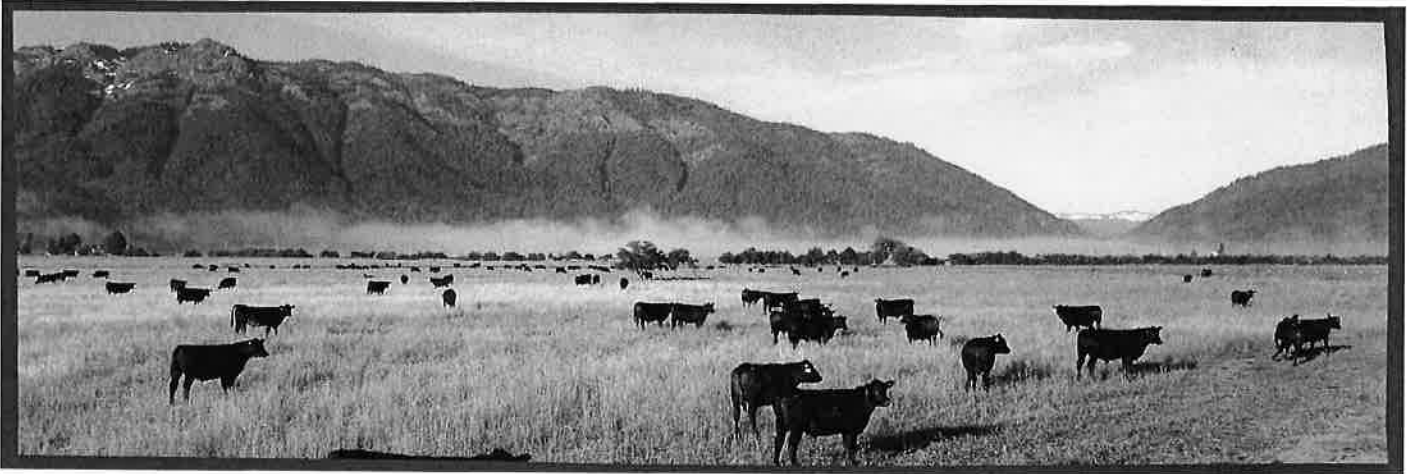


BUSINESS & ECONOMIC

★ UPDATE ★



Cattle in Indian Valley with Mt. Hough in the distance.

Photo Credit: Denise Newbill

Welcome to the Inaugural Edition of the Plumas County Business & Economic Update

The Indian Valley Innovation Hub (IVI) is proud to present the inaugural edition of the Plumas County Business & Economic Development Update. IVIH seeks to equip every resident, business owner, and stakeholder with information about resources and programs available to support entrepreneurs. We share business opportunities such as government contracts, information about access to funding through grants and loans, and legislation affecting our local economy. We also focus on providing vital statistics and data to assist in making informed business decisions and updates on wildfire economic recovery efforts and resources specifically for disaster impacted existing businesses and start-ups. We'll also include updates on project development from meetings between organizational leaders.

We encourage our readers to engage with us by contributing information, news, resources, events, or concerns. Your input is invaluable as we work together to shape the economic future of Plumas County.

Stay informed about the latest in business and economic development by subscribing. For contributions or inquiries, please contact us at ivih.information@gmail.com.

New Businesses in January in Plumas County

DISTRICT 1

- Sierra Valley Sustainable Food Company
- SVS Catering Co.
- SVS Microgreen Co.
- SVS Pasta & Bread Co.
- Solar Matrix Astrology
- Mountain Hair Company

DISTRICT 2

- Alicia's Zen Den

DISTRICT 3

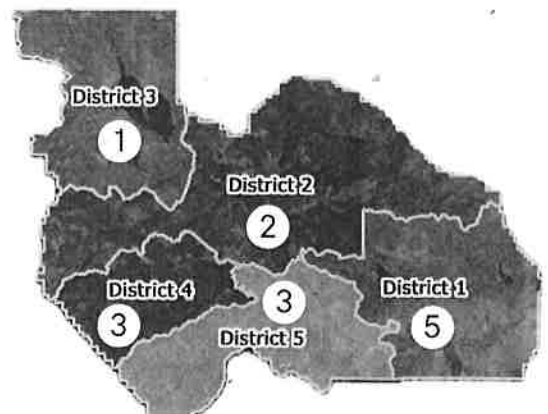
- Carlson's Custom Cleaning
- Anne K. Business Consulting

DISTRICT 4

- Inner Light Integrative Health & Botanicals
- Watts Up Electric
- Soothe Massage

DISTRICT 5

- Autograph Designed



PLUMAS COUNTY BUSINESS & ECONOMIC UPDATE

SAFE HOME Act Introduced to Provide Financial Aid and Lower Insurance Cost for Wildfire Safety Upgrades

Concerned about homeowner's insurance rates? There's a new bill on the horizon that may help.

