

# NEVADA COUNTY ECONOMIC RESOURCE COUNCIL

ANNUAL REPORT  
2021

NEVADA COUNTY  
**ERC**  
ECONOMIC RESOURCE COUNCIL

## 2021 BOARD OF DIRECTORS

**Jason Fouyer** – Cranmer Engineering, Inc.  
*President*

**Stephanie Ortiz** – Sierra College  
*Vice President*

**Andrew Burton** – Nevada County Transportation Commission  
*Secretary*

**Tim Corkins** – Z.A.P. Manufacturing, Inc.  
*Treasurer*

**Lisa Swarthout** – City of Grass Valley  
*Past Chair*

**Dale Creighton** – Nevada County Contractors' Association

**Diana Gamzon** – Nevada County Cannabis Alliance

**Duane Strawser** – City of Nevada City

**Ed Scofield** – County of Nevada

**Jan Arbuckle** – City of Grass Valley

**Jason Brown** – Dignity Health Sierra Nevada Memorial Hospital

**Jon Blinder** – Nevada County Arts Council

**Jonathan Palmer** – Autometrix, Inc.

**Kimberly Parker** – Sierra Nevada Memorial Hospital Foundation

**Larry Picard** – Waste Management

**Mali LaGoe** – County of Nevada

**Peter Ketchand** – Owens Estate and Wealth Strategies Group

**Scott Lay** – Nevada County Superintendent of Schools

**Teresa Dietrich** – Nevada County Association of Realtors

# LETTER FROM THE EXECUTIVE DIRECTOR

The better part of 2021 was spent laying out an updated strategy and commitment for our organization. Board members—along with our community partners—took on initiatives like:

- *Board development—continuing to develop a well-rounded competent board*
- *Building membership—creating a membership structure that builds mutually gratifying relationships*
- *Community outreach—informing and engaging the community in our services and resources*
- *Program direction—planning, developing, implementing, and evaluating the current programs and initiatives*

We have expanded our partnerships with NoRTEC, Sierra Business Council, and others and will continue to develop our Talent Development and NC Tech Connection initiatives.

I hope you are encouraged as I am by the accomplishments we reached in 2021 and the prospects that 2022 will bring for NCERC and our community. We will continue to engage our current members while welcoming new and diverse members to help us collectively build and strengthen our organization. We know everything is attainable when we work together.

I am thankful to serve as the Executive Director for the Nevada County Economic Resource Council and I would like to acknowledge our board of directors, community partners, and members for their continued support in our organization. I look forward to the achievements we will experience in 2022.

Sincerely,



Gil Mathew



# 44

## COMPANIES SERVED BY NCERC

## OUR FOCUS



Sacred Designs



PresenterTek

The NCERC maintains two separate websites, each highlighting its many activities and initiatives:

- [ncerc.org](http://ncerc.org)
- [nctechconnection.org](http://nctechconnection.org)

Upgrades were made to these sites in 2021 and NCERC saw improvements in several areas including:

- The update of theme and styling
- Accomplishment of human optimization
- The registration of nearly 1,000 unique visitors to the NC Tech Connection website
- One verified hire from the talent directory

These websites—and the social media sites kept by NCERC—have proven to be more important than ever, especially as we move through the lingering COVID pandemic and are relying on alternative means of communication other than in-person.

There is no shortage of ways to remain engaged with and informed by the NCERC, and all are encouraged to use these platforms to communicate and add to the community-based discussion on the future of business and commerce in Nevada County.

Follow Us on:

[Facebook](#)

[Twitter](#)

[Linkedin](#)

Housing continues to be an area of community need. The NCERC has partnered with the Greater Grass Valley Chamber of Commerce, the Nevada County Contractors' Association, and the Nevada County Association of Realtors to monitor housing development within the county and advocate for workforce housing.

The critical need for skilled workforce within the community is being assisted by the Talent Development Committee, an initiative of NCERC. This diverse group of committee members and others within the community are working with schools, businesses, and employment agencies to find ways to bring qualified skilled workforce to our community.



Our outreach committee performed its first community project, assisting with the clean up and restoration of the beautiful Nevada County Fairgrounds.

