YSEDC
YUBA-SUTTER ECONOMIC DEVELOPMENT CORPORATION

STAFF REPORT

DATE: March 12, 2024

TO: The Honorable Don Blaser, Chairman
Members of the Yuba County Board of Supervisors

FROM: Brynda Stranix, District Director
Yuba-Sutter Economic Development District

SUBJECT: Yuba-Sutter Economic Development District
CEDS Appendices I, IV, V updates and 2023 CEDS Annual Performance and Evaluation

BACKGROUND

This Comprehensive Economic Development Strategy (CEDS) is the result of a local planning process designed to guide the economic growth of the Yuba-Sutter region. The CEDS process helps create jobs, foster a more stable and diverse economy, and improve living conditions. It provides a mechanism for coordinating the efforts of individuals, organizations, local governments, and private industry concerned with economic development.

An annual CEDS Performance Report is required to qualify for U.S. Department of Commerce, Economic Development Administration (EDA) assistance under its public works, economic adjustment, and most planning programs.

This evaluation document represents the goals and objectives of the Yuba-Sutter Economic Development District which is comprised of Yuba and Sutter Counties and the cities of Marysville, Live Oak, Wheatland, and Yuba City.

DISCUSSION

The CEDS process is a continuing economic development planning process, developed with broad-based and diverse community participation. Included in the packet is the CEDS 2023 Annual Performance Report and updates to Appendices I, IV, and V:

- Listing of CEDS Committee Members and Staff
- Adjustment to the Strategy and comparative review of regional performance in labor force, unemployment, per capita personal income, average wages, number of establishments and gross domestic product.
- A performance metrics comparison 2022 versus 2022 in employment/workforce, economic performance and education attainment.
- Evaluation of progress on goals and tactics as identified in the CEDS document.
- A report on economic development activities of YSEDC
- Also provided are the following updates to the following appendices:

    1. Appendix I, Data Profiles: An in-depth review on employment, workforce, industry performance, wages and demographics of the Yuba-Sutter region.
    2. Appendix IV, Agricultural Economic Profile: Designed to ensure understanding of the impact agriculture has on the region.

3. Appendix V, Public Works Projects: This list of projects identifies needs of the region and reflect the goals of the CEDS.

The 2023 CEDS Annual Performance Report reflects how the specific challenges and opportunities of the Yuba-Sutter Economic Development District were addressed and assesses the state of the regional economy, the opportunities and threats posed by external trends and forces and the progress made toward achieving regional vitality and sustainability.

Data and information for the 2023 CEDS Annual Performance Report was collected from a variety of sources which included a survey to 86 community implementation partners from both public and private sectors, U.S. Census Bureau, U.S. Bureau of Labor Statistics, California Employment Development Department and American Community Survey.

The report shows a positive forward progress to achieving the Yuba-Sutter regional vision to foster a vibrant, prosperous and Growing Yuba—Sutter region through exceptional leadership and involvement of the community.

The 2020-2025 Comprehensive Economic Development Strategy and appendices are available for review at: https://www.chooseyubasutter.com/strategy

FISCAL IMPACT

We anticipate no fiscal impact because of this agenda item.

ACTION REQUESTED

A resolution to approve the 2023 Comprehensive Economic Development Performance Report and the updated Appendices I, IV, V, and authorize its submittal to the Unites States Department of Commerce, Economic Development Administration as set out in the resolution before you.