

**PERSONAL SERVICES AGREEMENT BETWEEN THE COUNTY OF SHASTA AND
THE ECONOMIC DEVELOPMENT CORPORATION OF SHASTA
COUNTY FOR THE PURPOSE OF ECONOMIC DEVELOPMENT
ACTIVITIES**

This agreement is entered into between the County of Shasta, a political subdivision of the State of California ("County") and the Economic Development Corporation of Shasta County ("Consultant" or "EDC"), a California corporation, for the purpose of implementing a comprehensive economic development strategic plan to improve industrial employment in Shasta County through the attraction of new industry and the expansion of existing industry.

Section 1. RESPONSIBILITIES OF CONSULTANT.

Pursuant to the terms and conditions of this agreement, Consultant shall:

- A. Provide services to County during the term of this agreement as specified in Exhibit 1 ("Scope of Services") attached and incorporated herein.
- B. Coordinate with the County's Executive Officer or his/her designee in performing the services prescribed in this agreement.
- C. As required by Government Code section 7550, each document or report prepared by Consultant for or under the direction of County pursuant to this agreement shall contain the numbers and dollar amount of the agreement and all subcontracts under the agreement relating to the preparation of the document or written report. If multiple documents or written reports are the subject of the agreement or subcontracts, the disclosure section may also contain a statement indicating that the total agreement amount represents compensation for multiple documents or written reports. Consultant shall label the bottom of the last page of the document or report as follows: department name, agreement number, and dollar amount. If more than one document or report is produced under this agreement, Consultant shall add: "This [document or report] is one of [number] produced under this agreement."

Section 2. RESPONSIBILITIES OF COUNTY.

County shall compensate Consultant as prescribed in sections 3 and 4 of this agreement and shall monitor the outcomes achieved by Consultant.

Section 3. COMPENSATION.

Consultant shall be paid at the rates provided for in Exhibit 1 in an amount not to exceed \$58,773 for the services described in this agreement as specified.

Contractor's violation or breach of agreement terms may result in fiscal penalties, withholding of compensation, or termination of agreement. This provision shall not be construed to limit any other remedies available to County for Consultant's violation or breach of agreement.

Section 4. BILLING AND PAYMENT.

Consultant shall submit to monthly to County an itemized statement or invoice of services rendered the previous month. Each monthly statement or invoice must be received by County no later than the 15th of the month. County shall make payment within 30 days of receipt of Consultant's correct and approved statement or invoice.

To the extent necessary to effectuate full compensation to Consultant, this provision shall survive the expiration of this agreement.

Should County, or the state or federal government, disallow any amount claimed by Contractor, Contractor shall reimburse County, or the state or federal government, as directed by County, or the state or federal government, for such disallowed cost.

Section 5. TERM OF AGREEMENT.

This agreement shall commence on July 1, 2017 and shall end on June 30, 2018.

Section 6. TERMINATION OF AGREEMENT.

- A. If Consultant materially fails to perform Consultant's responsibilities under this agreement to the satisfaction of County, or if Consultant fails to fulfill in a timely and professional manner Consultant's responsibilities under this agreement, or if Consultant violates any of the terms or provisions of this agreement, then County shall have the right to terminate this agreement for cause effective immediately upon the County giving written notice thereof to Consultant. If termination for cause is given by County to Consultant and it is later determined that Consultant was not in default or the default was excusable, then the notice of termination shall be deemed to have been given without cause pursuant to paragraph B of this section.
- B. County may terminate this agreement without cause on 30 days written notice to Consultant.
- C. County may terminate this agreement immediately upon oral notice should funding cease or be materially decreased during the term of this agreement.
- D. County's right to terminate this agreement may be exercised by the Shasta County Board of Supervisors or by the County's Executive Officer or his/her designee.
- E. Should this agreement be terminated, Consultant shall promptly provide to County any and all finished and unfinished reports, data, studies, photographs, charts, and other documents prepared by Consultant pursuant to this agreement.
- F. If this agreement is terminated, Consultant shall only be paid for services satisfactorily completed and provided prior to the effective date of termination.