# 92 COMPANY VISITS

## OUR PARTNERS



*"Gil has been fantastic, helping build a face for our business, and they've helped us put a little more structure into the business. I didn't know a lot about business. [The council] advises us on payroll and how we can do taxes."*

—Kurt Sandiforth,  
Beowulf Industrial Sewing

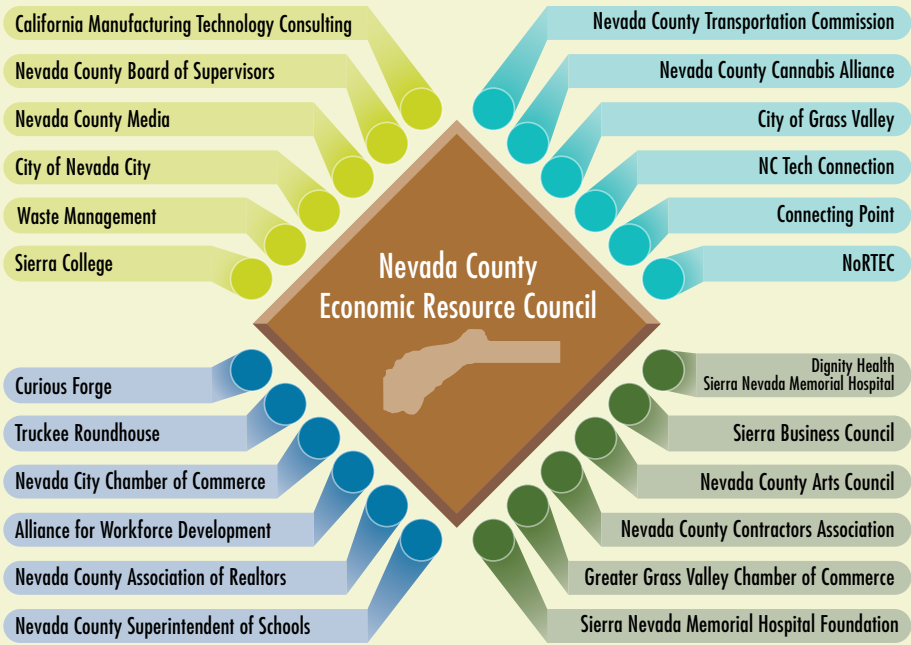


NCERC, representing Western Nevada County, partners with Sierra Business Council to inform local entrepreneurs and small to mid-size businesses of the various resources available for business success, growth, and retention. Hosted by Sierra Business Council, the Sierra Small Business Development Center (SBDC) offers free one-on-one consulting on various topics including strategic planning, cash flow management, feasibility, social media, site selection, marketing, operations, human resources, and other specialty programs.

In March the NCERC undertook a project to survey the business community to measure the impact of the COVID-19 pandemic and what needs existed. 52 companies participated in the survey.

The council continues its close relationship with the Alliance for Workforce Development, Connecting Point, and Adecco Staffing.

The work of the NCERC to build a thriving economy for our area—with a respect for our environment—can only be done in partnership with other community leaders.



# 43+

COMMUNITY  
EVENTS

## OUR PROGRAMS



### CMTC

The contract with California Manufacturing Technology Consulting, Inc. (CMTC) allowed the council to assist eight small manufacturing businesses with accounting, finance, human resources, safety, and web design. CMTC also served as keynote speakers for NCERC's second Manufacturing Meet-up which took place in June.



### NoRTEC

For a third year Northern Rural Training and Employment Consortium (NoRTEC) has supported the Next Gen Manufacturing partnership. This brings together manufacturers in the county to seek solutions to common problems and act as a resource for smaller, younger manufacturing concerns.



### NC TECH

NC Tech Connection produced a wide range of virtual offerings to keep the community connected, educated, and safe. The monthly speaker series continued to evolve into TechTonic Tuesday TV, and covered broadband access, cybersecurity, digital marketing, local video technology pioneers and more. Online workshops and meetups on web design, writing, and AR/VR kept folks collaborating even while at home.





## ECONOMIC SUMMIT 2021

October 25th was a great day for NCERC with a presentation of an expanded program for the annual Economic Summit.

