The background of the slide features a large, faint watermark of the University of Buffalo seal. The seal is circular and contains a central figure, possibly a tree or a crest, surrounded by the text "UNIVERSITY OF BUFFALO" and "1862".

# Budget Workshop

## FY24/25

*Economic Development*

# Why do communities invest resources in Economic Development?


## Community Wellbeing.

- Quality of Life
- Parks\Public Safety
- Infrastructure
- Housing

Growing Economy =

Increased Revenue =

Services, Amenities and Opportunities



Economic  
Development  
is  
not  
linear.

We must look for opportunities to improve on existing conditions by addressing issues such as infrastructure, equity and diversity, while also investing in new programs/initiatives that align with Fort Bragg's unique strengths and resources.

The key to our success? **Collaboration and trust.**

# Economic Development Requires Collaboration

- City of Fort Bragg
- West Business Center
- Mendocino College Coast Center
- Existing Businesses
- New Businesses
- GO-Biz
- CalED
- EDFC
- Savings Bank of Mendocino County
- Community First Credit Union
- Noyo Harbor District
- Mendocino County
- Federal and State Partners

# Examples of Economic Development Strategies to Support the Needs of Residents and Businesses

## TALENT

The educational attainment of a population significantly affects regional economic success. Strategic focus on supporting pathways to higher education, skills development, vocational training, and lifelong learning by actively collaborating with:

**FBUSD** Apprenticeship Program

**Mendocino College Coast Center** Workforce Training and Undergraduate Studies

**West Business Development Center** Assist New and Existing Business

**Fort Bragg Municipal Broadband** Digital Literacy and Home Occupations

# PLACEMAKING

Strengthening the connections between people and where they live, work and play is key to anchoring talent. Embrace diversity! It is our residents, workforce, and businesses that make us unique.

[www.VisitFortBraggCA.com](http://www.VisitFortBraggCA.com) – Brand Identity

[Visit Fort Bragg Community Events](#) – Vibrant Downtown

[Annual Events](#) – Long Standing Cultural Connections

[Downtown Uses and Activities](#) – Encourage Pedestrian Activity, Commerce, Eateries and Entertainment

[Streetscape](#) – Murals, Seating, Lighting, Landscape

[Parks](#) – Amenities for Community Recreation and Gathering

## ALIGNMENT WITH MACROECONOMIC POLICY

California is the 5<sup>th</sup> largest economy in the world. We are #1 in the nation for new business starts, #1 for access to venture capital funding, #1 for tourism spending, manufacturing, high-tech and agriculture.

- California Jobs First was developed to support the creation of 13 economic regions throughout the state, and is currently empowering these diverse regions to build roadmaps that prepare students and workers for higher-paying careers in climate ready industries.
- California Jobs First Council will use the 13 regional strategies to inform a state-wide economic resilience strategy.
- GO-Biz offers no cost consultation for incentive identification, site selection, regulatory or permitting compliance assistance, foreign direct investment and export assistance.



# The Big Idea?

## Office of Entrepreneurship

345 N Franklin Street- Fort Bragg



West Business Development Center + City of Fort Bragg



Business Development



Attract New Business



Workshops and Seminars



Market Analysis and Insights



Grant Application Assistance



Public-Private Partnership

- Business Ombudsman
- Liaison for Items on City Agendas
- Business Assistance Loans
- Community Assistance Programs
- Economic Incentive Programs
- Noyo Ocean Collective Efforts



# Business Assistance Programs

- The City has operated CDBG-Business Loan programs intermittently over several decades.
- The City currently has three active CDBG awards for Business Loan Programs, including:
  - one COVID-19 Business Assistance Award (low-interest loans to for-profit businesses impacted by COVID-19);
  - one regular program Business Assistance (BA) award (low-interest loans to for-profit businesses); and
  - one regular program Microenterprise Financial Assistance (ME) award (low-interest loans to income-qualified microenterprise businesses).
- Funding for all current awards is expected to be fully expended by the end of the fiscal year.

# Business Assistance Provided

## **Pending Approval and Disbursement of Final BA and ME loans (2021-2024):**

- Businesses Assisted: 8
- Total Amount Loaned: \$678,000
- Jobs Created and/or Retained: 18

# Program Income

- As loans are repaid, repaid funds become CDBG Program Income (PI).
- PI is tracked in a separate account, and can be used for any CDBG-eligible activity. The City must submit an application for the selected activity and enter into a contract with HCD before expending PI.
- PI-only awards are not subject to the competitive process.
- PI was last used toward the Code Enforcement (CE) grant. Now that the CE contract has expired, the City needs to allocate PI to an activity.
- Current PI balance and expected receipts through the next three years is roughly \$500,000.
- If used for a BA program, PI can essentially be used for a revolving loan program. Every three years (CDBG contract term), the City would estimate expected PI receipts from loan repayments and reapply for a PI award.

# Other CDBG Updates (subject to change)

- 2024 NOFA is expected to be released in late July
- Design Phase Public Hearing is scheduled for July 8
- Expected Jurisdiction maximum: \$3.6 million
- Expected OTC Project maximum: \$3.3 million
- Expected OTC Program maximum: \$1.5 million
- Expected Competitive Program maximum: \$300,000  
(Planning and Public Services)
- Expected allowable application combinations now include:
  - One OTC Project or Program and two Competitive applications
  - One OTC Project, one OTC Program, and one Competitive application

# Rental Assistance Programs (pending)

- The City has applied for \$1.5 million for a Rental Assistance Program from the HOME Investment Partnership Program and is awaiting notification of application status.
- The City is also applying for \$1 million for a Rental Assistance Program from the Permanent Local Housing Allocation Competitive program.