Section 7. ENTIRE AGREEMENT; AMENDMENTS; HEADINGS; EXHIBITS/APPENDICES.

- A. This agreement supersedes all previous agreements relating to the subject of this agreement and constitutes the entire understanding of the parties hereto. Consultant shall be entitled to no other benefits other than those specified herein. Consultant specifically acknowledges that in entering into and executing this agreement, Consultant relies solely upon the provisions contained in this agreement and no others.
- B. No changes, amendments, or alterations to this agreement shall be effective unless in writing and signed by both parties. However, minor amendments that do not result in a substantial or functional change to the original intent of this agreement and do not cause an increase to the maximum amount payable under this agreement may be agreed to in writing between Consultant and the County's Executive Officer, provided that the amendment is in substantially the same format as the County's standard format amendment contained in the Shasta County Contracts Manual (Administrative Policy 6-101).
- C. The headings that appear in this agreement are for reference purposes only and shall not affect the meaning or construction of this agreement.
- D. If any ambiguity, inconsistency, or conflict exists or arises between the provisions of this agreement and the provisions of any of this agreement's exhibits or appendices, the provisions of this agreement shall govern.

Section 8. NONASSIGNMENT OF AGREEMENT; NON-WAIVER.

Inasmuch as this agreement is intended to secure the specialized services of Consultant, Consultant may not assign, transfer, delegate, or sublet any interest herein without the prior written consent of County. The waiver by County of any breach of any requirement of this agreement shall not be deemed to be a waiver of any other breach.

Section 9. EMPLOYMENT STATUS OF CONSULTANT.

Consultant shall, during the entire term of this agreement, be construed to be an independent contractor, and nothing in this agreement is intended nor shall be construed to create an employer-employee relationship, a joint venture relationship, or to allow County to exercise discretion or control over the professional manner in which Consultant performs the work or services that are the subject matter of this agreement; provided, however, that the work or services to be provided by Consultant shall be provided in a manner consistent with the professional standards applicable to such work or services. The sole interest of County is to insure that the work or services shall be rendered and performed in a competent, efficient, and satisfactory manner. Consultant shall be fully responsible for payment of all taxes due to the State of California or the federal government that would be withheld from compensation if Consultant were a County employee. County shall not be liable for deductions for any amount for any purpose from Consultant's compensation. Consultant shall not be eligible for coverage

under County's workers' compensation insurance plan nor shall Consultant be eligible for any other County benefit. Consultant must issue W-2 and 941 Forms for income and employment tax purposes, for all of Consultant's assigned personnel under the terms and conditions of this agreement.

Section 10. INDEMNIFICATION.

To the fullest extent permitted by law, Consultant shall indemnify and hold harmless County, its elected officials, officers, employees, agents, and volunteers against all claims, suits, actions, costs, expenses (including, but not limited to, reasonable attorney's fees of County Counsel and counsel retained by County, expert fees, litigation costs, and investigation costs), damages, judgments, or decrees arising from the work or the provision of services undertaken pursuant to this agreement by Consultant, or by any of Consultant's subcontractors, any person employed under Consultant, or under any subcontractor, or in any capacity, except when the injury or loss is caused by the sole negligence or intentional wrongdoing of County. Consultant shall also, at Consultant's own expense, defend the County, its elected officials, officers, employees, agents, and volunteers, against any claim, suit, action, or proceeding brought against County, its elected officials, officers, employees, agents, and volunteers, arising from the work or the provision of services undertaken pursuant to this agreement by Consultant, or any of Consultant's subcontractors, any person employed under Consultant, or under any Subcontractor, or in any capacity. Consultant shall also defend and indemnify County for any adverse determination made by the Internal Revenue Service or the State Franchise Tax Board and/or any other taxing or regulatory agency and shall defend, indemnify, and hold harmless County with respect to Consultant's "independent contractor" status that would establish a liability on County for failure to make social security deductions or contributions or income tax withholding payments, or any other legally mandated payment. The provisions of this paragraph are intended to be interpreted as broadly as permitted by applicable law. This provision shall survive the termination, expiration, or cancellation of this agreement.

