basin, and Wawona/Fish Camp). The participants will be asked a series of questions about purchasing products and services in Mariposa County. After the first rounds of questions are complete, the participants will be asked to return for a second round of questions approximately 2-3 months later. The data will be compiled into a report and combined with the market study.

The USDA Rural Business Grant will be used to fund the studies, which will be prepared by consultants hired through a procurement process.

The grant award amount that the County is applying for is \$40,000. No match is required for this grant, but points are awarded on the application when a match is included. The most points are awarded to applications with a match of 75% or more.

In order to obtain the greatest number of points for this grant award, staff is recommending inclusion of an in-kind match of forty thousand dollars (\$40,000). In-kind contributions will be as follows: \$2,500 for the draft and distribution of the Request for Proposals (RFP); \$10,000 for administration of the grant and project management; and \$17,500 in report review and distribution in-kind services from the Economic Development Corporation of Mariposa County.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board has approved grant applications for programs that benefit Mariposa County's economy.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve applying for the USDA Rural Business Development Grant. This action will eliminate Mariposa County from being a possible recipient of the grant funds

FINANCIAL IMPACT:

The requested grant funding is \$50,000. A \$40,000 match of in-kind services is proposed.

ATTACHMENTS:

USDA RBDG Grant Application (PDF)

Mariposa County BoS Resolution_USDA RBEG (PDF)

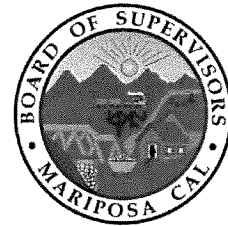
board memo for USDA RBEG Program (PDF)

SF-424B (PDF)



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RESULT: **ADOPTED AS AMENDED [UNANIMOUS]**
MOVER: Tom Sweeney, District II Supervisors
SECONDER: Wayne Forsythe, District IV Supervisor
AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey



COUNTY of MARIPOSA

P.O. Box 784, Mariposa, CA 95338 (209) 966-3222



MARSHALL LONG, CHAIR	DISTRICT III
ROSEMARIE SMALLCOMBE, VICE-CHAIR	DISTRICT I
TOM SWEENEY	DISTRICT II
WAYNE FORSYTHE	DISTRICT IV
MILES MENETREY	DISTRICT V

MARIPOSA COUNTY BOARD OF SUPERVISORS MINUTE ORDER

TO:	DALLIN KIMBLE/County Administrative Officer
FROM:	RENÉ LaROCHE/Clerk of the Board <i>RL</i>
SUBJECT:	Approve an Application for a United States Department of Agriculture (USDA) Rural Business Enterprise Grant in the Amount of \$40,000 to Fund a Countywide Comprehensive Market Study; and Authorize the County Administrative Officer to Sign the Grant Application
RESOLUTION:	2021-153

The following action was taken by the Mariposa County Board of Supervisors on **March 23, 2021**:

G.5. Administration/Community Development RES-2021-153

Approve an Application for a United States Department of Agriculture (USDA) Rural Business Enterprise Grant in the Amount of \$40,000 to Fund a Countywide Comprehensive Market Study; and Authorize the County Administrative Officer to Sign the Grant Application

Chair Long advised that a revised resolution had been supplied. Dallin Kimble/County Administrative Officer introduced Tara Schiff/Economic Development Specialist who gave a PowerPoint presentation. During public comment, the item was urged by Marilyn Saunders/Economic Development Corporation President, who noted that her board has committed their time to partner on this grant.

ACTION:

Approve the action with the revised resolution corrected to note that the In-Kind contribution is \$30,000, while the paid portion is \$40,000.

RESULT: ADOPTED AS AMENDED [UNANIMOUS]

MOVER: Tom Sweeney, District II Supervisors

SECONDER: Wayne Forsythe, District IV Supervisor

AYES: Smallcombe, Sweeney, Long, Forsythe, Menetrey

**MARIPOSA COUNTY
BOARD OF SUPERVISORS
RESOLUTION NO. 2021- 153**

A RESOLUTION APPROVING AN APPLICATION FOR FUNDING AND THE EXECUTION OF A GRANT AGREEMENT AND ANY AMENDMENTS THERETO FROM THE UNITED STATES DEPARTMENT OF AGRICULTURE (USDA) IN AN AMOUNT NOT TO EXCEED \$40,000; AND AUTHORIZE THE BOARD OF SUPERVISORS CHAIR TO SIGN THE GRANT APPLICATION

BE IT RESOLVED by the County Board of Supervisors of the County of Mariposa as follows:

SECTION 1:

The County Board of Supervisors has reviewed and hereby approves the submission to the USDA of a Rural Business Enterprise Grant application for technical assistance (TA) in the aggregate amount, not to exceed **\$40,000** for the following activities:

- Countywide Market Study

\$30,000 will be matched in in-kind services and \$40,000 will be paid to approved consultants. The budget breakdown is as follows:

RFP draft and distribution (in-kind)	\$2,500
Market Study (in-kind) – grant administration	\$10,000
Report Review and Distribution (in-kind)	\$17,500
Market Study (grant funding)	\$40,000

SECTION 2:

The County of Mariposa hereby approves the use of grant funds and in-kind services in an amount not to exceed **\$40,000** for the USDA RBEG activities described in Section 1.

SECTION 3:

The County of Mariposa acknowledges compliance with all state and federal public participation requirements in the development of its application.

SECTION 4:

The County of Mariposa hereby authorizes and directs the Board Chair, or designee*, to execute and deliver all applications and act on the County's behalf in all matters pertaining to all such applications.

SECTION 5:

If an application is approved, the Board Chair, or designee*, is authorized to enter into, execute and deliver the grant agreement (i.e., Standard Agreement) and any and all subsequent amendments thereto with the State of California for the purposes of the grant.

SECTION 6:

If an application is approved, the Board Chair is authorized to sign and submit Funds Requests and all required reporting forms and other documentation as may be required by the State of California from time to time in connection with the grant.

PASSED AND ADOPTED at a regular meeting of the **County Board of Supervisors** of the **County** of Mariposa held on March 23, 2021 by the following vote:

AYES: SMALLCOMBE, SWEENEY, LONG, FORSYTHE, MENETREY

NOES: NONE

ABSTAIN: NONE

ABSENT: NONE


By: 
Marshall Long, Board Chair
Board of Supervisors

Approval as to Legal Form:

By: 
Steven W. Dahlem, County Counsel

STATE OF CALIFORNIA
County of Mariposa County

I, Rene LaRoche, Clerk of the Board of the County of Mariposa, State of California, hereby certify the above and foregoing to be a full, true and correct copy of a resolution adopted by said Board of Supervisors on this 23rd day of March, 2021 .

Attest: 
Rene LaRoche, Clerk of the Board of the County of Mariposa, State of California

(Note: The attesting officer cannot be the person identified in the Resolution as the authorized signer.)