

Shasta County Community Coordinator Report

July—September 2014



The Smart Business Resource Center provides workforce services in Shasta and Trinity Counties. Company headquarters are located at 1201 Placer St. in Redding, California. We are a private, non-profit, public benefit corporation. Smart receives funding from the U.S. Department of Labor and the State of California.

Mission

- We invest in the growth and development of business to provide opportunities for all job seekers. Our goal is your success.

Quality Services

- Smart puts people to work, reducing the unemployment rate and increasing the tax base.
- We at the Smart Center believe a healthy business community creates economic vitality. We are dedicated to strengthening and supporting Shasta County businesses in order to create jobs and encourage economic prosperity.
- We help businesses with start up, expansion and retention by providing access to skilled job seekers and employee training.
- We help people achieve self-sufficiency through entry to the labor market where they can learn a skill and build a career.
- We provide career exploration, job search assistance, on-the-job and vocational training.

By working with all citizens in our skills pool, regardless of income or skill level, we help businesses succeed and ultimately create more opportunity for job seekers.

Results Oriented

Smart has a 34 year proven track record of quality services with investment of over \$40 million dollars in our community. Our staff of 27 dedicated professionals are ready to assist you with your workforce needs. Our goal is your success.

**1201 Placer Street
Redding, CA 96001**

Redding State of the City: “Good Things are Happening!”

Several Smart Center staff attended the State of the City Redding luncheon on September 23. There are many city projects either completed or in the works that point towards community benefit and growth for Redding. Following are some highlights presented by city Mayor Rick Bosetti.

A recent remodel to the Redding airport includes a 3 acre solar park. Street improvements & infrastructure projects are being made citywide, including the Twin View Bridge, Lake Boulevard medians, Olney Creek levy upgrade, and Stillwater & Clear Creek sewage treatment plants. Residential building permits are up, and impact fees have been reduced. Tiger Field has seen improvements over the last few years and attendance to the Summer Collegiate League, Colt 45s, has increased substantially. Bethel Church is doing well running the Civic auditorium. Costco is still in the works to move to a location directly off of Interstate 5, and this summer the city celebrated the 10 year birthday of our Sundial Bridge and the Freedom Festival.

Public safety continues to be addressed, including the formation of The Safe City Project, which group is providing a safety plan and suggestions to fight property crime, etc. The Merchant Association remains very pro-active, and work programs have been developed for offenders not sentenced to jail. Redding Police Department has begun a bicycle beat, and a small tax increase is on the ballot for November to provide additional crime fighting resources to RPD.

Local business, non-profit & education improvements include Shasta Community Health Center three story addition, Simpson University’s nursing facility expansion, Bethel Church extra classroom space, and a new shelter in the works for One Safe Place. Riverfront Playhouse has received an extension of time to build and raise additional funds. Turtle Bay East has built a beautiful 40 acre park across the river. Shasta Fly Fisheries will build on Clear Creek Preserve. Shasta County Arts Council continues to thrive and is now operating Public Access TV.

And finally, technology improvements are in progress including city website upgrade, the launch of job application software www.neogov, updating the billing system for REU, and incorporating VOIP for improved voice communication systems.

Fall Job Fair Held at Mt. Shasta Mall

The 2014 Fall Job Fair was held at the Mt. Shasta Mall on September 25, 2014, from 10am to 2pm. Our goal was to assist 40+ employers to fill seasonal and long-term positions. We accomplished our goal by bringing in over 600 job seekers actively seeking employment. We foresee this event growing even larger next Spring as we are working to find a larger venue, with a more accommodating floor plan for employers, and access to public transportation.



Smart Fall Marketing Blitz

On August 14, Smart business representatives hit the pavement in our annual marketing blitz. Our goal was to market business services to new & existing business in Shasta County, including hiring assistance, pre-screening, recruitment, interviewing, on the job training, and work preparedness & skills testing such as Prove-it and National Work Readiness Credential. Over 720 businesses contacts were made. Information was provided regarding our up and coming Best Company to Work for in Shasta County awards breakfast. This year Smart will introduce a new category at Best in Shasta, the Silver Collar Award, which goes to a company that hires, trains and values experienced workers.

Youth Violence Prevention Council Mud Run

The Smart Center supported the Shasta County Youth Violence Prevention Council this year by participating in the second annual fundraiser Shasta Mud Run at Anderson River Park on September 13. Sticky mud and challenging obstacles kept Jason Wilson, David Saechao, Laura Barbeau, and Lisa Christie on their toes and breathing hard! The Youth Violence Prevention Council facilitate projects such as Peer Court, Leadership Camps, and the Graffiti eradication program.



Client Success Story

Having been laid off from a previous job as a Production Manager for a publishing company, our client was having difficulty finding employment. She sought the services of the job search team at the Smart Center; including help with her resume and attending the Smart networking job seeker workshops. These workshops cover topics such as Networking for Success and Staying Motivated in your Job Search. She also studied and earned the Smart sponsored National Workforce Readiness Credential and completed a Quickbooks class through the Shasta Builders Exchange. And lastly, she attended Shasta College for Administrative Office Assistant. Della completed the certificate in one year and received straight As. Classes included Excel, Outlook, 10-Key, Keyboarding, MS Word and Business English. Della took full advantage of many classes offered, improved her skills and created her own 'Smart' path to success! Della was hired at a local engineering firm full time as a Front Office Assistant.

Business Closures, Lay-offs and Rapid Response Activities

Business	Date of Activity	Employees Affected	Action
Duke's Steakhouse	8/3/14	30	Closed
Vintners Cellar	8/21/14	6	RR
Shasta Renewable Resources	9/3/14	14	RR
Redwood Empire	8/26/14	22	RR
Shasta County Courts	9/9/14	44	Layoffs
Gone for Free Recycling	8/29/14	3	RR
Umsteds Smokehouse BBQ	8/30/14	2	RR
Dignity Health- Mercy EEG	9/1/14	2	Closed
Enterprise Health Foods	9/19/14	1	Closed

Worksite Training and Work Experience

Smart is always looking for ways to help our clients go to work, and our businesses to grow. Through Worksite Training and Work Experience, we are able to do that. Here are the businesses that we provided Worksite Training and Work Experience opportunities in this quarter:

Worksite Training:

Shasta Fire Equipment, Signations, Walgamuth Painting, Applied Technology Solutions, Advanced Concepts, Tig Tech, Inc., Electric Innovations, Big Time Pest Control, Sof-Tek Integrators Inc., AB Medical Technologies, CGI, Revolve Solar CA, Air Shasta, I-5 Rentals, Dr. Aung, Tri State Communications, Northern Rehab Equipment, Optimize Worldwide, Shasta Tanks, Redding Acupuncture Health Care, Weaver Lumber, Fraser Bookkeeping, Yates Gear Inc., Miss Bella's, Shasta QA, Headrich & Co, FRP Customs, Innovative Accounting, Computer Logistics, Kristi Davis OD, Hokema's, Lassen Landscape Materials, Heather Ridge Childcare, Western Shasta RCD

Youth Work Experience:

K-Mart, Petco, Lavender Hills, Solid Rock, Willow Springs, Redding Barista, Lim's Pharmacy, Red Lion, Marquis Shasta Health, The Vistas, Naked Coffee