Section 11. INSURANCE COVERAGE.

- A. Without limiting Consultant's duties of defense and indemnification, Consultant and any subcontractor shall obtain, from an insurance carrier authorized to transact business in the State of California, and maintain continuously during the term of this agreement Commercial General Liability Insurance, including coverage for owned and non-owned automobiles, and other insurance necessary to protect the County and the public with limits of liability of not less than \$1 million combined single limit bodily injury and property damage; such insurance shall be primary as to any other insurance maintained by County.
- B. Consultant and any subcontractor shall obtain and maintain continuously required Workers' Compensation and Employer's Liability Insurance to cover Consultant, subcontractor, Consultant's partner(s), subcontractor's partner(s), Consultant's employees, and subcontractor's(s') employees with an insurance carrier authorized

to transact business in the State of California covering the full liability for compensation for injury to those employed by Consultant or subcontractor. Each such policy shall be endorsed to state that the Workers' Compensation carrier waives its right of subrogation against the County, its elected officials, officers, employees, agents, and volunteers which might arise in connection with this agreement. Consultant hereby certifies that Consultant is aware of the provisions of section 3700 of the Labor Code, which requires every employer to insure against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of the Labor Code, and Consultant shall comply with such provisions before commencing the performance of the work or the provision of services pursuant to this agreement.

- C. Consultant shall require subcontractors to furnish satisfactory proof to County that liability and workers' compensation and other required types of insurance have been obtained and are maintained similar to that required of Consultant pursuant to this agreement.
- D. With regard to all insurance coverage required by this agreement:
 - (1) Any deductible or self-insured retention exceeding \$25,000 for Consultant or subcontractor shall be disclosed to and be subject to approval by the County Risk Manager prior to the effective date of this agreement.
 - (2) If any insurance coverage required hereunder is provided on a "claims made" rather than "occurrence" form, Consultant or subcontractor shall maintain such insurance coverage with an effective date earlier or equal to the effective date of this agreement and continue coverage for a period of three years after the expiration of this agreement and any extensions thereof. In lieu of maintaining post-agreement expiration coverage as specified above, Consultant or subcontractor may satisfy this provision by purchasing tail coverage for the claims-made policy. Such tail coverage shall, at a minimum, provide the insurance coverage required hereunder for claims received and reported three years after the expiration date of this agreement.
 - (3) All insurance (except workers' compensation and professional liability) shall include an endorsement or an amendment to the policy of insurance which names *Shasta County, its elected officials, officers, employees, agents, and volunteers as additional insureds* and provides that coverage *shall not be reduced or canceled without 30 days written prior notice certain to the County*. Any available insurance proceeds in excess of the specified minimum limits and coverage pursuant to the terms of this agreement shall be applicable to the Additional Insured. The additional insureds coverage shall be equal to Insurance Service Office endorsement CG 20 10 for on-going operations, and CG 20 37 for completed operations.

- (4) Each insurance policy (except for workers' compensation and professional liability policies), or an endorsement thereto, shall contain a "separation of insureds" clause which shall read:

"Separation of Insureds.

Except with respect to the Limits of Insurance, and any rights or duties specifically assigned in this Coverage Part to the first Named Insured, this insurance applies:

