



HELPING COMMUNITIES GROW,
ONE SMALL BUSINESS AT A TIME





A RICH HISTORY OF HELPING COMMUNITITES



West Company Pioneers

In 1988 riding the wave of the Women's Empowerment Movement, West Company (now known as West Center) was designed to help women become self-employed and in turn raise family incomes and provide economic stability in our community.



One of only two WBC in continuance operation since 1988. Acknowledged by the White House in 2023



OUR TEAM

Board of Directors



Mary Anne Petrillo
CEO

Contracted Advisors

- Marketing
- H.R.
- Food Services
- Branding
- Loan TA
- eCommerce
- Permits



Paloma Patterson
Deputy Director



Mike Sholin
Director of Client
Services



Laura Brooks
Director of Strategic
Programs



Valentina
Peterson-Reyes
Centro Latino West
Manager



Steve Lamb
Client Services Mgr



Sasha Acevedo
Customer Care
Coordinator

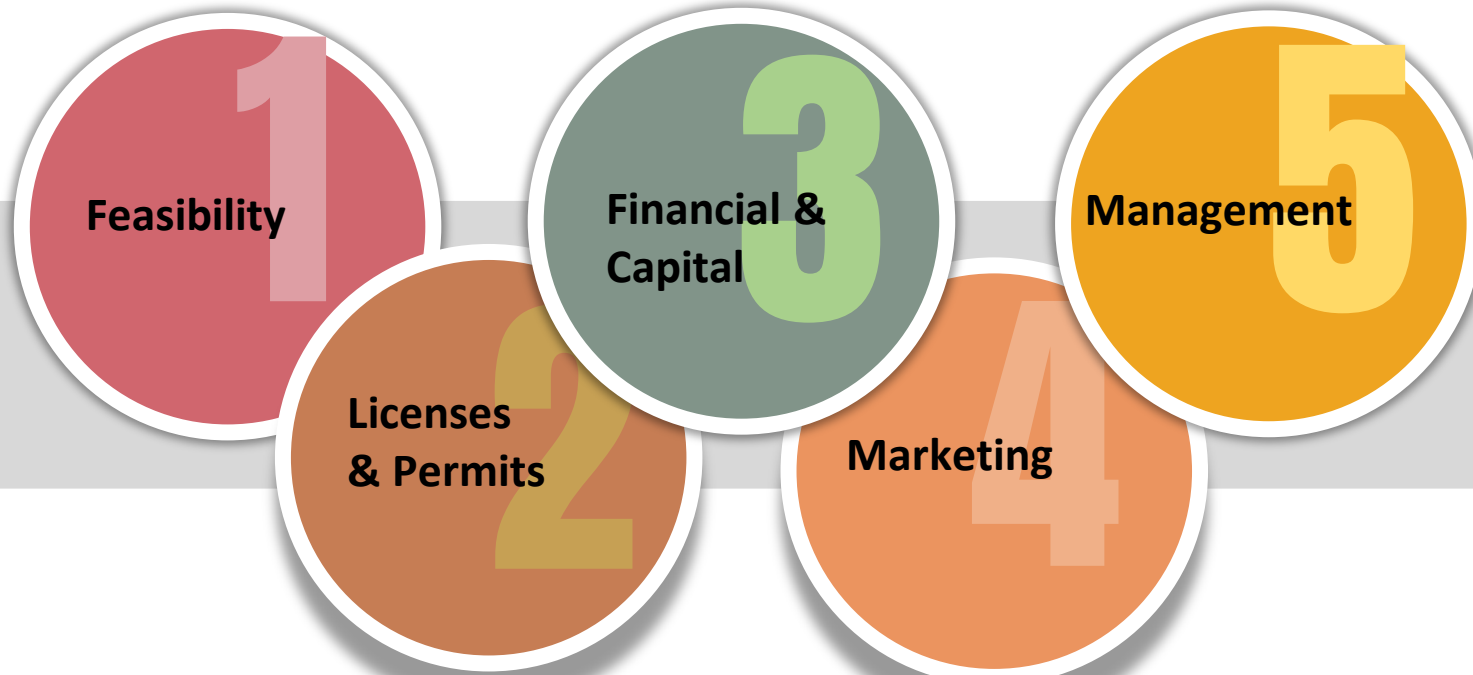


Elisa Campbell
Training Coordinator



ONE-ON-ONE ADVISING SERVICES ARE FREE

Helping businesses thrive in today's marketplace.



For over 35 years we have helped launch over 3000 businesses in Mendocino County



WEBINARS AND TRAINING



Start-Up Essentials:
Get All Your Business
Basics Here



BUSINESS BALANCE:
The Magic of
Organizing!



Alternatives to
Closure: eCommerce



Networking Skills: Get
Out of Your Comfort
Zone!



ABCs of the 24 Hour
Website: Launch Your
Website in a Day!



