



YUBA-SUTTER ECONOMIC DEVELOPMENT CORPORATION

# INVESTING IN YUBA-SUTTER'S ECONOMIC FUTURE



## IT TAKES A COMMUNITY TO BUILD A BUSINESS

YSEDC is committed and eager to make the Yuba-Sutter region thrive and grow.

## WHEN A COMMUNITY GROWS, BUSINESSES THRIVE

YSEDC advocates for the overall business climate and concerns itself with business issues. We work to make our entire community a more desirable place for smart growth.

## GIVING SMALL BUSINESS A BIG VOICE

Focusing on big picture goals for the community and giving our small businesses a big voice at the local, state and federal level.

YSEDC has been helping the community since 1994, listening, understanding and providing resources to foster a vibrant, prosperous and growing region.

Partner with us to create something greater in the region.

950 Tharp Rd. Suite 1303  
Yuba City, CA 95993  
(530) 751-8555  
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## Business Retention

YSEDC'S Business Expansion and Retention (BEAR) program helps retain existing jobs and business tax revenues, create new jobs and increase the existing business base, foster growth and development of local firms and enhance the community's reputation as a great place to do business. This program is designed to keep our businesses from relocating, to help them survive economic difficulties, assist with expansion projects and increase competitiveness in the marketplace. The BEAR program has been developed to fully engage the business resources in the community to grow local businesses by identifying barriers and strengthening relations

## Lending Program

The Lending program for businesses is a structured credit-improvement regimen to prepare business owners for more conventional financing products. The program creates coaching capacity to help prospective borrowers navigate the wide range of private, government and community based lending products. This program assists with assessment of current and future financing needs; identifying relevant financing products; determining best use for each type of financing; and assisting borrowers through the loan process and provide post-loan assistance.

## BUSINESS ATTRACTION

The goals of Yuba-Sutter Economic Development Corporation's business attraction program are to create new job opportunities for all Yuba and Sutter county residents, improve the business climate for companies, and enhance the quality of life for all residents. YSEDC's objective is to diversify the employment base, increase the wage base and create a sustainable economy. Community partners in this effort include private-sector business, regional jurisdictions, chambers of commerce, educational institutions, workforce development partners and entrepreneurs.

It can be tough for businesses to find support. At YSEDC, we respond to the needs of the community by offering solutions and providing resources for organizations in the Yuba-Sutter region. Call us today, to learn more about our programs and investment opportunities.

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# OUR ANNUAL ACCOMPLISHMENTS IN 2023

**Lending Program** - YSEDC lending program had 46 inquiries for lending services. Although most of these businesses making inquiries were not quite loan ready, two businesses were funded a total of \$561,784 with \$1.8 million in private capital investment. These loans created 8 jobs and retained 25 jobs. The businesses who were not ready for financial lending were referred to YSEDC's One-on-One Technical assistance program.

**Business Attraction** - YSEDC responded to 42 private investment inquiries about the Yuba and Sutter region that had the potential to bring nearly 3,210 new jobs to the area. There were three small businesses sited which did create 9 jobs. Unfortunately, until regional infrastructure is built up, the region is unable to site most of these businesses.

**Workforce Development & Business Technical Assistance** - YSEDC and its Yuba-Sutter Business Consortium partners provided over 1,686 hours of technical assistance to 3,224 businesses and provided 6720 business services to employers. These include referrals, hiring and tax incentives, incumbent working training, HR consultation, local job openings, job fairs and on-site recruitment, and created 201 jobs and retained 120. In addition, 12 business training events were provided to 81 businesses. YSEDC provided 21 scholarships to local nonprofit organizations, 5 QuickBooks Online subscription scholarships, and 5 Small Desk Scholarships. Additional outreach efforts and technical assistance included leads and application assistance for Federal, State and Private Foundation small business grants and loans.

**Strategic Planning** - Comprehensive Economic Development Strategy (CEDS) annual update and evaluation was completed. There were 21 economic development initiatives totaling \$217,660,360 in public and private sector investment and 298 jobs created or retained from the CEDS strategy implementation during this period. The CEDS can be viewed at: <https://www.chooseyubasutter.com/strategy>.

## Special Projects

**Marysville Facade Improvement Grant Program** - Partnering with the City of Marysville, YSEDC is managing this program. to help improve the historic downtown corridor. To date, 10 businesses have been provided funding for their projects

**Microbusiness Economic Relief Grants program:** Partnering with Yuba and Sutter counties, YSEDC managed and disbursed funds to microbusiness located in Yuba and Sutter counties. A microbusiness is defined as having no more than \$50,000 in gross revenue and having five or fewer employees. There were 40 microbusinesses in Sutter County awarded \$100,000 and 33 businesses in Yuba County were awarded a total of \$80,000.



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We know business owners have trouble finding the support they need to operate their organizations. At YSEDC, we provide them with the right resources and solutions, so their businesses can grow, and our community can thrive.



# **YOUR INVESTMENT** helps us inspire and guide the community, its leaders and Yuba-Sutter Economic Development District in creating a dynamic region.

It is our vision to create a vibrant Yuba-Sutter region where businesses and communities thrive; manage a Comprehensive Economic Development Strategy that nurtures retention and expansion for high value job creation; and identify need and increase public sector investment for infrastructure enhancement.

We are inclusive and welcome diverse perspectives that reflect the aspirations of the community through collaboration. We are innovative, resourceful and strive for intentional progress in all that we do. We foster mutually respectful relationships between our partners and the community.

## **BENEFITS OF INVESTMENT**

In return for helping YSEDC promote high-value industry and job growth, resulting in greater prosperity and quality of life, investors will receive special benefits and services that include:

Targeted communication and opportunity

Assistance on business issues important to your business or organization

Exclusive invitations to special briefings and presentations

Networking with business and civic leaders

Recognition in Yuba-Sutter Economic Development Corporation materials, website, media, and future events as a leader in advancing the agenda to build a stronger community

## **TOP LEVEL INVESTORS**

We would like to recognize our investors whose significant financial support of Yuba-Sutter Economic Development Corporation has enabled us to be increasingly effective.

### **CHAIRMAN'S COUNCIL \$25,000+**

California Wellness Foundation  
CalOSBA  
Department of Commerce EDA  
U.S. Bank  
Wells Fargo Bank  
FHL Bank of San Francisco

### **PRESIDENT'S CIRCLE \$15,000+**

Golden Pacific/SoFi Bank  
Thomas P. Winn Foundation

### **EXECUTIVE FORUM \$10,000+**

Northrop Grumman  
Pacific Gas & Electric

### **LEADERSHIP GUILD \$5,000+**

Bank of America  
California Water Service Co.  
Sutter Health Foundation  
Yuba College  
Umpqua Bank

### **GROWTH PARTNER \$2,500+**

Enterprise Rancheria  
Mechanics Bank  
Tri Counties Bank

### **INVESTOR ASSOCIATE \$600+**

Citizens Bank  
Frank M. Booth  
Y-S Chamber of Commerce  
Yuba River Moulding and Millwork

### **CIVIC PARTNERS**

Sutter County  
Yuba County  
City of Live Oak  
City of Marysville  
City of Wheatland  
City of Yuba City

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