- a. As if each Named Insured were the only Named Insured; and
 - b. Separately to each suit insured against whom a claim is made or suit is brought."
- (5) Consultant shall provide the County with an endorsement or amendment to Consultant's policy of insurance as evidence of insurance protection before the effective date of this agreement.
- (6) The insurance coverage required herein shall be in effect at all times during the term of this agreement. In the event any insurance coverage expires at any time during the term of this agreement, Consultant shall provide, at least 20 days prior to said expiration date, a new endorsement or policy amendment evidencing insurance coverage as provided for herein for not less than the remainder of the term of this agreement or for a period of not less than one year. In the event Consultant fails to keep in effect at all times insurance coverage as herein provided and a renewal endorsement or policy amendment is not provided within 10 days of the expiration of the endorsement or policy amendment in effect at inception of this agreement, County may, in addition to any other remedies it may have, terminate this agreement upon the occurrence of such event.
- (7) If the endorsement or amendment does not reflect the limits of liability provided by the policy of insurance, Consultant shall provide County a certificate of insurance reflecting those limits.
- (8) Any of Consultant's Excess Insurance shall contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of the County.

Section 12. NOTICE OF CLAIM; APPLICABLE LAW; VENUE.

- A. If any claim for damages is filed with Consultant or if any lawsuit is instituted concerning Consultant's performance under this agreement and that in any way, directly or indirectly, contingently or otherwise, affects or might reasonably affect County, Consultant shall give prompt and timely notice thereof to County. Notice

shall be prompt and timely if given within 30 days following the date of receipt of a claim or 10 days following the date of service of process of a lawsuit. This provision shall survive the termination, expiration, or cancellation of this agreement.

- B. Any dispute between the parties, and the interpretation of this agreement, shall be governed by the laws of the State of California. Any litigation shall be venued in Shasta County.

Section 13. COMPLIANCE WITH LAWS; NON-DISCRIMINATION.

- A. Consultant shall observe and comply with all applicable federal, state, and local laws, ordinances, and codes that relate to the work or services to be provided pursuant to this agreement.
- B. Consultant shall not discriminate in employment practices or in the delivery of services on the basis of race, color, creed, religion, national origin, sex, age, marital status, sexual orientation, medical condition (including cancer, HIV, and AIDS) physical or mental disability, use of family care leave under either the Family & Medical Leave Act or the California Family Rights Act, or on the basis of any other status or conduct protected by law.
- C. Consultant represents that Consultant is in compliance with and agrees that Consultant shall continue to comply with the Americans with Disabilities Act of 1990 (42 U.S.C. sections 12101, *et seq.*), the Fair Employment and Housing Act (Government Code sections 12900, *et seq.*), and regulations and guidelines issued pursuant thereto.
- D. No funds or compensation received by Contractor under this agreement shall be used by Contractor for sectarian worship, instruction, or proselytization. No funds or compensation received by Contractor under this agreement shall be used to provide direct, immediate, or substantial support to any religious activity.

Section 14. ACCESS TO RECORDS; RECORDS RETENTION.

County, federal, and state officials shall have access to any books, documents, papers, and records of Consultant that are directly pertinent to the subject matter of this agreement for the purpose of auditing or examining the activities of Consultant or County. Except where longer retention is required by federal or state law, Consultant shall maintain all records for five years after County makes final payment hereunder. This provision shall survive the termination, expiration, or cancellation of this agreement.

Consultant shall maintain appropriate records to insure a proper accounting of all funds and expenditures pertaining to the work performed or the services provided pursuant to this agreement. Consultant shall maintain records providing information that account for all funds and expenses related to the provision of services provided pursuant to this agreement. Access to these records shall be provided to County during working days, 8:00 a.m. to 5:00 p.m. and at other times upon reasonable notice by County, and upon

request of state and federal agencies charged with the administration of programs related to the work or services to be provided pursuant to this agreement.

Consultant agrees to accept responsibility for receiving, replying to, and/or complying with any audit exception by appropriate federal, state, or County audit directly related to the provisions of this agreement. Consultant agrees to repay County the full amount of payment received for duplicate billings, erroneous billings, audit exceptions, or false or deceptive claims. Consultant agrees that County may withhold any money due and recover through any appropriate method any money erroneously paid under this agreement if evidence exists of less than full compliance with this agreement including, but not limited to, exercising a right of set-off against any compensation payable to Consultant.

