

## Shasta County Community Coordinator Report

October—December 2011

### 2011 Business Expo

The Greater Redding Chamber of Commerce hosted the 2011 Business Expo on November 3rd. The event was held at the Redding Convention Center. This year's theme was "Tailgate Party". The Smart Center shared a booth with the Shasta EDC. They gave out information about our services, including Enterprise Zone tax credits. There were 59 total employers and approximately 250 to 300 people who attended this free event.



### Shasta Lake City State of the City Luncheon

Mayor Rod Lindsay praised Shasta Lake City and its successes at the 2011 State of the City Luncheon for Shasta Lake City. Approximately 150 people (business representatives, community leaders and city officials) attended this event, which was held at the John Beaudet Community Center.

Some highlights from the presentation were that Shasta Lake City is nearing completion on a new substation for the Shasta County Sheriff's Office. This building is expected to earn LEED certification. The city has also redesigned its website, and has several infrastructure projects, including the Shasta Lake Heritage and Historical Society.



### Recruitment for Transfer Flow Training

Notices have been sent out to Shasta, Trinity, Tehama, Siskiyou and Humboldt Counties looking for participants who are interested in attending a free training on Transfer Flow. This 3 day training is being funded out of AB 118 funds through Butte County. The training will be at the Redding Smart office, at 1201 Placer Street, January 17-19th. Interested participants can register online at [www.transferflow.com](http://www.transferflow.com).

## California Association of Enterprise Zones 2011 Annual Conference

Heather Kelhofer, Program Supervisor, and Cherish Padro, Program Adviser, attended the Annual Enterprise Zone Conference. This year the conference was held in Rancho Cordova from November 16-18 at the Marriott Hotel. This year the conference theme was “Restart for EZ Engines” and was focused on not only the nuts and bolts of the program, but on what we can do to continue to promote the program and keep it going.

Sessions included presentations from the Governor’s office, Marketing for Success, Audits, as well as a couple different Q & A sessions with staff from HCD (Housing and Community Development) and FTB (Franchise Tax Board).



## RN Graduation at Shasta College

Shasta College had it’s R.N. Pinning ceremony on December 14th. Of the 30 graduates, 18 of them were assisted by Smart and WIA funds with the completion of their training! Smart has also assisted 4 students with their LVN training and 4 with their CNA training, all of whom successfully graduated their respective programs. Great job to all the graduates!



## Smart Center Gives Back to the Community

The Smart office in Redding showed their Christmas spirit and giving nature by adopting 7 needy families in Shasta County. The Adopt a Family program was put on by Northern Valley Catholic Social Services. With these generous donations, among many others, many families were given that something extra that they needed during the holiday season.



## Various Trainings & Presentations Attended by Smart Business Resource Center Staff

- NVEAC– Personnel Records, Setup, Compliance, Retention & More
- TAFY (Transitional Age Foster Youth) Update
- Shasta Regional Community Foundation Women’s Fund Forum
- Kinship Center Presentation (Youth Program Presented)
- Leadership Redding—Business Resources Panel (Presentations)
- Entrepreneurial Bootcamp



## California Legislature– Jobs and Economic Recovery

On October 7th, Smart staff and other community members attended a hearing hosted by the Assembly Republic Working Group on Job Creation and Economic Recovery, which was held in the Shasta County Board of Supervisors Chambers. Anderson Mayor Norma McCormick, Redding Vice Mayor Dick Dickerson, Shasta County Board of Supervisors Les Baugh, and Greg Watts with the City of Shasta Lake were present, along with Assemblyman Dan Logue and Assemblywoman Shannon Grove.

Together they presented information about how businesses are leaving California and going to places like Texas. Governor Brown has agreed to look into local legislation to help businesses. He will meet with businesses once a month, and would like any additional information that he can get.

Eight businesses were given 10 minutes to speak about their thoughts on what California could do to promote business growth and retention. The businesses were Apex Technology, Sierra Pacific Industries, Stidham Trucking, Black Bear Diner, Northern Lights Energy, Senior Helpers, Jindra’s 76 Station and Jeter Built Construction.

## Famous Dave’s Breaks Ground in Redding

Famous Dave’s BBQ restaurant had its ground breaking ceremony on October 12th. Specializing in slow cooked BBQ, Famous Dave’s opened their first restaurant in 1996, and have grown to over 170 locations, including Redding! The restaurant is located at the corner of Hilltop and Browning, near Trader Joe’s. They anticipate opening in March.



## Business Closures, Lay-offs and Rapid Response Activities

Business	Date of Activity	Employees Affected	Action
Party Extraordinaire	11/7/11	12	RR- Closed 7/3/11
Audio Addictions	10/1/11	1	Closed
TJ’s Drive In	10/8/11	3	Closed
Breaking New Grounds	10/10/11	3	Closed
Grainger’s	12/31/11	3	Closed
TBS Petroleum	12/1/11	7	Closed- Sold
Mr. Pickles	11/10/11	8	RR- Closed
Prime 11 Cinemas	10/22/11	16	Closed
State Fund Insurance	10/13/11	70	Lay-Offs