In an effort to address the growing challenge of wildfires and the financial strain on homeowners, Representative Kevin Kiley (R-CA) has introduced the Supporting Affordable Fire Emergency Hardening through Optimized Mitigation Efforts (SAFE HOME) Act. This new legislation, marked as H.R. 6861, aims to provide Californians with much-needed relief from rising home insurance costs and the urgent need to make their homes more resilient against wildfires.

Representative Kiley emphasizes the importance of preemptive measures to combat the threat of wildfires, stating, "The federal government needs to be more proactive in helping families deal with the threat of wildfires. It's more effective and cost-efficient to prevent damage than to rebuild communities from scratch after devastation. The SAFE HOME Act is crafted to assist families in implementing home hardening measures that prevent damage from occurring."

Key Provisions of the SAFE HOME Act:

- Establishment of a 25% refundable tax credit for expenses related to wildfire mitigation efforts, including home hardening.
- The tax credit is capped at \$25,000 annually.
- A phaseout of the credit begins for incomes starting at \$200,000, decreasing by 25% for every \$25,000 increase in income above this threshold, with a complete phaseout at \$300,000.
- An inflation adjustment is included for the tax credit starting from the year 2025, based on the cost-of-living adjustment to ensure the credit's value is maintained over time.

This legislative proposal represents a significant step towards enhancing the safety and economic well-being of Californians facing the ever-present threat of wildfires.

Bridging the Digital Divide: IVIH to Extend Free Internet to Ayooob House

Indian Valley Innovation Hub is working to expand the internet signal from Greenville's pop-up business district at The Spot to Ken Donnell's (KD) newly build "Ayooob House," adjacent to Plumas Bank. KD has generously offered this space free of

Plumas and Sierra County Discuss Partnership

On Wednesday, February 7, 2024, the Plumas County Chamber Coalition discussed how the Chambers in both Plumas and Sierra counties could work together to promote economic development in our region. This collaboration stemmed from a business owner in Downieville informing people of the spiraling economic conditions in Sierra County. Over 50% of commercial space is shuttered, and Sierra County is ranked the lowest GDP of any CA County. This was an engaging conversation and the group spent considerable time talking about policies and incentives to help businesses in our rural communities survive.

Plumas County and Forest Service Collaborate to Update TOT Ordinance

Work continues between the committee that was formed to work with Plumas County to overhaul the Plumas County TOT Ordinance that was last updated in 1996.

The Forest Service has provided much information on its TOT charges for its campgrounds along with the TBID assessment of 2%. While campgrounds without concessionaires have not been assessed TOTs and the 2% TBID assessment, the FS has expressed the willingness to form a partnership agreement or cost share agreement with Plumas County and the Tourism District. The increased revenue can further enhance tourism and economic development in Plumas County.

Plumas Business Directory in Beta Testing Phase

Indian Valley Innovation Hub is proud to announce significant progress in the development of the Plumas Business Directory. Our team has vetted information for over 1800 businesses, successfully compiling contact details for 686 businesses currently operating in Plumas County and the list continues to grow. The current step is the beta testing phase for the directory's dedicated app. Beta testing is a key phase in app development where a version of the app, often nearly complete but not yet finalized, is released to a select group of users. These users, known as beta testers, are tasked with using the app in real-world conditions to identify any bugs, issues, or areas for improvement. This feedback is invaluable, as it allows developers to make necessary adjustments before the app is

PLUMAS COUNTY BUSINESS & ECONOMIC UPDATE

Private Career and Recruitment Services Offered



Helping Women Achieve Their Career Goals.
Helping Businesses Select The Best Candidates.

Anne Kassebaum, a professional business consultant with a focus on empowering individuals, particularly women, in their career journeys, offers a suite of services aimed at enhancing job search strategies and professional growth. With a personalized approach, Anne is committed to guiding her clients through the complexities of the job market and professional development.

Career Consulting Services

Anne specializes in career consulting, aiding women in delineating and pursuing their professional aspirations. She engages with clients to uncover their unique strengths and interests, crafting tailored plans to help them realize their career objectives. Whether embarking on a career, seeking advancement, or contemplating a career transition, Anne provides expert advice to steer through the job search process and seize appropriate opportunities.

Recruitment Consulting for Businesses

Expanding her services to the business sector, Anne offers recruitment consulting to assist companies in identifying and hiring the ideal candidates. Understanding the criticality of matching the right talent with the right role, she leverages her expertise to discern the essential skills and attributes for success in specific positions. Anne supports businesses throughout the recruitment cycle, from drafting job descriptions to the final selection of candidates, ensuring a seamless and effective hiring process.