Section 15. COMPLIANCE WITH CHILD, FAMILY, AND SPOUSAL SUPPORT REPORTING OBLIGATIONS.

Consultant's failure to comply with state and federal child, family, and spousal support reporting requirements regarding Consultant's employees or failure to implement lawfully served wage and earnings assignment orders or notices of assignment relating to child, family, and spousal support obligations shall constitute a default under this agreement. Consultant's failure to cure such default within 90 days of notice by County shall be grounds for termination of this agreement.

Section 16. LICENSES AND PERMITS.

Consultant, and Consultant's officers, employees, and agents performing the work or services required by this agreement, shall possess and maintain all necessary licenses, permits, certificates, and credentials required by the laws of the United States, the State of California, the County of Shasta, and all other appropriate governmental agencies, including any certification and credentials required by County. Failure to maintain the licenses, permits, certificates, and credentials shall be deemed a breach of this agreement and constitutes grounds for the termination of this agreement by County.

Section 17. PERFORMANCE STANDARDS.

Consultant shall perform the work or services required by this agreement in accordance with the industry and/or professional standards applicable to Consultant's work or services.

Section 18. CONFLICTS OF INTEREST.

Consultant and Consultant's officers and employees shall not have a financial interest, or acquire any financial interest, direct or indirect, in any business, property, or source of income that could be financially affected by or otherwise conflict in any manner or degree with the performance of the work or services required under this agreement.

Section 19. NOTICES.

- A. Except as provided in section 6.C. of this agreement (oral notice of termination due to insufficient funding), any notices required or permitted pursuant to the terms and provisions of this agreement shall be given to the appropriate Party at the address specified below or at such other address as the Party shall specify in writing. Such notice shall be deemed given: (1) upon personal delivery; or (2) if sent by first class mail, postage prepaid, two days after the date of mailing.

If to County: County Executive Officer
1450 Court Street, Suite 308A
Redding, CA 96001
Phone: 530-225-5561
Fax: 530-229-8238

If to Consultant: President/CEO
Economic Development Corporation of Shasta
County
4300 Caterpillar Road
Redding, CA 96003
Phone: 530-224-4920
Fax: 530-224-4921

- B. Any oral notice authorized by this agreement shall be given to the persons specified in Section 19.A. and shall be deemed to be effective immediately.

Section 20. AGREEMENT PREPARATION.

It is agreed and understood by the parties that this agreement has been arrived at through negotiation and that neither Party is to be deemed the Party which created any uncertainty in this agreement within the meaning of section 1654 of the Civil Code.

Section 21. COMPLIANCE WITH POLITICAL REFORM ACT.

Consultant shall comply with the California Political Reform Act (Government Code, sections 81000, *et seq.*), with all regulations adopted by the Fair Political Practices Commission pursuant thereto, and with the County's Conflict of Interest Code, with regard to any obligation on the part of Consultant to disclose financial interests and to recuse from influencing any County decision which may affect Consultant's financial interests. If required by the County's Conflict of Interest Code, Consultant shall comply with the ethics training requirements of Government Code sections 53234, *et seq.*

Section 22. PROPERTY TAXES.

Consultant represents and warrants that Consultant, on the date of execution of this agreement, (1) has paid all property taxes for which Consultant is obligated to pay, or (2) is current in payments due under any approved property tax payment arrangement. Consultant shall make timely payment of all property taxes at all times during the term of this agreement.

Section 23. SEVERABILITY.

If any portion of this agreement or application thereof to any person or circumstance is declared invalid by a court of competent jurisdiction or if it is found in contravention of any federal or state statute or regulation or County ordinance, the remaining provisions of this agreement, or the application thereof, shall not be invalidated thereby and shall remain in full force and effect to the extent that the provisions of this agreement are severable.

Section 24. CONFIDENTIALITY.