Minimum Wage
Increase: Get the Facts
Now



PPP Updates: Q&A



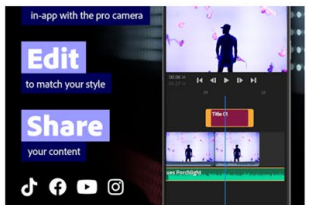
Money Management:



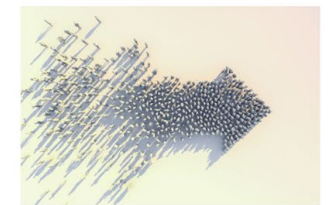
Tax Prep for Small



ABCs of Google Sheets:



ABCs of Adobe Rush:



Leading Virtually: Build
Your Dream Team



StartUp Mendocino

BY **WEST BUSINESS
DEVELOPMENT CENTER**





THE IMPORTANT STUFF

WHAT TO DO WHEN DISASTER STRIKES

This Emergency Preparedness program includes a 56-page practical workbook designed to help you organize your plans and prepare your business ahead of disaster.

Organize your document

Protect and safeguard assests

**Develop an emergency plan for you
and your employees**

Understand your insurance and finances

**Establish a process to continually
re-assess risk**



**Mi lugar
⇄ para ser
*the best***





YOU ARE INVITED



Between 2007 and 2018, the number of women-owned businesses increased by 58%, which is nearly 1.5 times the national average



May 30-June 2



The percentage of total investment in all women-led businesses dropped from 4% in 2018 to 2% in 2021

OUR METRIC GOALS

ACCOMPLISHMENTS: 2020-23



2,288 CLIENTS
SERVED



113 BUSINESS STARTS



\$12 MILLION CAPITAL
INFUSION



419 TRAINING EVENTS



2,714 JOBS CREATED/
RETAINED



1,036 TRAINING
ATTENDEES



1,711 CLIENTS
COUNSELED



\$10 MILLION SALES
INCREASE

www.mendomarketplace.com

Gift giving just got easier.

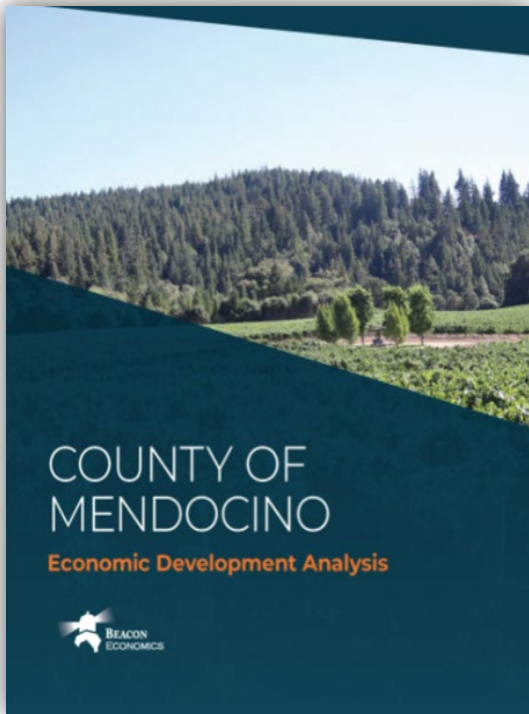
Shop Our Mendocino Holiday Marketplace

Share a Mendocino Memory
with someone special this season





ECONOMIC DEVELOPMENT PROGRAMS



Economic Resiliency Report



Community Action Report

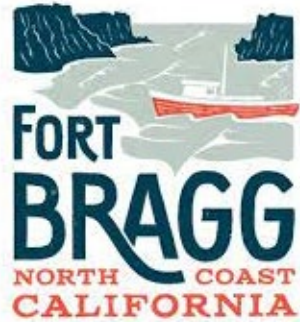


Comprehensive Economic Development Report

MOVE 2030
Mendocino Opportunities for Building a Vibrant Economy



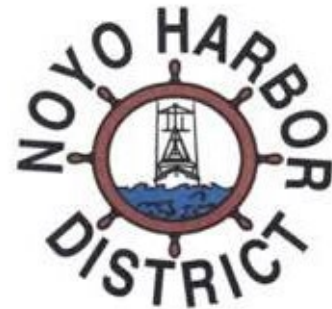
ECONOMIC DEVELOPMENT PROGRAMS



NOYO OCEAN COLLECTIVE

committed to working towards the creation of a vibrant maritime economy on the Mendocino coast.

City of Fort Bragg
Noyo Ctr for Marine Science
Noyo Harbor District
West Center
Sherwood Valley Band of Pomo Indians
Mendocino College



NOYO HARBOR REVITALIZATION

Ice House
Infrastructure Development

Marine-Based Training
Skill development

Community Fish Market
Expand markets



FEASIBILITY & BUSINESS PLAN

Blue Economy Business Incubation strategy
Identify blue economy business models and the structure to launch of innovative business and promote high wage skilled jobs.

Business Plan for the OSC
enable the Noyo Center to create a capital development strategy and necessary partnerships to sustain operations.



REGIONAL BLUE ECONOMY COLLABORATIVE

California Jobs First (formerly known as CERF) is a state-wide initiative designed to promote sustainable and equitable regional economies.

Industry Sector Table
Convene the 4 county region to identify industry specific projects and strategies for consideration by the Redwood Region



MAKING A BUSINESS-FRIENDLY CITY



WWW.WESTCENTER.ORG



Attributes of a Business-Friendly City

- Business Friendly attitude from the top down
- Incentives & special events will build a resilient business community
- Commitment to streamlined process
- Speedy access to building permits & reviews
- Provide business friendly information

IT TAKES A VILLAGE



THANK YOU



Mary Anne Petrillo
CEO

Office: 707 964 7571

Cell: 510 504 3284

maryanne@westcenter.org