Training and Development Programs

Moreover, Anne provides comprehensive training and development programs designed to foster individual and organizational growth. These services are customized to address specific needs, such as enhancing communication skills, developing leadership qualities, or boosting team

performance. Through her targeted training solutions, Anne aims to elevate the competencies and effectiveness of both individuals and teams, enabling them to achieve their full potential. Anne Kassebaum's commitment to professional excellence and her dedicated approach to career and recruitment consulting make her services invaluable to those looking to navigate their career paths successfully or businesses striving to enrich their teams.

Free Event Planner Training

EVENT BOOT CAMP



- **When:** Wednesday, April 3, 1:00 PM to 4:00 PM
- **Where:** Mineral Building, Plumas-Sierra County Fairgrounds

This comprehensive workshop is designed to arm you with essential skills for planning and executing successful events. The Event Boot Camp covers a spectrum of topics:

- Building and managing an effective team
- Defining the event's purpose and scheduling
- Budgeting and operations
- Sponsorship and promotion
- Venue selection and disaster planning
- Ensuring a memorable attendee experience

This workshop is led by John Steffanic, the CEO of Plumas-Sierra County Fairgrounds, whose 40 years of experience in producing landmark events will guide you through the nuances of event planning.

Special Offer:

- Complimentary Admission
- Workbooks provided for a hands-on learning experience

Don't miss out on this chance to elevate your event planning capabilities and contribute to our community's vibrant culture.

Reserve Your Spot: Seats are limited, so secure your place today. To register, call us at 530-283-6272 or email johnsteffanic@countyofplumas.com.

Elevate your events from good to unforgettable—join us at the Event Boot Camp!

PLUMAS COUNTY BUSINESS & ECONOMIC UPDATE

Spotlight Organization: Alliance for Workforce Development

Alliance for Workforce Development is a Federally funded Nonprofit dedicated to engaging in workforce development within the community. AFWD's purpose is to provide pathways to success for employers as well as job seekers.

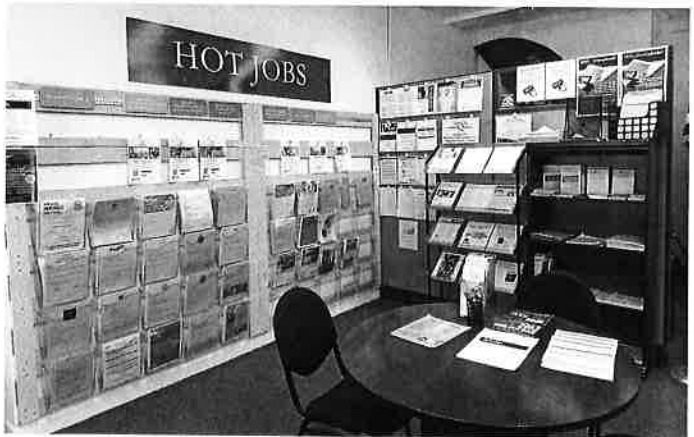
AFWD's intention within Plumas County is to actively engage in workforce development. A primary factor impacting job development within Plumas County is sustainability. AFWD's goal is to supplement this issue by offering businesses access to; state/federal grant funding, financial resources in neighboring counties, supportive services, outreach, as well as an actively growing network of jobseekers.

Workforce

- Access to AFWD pool of applicants
 - AFWD actively recruits a network of jobseekers available for employment
 - Job Seekers are categorized as; On the Job Training(OJT), Work Experience(WEX), Temporary Job Creation (TJC)
 - Employees hired through AFWD are subject to wage re-imbursement based upon contract.
 - Up to 50%-75% wage re-imbursement for training/probationary period, or first 3 to 4 months
 - Re-imbursements are set on an agreed upon amount matched by the employer; max allotment is \$10,000 per employee.

Supportive Services

- Register Business with CalJobs to receive access to resources
- HR support
- Business Registration with state/federal
- Tax credit
 - The Work Opportunity Tax Credit



Workforce Innovation and Opportunity Act (WIOA) Based Funding

- Access to federal/state grant funding
- National Dislocated Worker Grant (NDWG)
 - Quest Grant
- Prison to Employment
- Access to grant based resources
 - Wage Re-Imbursements (up to \$10,000 per employee)
 - WIOA Supportive Services
 - Rent Assistance
 - Tuition
 - Work Attire
 - Trainings/Certifications
 - Books/Supplies



AFWD Quincy
7 Quincy Junction Rd.

AFWD Chester
228 Main Street, Suite 2