During the term of this agreement, both parties may have access to information that is confidential or proprietary in nature. Both parties agree to preserve the confidentiality of and to not disclose any such information to any third party without the express written consent of the other Party or as required by law. This provision shall survive the termination, expiration, or cancellation of this agreement.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, County and Consultant [or Contractor] have executed this agreement on the dates set forth below. By their signatures below, each signatory represents that he/she has the authority to execute this agreement and to bind the Party on whose behalf his/her execution is made.

COUNTY OF SHASTA

Date: _____

David A. Kehoe, Chairman
Board of Supervisors
County of Shasta
State of California

ATTEST:

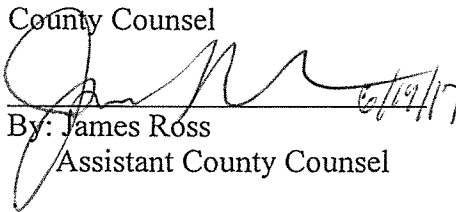
LAWRENCE G. LEES
Clerk of the Board of Supervisors


By: _____
Deputy

Approved as to form:

RISK MANAGEMENT APPROVAL

RUBIN E. CRUSE, JR
County Counsel

By:  06/19/17
James Ross
Assistant County Counsel

By:  06/19/17
James Johnson
Risk Management Analyst II

CONSULTANT

Date: _____

By: _____
Patrick Corey, Chairman of the Board
Economic Development Corporation of
Shasta County

By: _____
David H. Scott, Secretary/Treasurer
Economic Development Corporation of
Shasta County

Tax I.D.#: 94-1417261

SCOPE OF SERVICES

Executive/Professional Staff:	\$60.00/Hour
Support Staff:	\$23.00 - \$35.00/Hour

Consultant's services provided pursuant to this agreement shall include, but are not limited to, the following:

1. Company Recruitment

Development of a comprehensive business attraction program which focuses on the following:

- A. Build a network of Corporate Real Estate Vice Presidents, Site Selectors and Commercial Realtors, that we can leverage relationships with to find companies to market the region to.
- B. Directly Target Companies Profiled Using a Strategic Filter – Resource/Needs Alignment
- C. Maintain a contact system to feed information to the above network using:
 - Electronic contact systems supported by website information.
 - Consultant's electronic network by increasing our website, Facebook and Twitter marketing.
 - A strong connection with GoBiz, for companies looking at California, from other states and other countries. Where possible include Shasta County's Elected State Representatives in these meetings.
 - Team California as an introductory organization.
 - Industrial Asset Management Council as a networking and education opportunity.
 - Company direct prospecting visits, where feasible.
- D. Maintain Consultant's marketing focus on specific regional markets and targeted industry segments:
 - California - Cost and resource advantage
 - National – West Coast Market Access and Cost Advantage when compared to other California locations
 - Asia – US access
- E. Work with Consultant's Foreign Consulate connections to continue to build delegation visits and expand to a Shasta County outgoing Trade delegation.
- F. Leverage the networks of Consultant's existing businesses to develop new prospects
- G. Local Marketing: In recognition that much of our lead creation comes from local connections. Consultant's shall continue to expand it's local electronic marketing to keep the community aware of the EDC and the awareness that this is a community project, including but not limited to optimizing Consultant's new website and using analytical tool sets and new technologies to better understand who is touching County's website as well as their specific areas of interest.

2. Business Expansion/Retention Program

Consultant shall continue to conduct its overall countywide Retention Program calling on businesses throughout Shasta County in the next year. Consultant shall work to support local industry expansion needs, as follows:

- A. Coordinate a menu of services available to existing businesses from Shasta County economic partners – labor, finance, technology, local government
- B. Continue to keep in contact with and monitor manufacturers to assess regional economic change and identify needs.
- C. Maintain a directory of Manufacturers by industry.
- D. Promote North State Manufacturers/Suppliers On Line Directory as a way for manufacturers to find and connect with other manufacturers, contract manufacturers and suppliers to increase business-to-business sales in the region
- E. Maintain relationships and leverage resources with local business groups such as Chambers of Commerce, Shasta Builders Exchange, Shasta Association of Realtors and Shasta Wonderland.
- F. Develop and provide business-related trainings and workshops in conjunction with partners, based on local business needs.
- G. Work with regional Global Trade programs to connect companies with resources to develop or expand International trade opportunities
- H. Attend International Economic Development Council national conference to study what other EDC's are doing to stay competitive in business retention and attraction.
- I. Look at the possibilities of building industry clusters where key suppliers move into the area for proximity to their customers.