An engaging panel discussion with Q&A from Kristin York of the Sierra Business Council together with Jordan Levine—chief economist with the California Association of Realtors—was followed by a dose of wit and wisdom from keynote speaker, Christopher Thornberg, PhD. of Beacon Economics.

## HIGHLIGHTS FROM A PROGRESSIVE YEAR

- 18 articles published in The Union.
- 11 KNCO radio hours on “All Things Economic” with Tom Fitzsimmons.
- Partnered with the Greater Grass Valley Chamber of Commerce and their Community Development .
- Supported the Chamber in its booth at the Nevada County Fair.
- Assisted Curious Forge in building a curriculum for metal fabrication.
- Hosted “Dollars and Sense: Business Principles for Artists” with 21 attendees.
- Assisted with the development of the Nevada County Relief Fund.



*“We are so thrilled how the [NCERC] has shown up to support our program of workforce development. From expert guidance to finding funding for development they have been with us step by step.”*

—Liam Ellerby  
Curious Forge Co-Founder

# 2022

## LOOKING FORWARD

*"[The council] has been fantastic in terms of helping with all the basics of launching a business, sales projections, connecting with resources, etc. Nothing beats learning from those who have experience. They offer great information and a great network."*

—Ryan Cassano,  
Fanmood, a new startup  
software company



The NCERC leveraged 2021 to build a stronger structure and design a forward-looking vision for the work ahead.

In 2022 we will:

- Execute on the programs as developed within the committees.
- Strengthen membership with new active board members.
- Achieve the goal of inducting two new board members in the coming year.
- Convene sector workshops and meet-ups.

The new sectors development campaign will begin forming meetups, workshops, and greater dialogue within and between sectors. Our target sectors for 2022 are agriculture, banking/finance/insurance, healthcare services, and "Main Street".

The NCERC is looking forward to once again hosting *The Tour of Nevada County* on Thursday, April 28th. And the annual *Economic Summit* will take place in the fall of 2022.

## WHAT IS THE PURPOSE OF NCERC?

The Nevada County Economic Resource Council provides a platform for dialogue and collaboration to create strong, informed strategies for the region's economic ecosystem.

## WHAT IS THE VISION?

The council is a leader in ensuring a thriving, attractive business environment in Nevada County.

## WHAT IS THE MISSION?

The NCERC supports a combination of initiatives to develop, retain, and attract workforce talent and business to Nevada County. A flourishing and connected business community are the keys to economic growth. The NCERC will work to establish a positive operating environment for entrepreneurial startups, existing business, and new businesses that possess shared alignment with Nevada County's attributes.

## THANK YOU TO OUR SUPPORTERS

Alpine Aviation, Inc.  
Applied Science, Inc.  
Autometrix, Inc.  
B&C Ace Home and Garden  
Briar Patch Food Co-op  
California Manufacturing  
Technology Consulting  
City of Grass Valley  
City of Nevada City  
County of Nevada  
Cranmer Engineering, Inc.  
Dignity Health Sierra  
Nevada Memorial Hospital  
English Mountain Ranch –  
Charlie Litton  
Greater Grass Valley  
Chamber of Commerce  
John Givens  
Mike Bratton – State Farm  
Insurance Agent  
Nevada City Engineering  
Nevada County Arts  
Council  
Nevada County  
Association of Realtors  
Nevada County Cannabis  
Alliance  
Nevada County  
Contractors' Association  
Nevada County  
Superintendent of Schools  
Nevada County  
Transportation Commission  
NoRTEC  
River Valley  
Community Bank  
Robertson, Woodford &  
Summers LLC  
Rod Fivelstad  
SCO Planning, Engineering  
& Surveying, Inc.  
Scofield and Associates  
Sierra Business Council  
Sierra Nevada Memorial  
Hospital Foundation  
Sierra College  
SPD Market  
The Union  
Telestream  
Tri Counties Bank  
Waste Management  
Weiss Landscaping  
Xhive Business  
Intelligence  
Z.A.P. Manufacturing, Inc.



ECONOMIC RESOURCE COUNCIL

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