3. Entrepreneurial Development

Build the infrastructure for an Entrepreneurial Ecosystem in our region to create successful manufacturing and technology startups, leading to job creation, by focusing on the following:

- A. Continue to develop and refine a start-up development program by identifying support resources already available and developing resources needed.
- B. Identify and connect with entrepreneurs and start-ups by holding networking events.
- C. Connect start-ups with mentors and investors by holding pitch events.
- D. Monitor and maintain communication with local Angel Group.
- E. As Shasta Venture Hub lease expires, evaluate continuing in this locator or evaluate other alternatives for supporting the growth of the startup community.
- F. Publish website landing page providing information on resources available, events.
- G. Publish and maintain start-up communication program-newsletter, Facebook.
- H. A state and national start-up attraction plan to market Shasta County as entrepreneurial-friendly.
- I. Measurement of progress - Annual event showcasing new start-ups and expansions

4. Competitive Vitality

Maintain maximum competitiveness for the Shasta County region by ensuring business has access to the resources to help them thrive. These resources include:

- A. Capital Resources: Maintain a pool of financial resources such as Small Business Administration and Revolving fund financing, local banks and entrepreneurial funds.
- B. Workforce Development: Insure that there is an adequate supply of skilled workers by coordinating local educational institutions with businesses to develop training initiatives.
 - a. Build an alliance with a Private Entity to Develop a High Velocity training program capable of filling current and emerging talent gaps, in technology and business disciplines. Encourage, include, and educate the parts of the population who would not have ready access to more formal pathways to education.
- C. Regulatory Assistance: Assist companies with all levels of government regulatory needs by maintaining strong relationships with state and federal governing offices and local jurisdiction department heads.
- D. Business and Tax Incentives: Monitor and maintain a data base of incentives and tax rebates and ensure businesses are aware of these incentives.
- E. Technology: Identify the technology infrastructure that is in place and work toward expanding that infrastructure to meet the needs of existing companies in the future.
- F. Special Projects: Invest in community projects, programs and studies that support EDC's goals including working with Public and Private sectors to bring additional sites into production, enhancing air service and assisting jurisdictions in obtaining and implementing economically based grants.

5. Priority Projects for this Calendar Year

- 1. Marketing: Reworking website to support search engine optimization (SEO) strategies and drawing people in to our site. Better understanding the needs of our website visitors and delivering content based on their objectives. Integrate more access to commercial real estate information on Consultant's website. Deploy Consultant's Google "Adwords" strategy leveraging Consultant's non-profit status and the advantages offered by Google to Non-Profits.
- 2. Incubation Project: The Shasta Venture Hub will continue to provide services to the startup community, including working with emerging private sector organizations who are also supporting the entrepreneurial community. Adjusting Consultant's strategy, as required, to insure all resources and organizations focused on startups are working efficiently and collaboratively, wherever possible, with the primary focus being growth and job creation.

Assess the feasibility of developing and deploying a strategy targeting telecommuters and freelance workers from outside of the Shasta County area, to relocate, and work from the Redding MSA.

- 3. Delegations: To work with overseas delegations, through Go-Biz, to bring at least one incoming delegation to the region and depending on budget restraints one outgoing Delegation from the region.
- 4. Live Site Inventory: Use the local Commercial Real Estate Broker network, and their access to tools such as LoopNet and others, to provide easy access to data on all properties available as may be required by prospects or to promote the development of new prospects. Build

Consultant's database on "Opposites" to provide more visibility to our commercial/industrial sites.