

SEDCorp Overview

to the

El Dorado County
Board or Supervisors



Who am I?

SEDCorp CEO

- Masters in Public Policy & Administration, CSULB
- Political Science, Cal Poly, SLO
- HP Service Executive for 30+ years
- Lead (*Designed, Developed, & Managed*) the IT Industry's top rated US national and global Small Business Development Partner Program



- Community collaborator
- Triple Bottom-Line subscriber
- P3 partner oriented
- Focused on results & sustainability
- Ecosystem developer

What is SEDCorp?



501c4 non-profit Federally approved Economic Development District

- Core competencies & Services
 - Strategic planning, project management and access to capital
 - Small business owner education, advice/counsel and alternative financing

Four County Priority Focus

- El Dorado, Nevada, Placer & Sierra

Operations

- Auburn, CA based
- Presence in 9 counties from Yolo & Sacramento up to Modoc
- 17 member Board of Directors; 6 from El Dorado County
- \$3m Budget - 5 personnel; 3 Full Time Staff & 2 Contractors

What are we known for?

Infrastructure Development

- US EDA Comprehensive Economic Development Strategy (CEDs)
- CPUC sponsored Gold Country Broadband Consortium (GCBC) 3 year Project

Small Business Development

- Three day Small Business incubation & growth “Boot Camp”
- One day Business Owner Performance Workshops
- Small business “startup”, early stage and expansion financing (loans)



How do we get things done?

- **US Department of Commerce & Economic Development Administration**
strategic planning and alternative financing assistance
- **California Public Utilities Commission**
Gold Country Broadband Consortium
- **US Department of Agriculture**
rural small business lender
- **US Small Business Administration**
Microlender
- **Wells Fargo & Rabobank**
Symbiotic small business lending relationships
- **Small Business Development Centers, SCORE & SACLeads**
Small business owner education, advice and council
- **CEDAC, PEAC & County Chamber of Commerce**
Small business incubation and growth potential opportunity
- **Golden Sierra Workforce Investment Board**
Business Labor Force Development
- **PG&E, CalED and Governor's Go-Biz Office of Economic Development**
Macro economic assistance



How are we Linked?

6 members on the Board of Directors

- Vacant (formerly Norma Santiago) / County BOS
- Vacant (formerly Gordon Helm) / County Small Business
- Patricia Borelli / Placerville City Council
- Kathie Pacileo Jenkins / Banker
- Mary Ann Argyres / CEDAC & Agriculture Commission
- Dale Van Dam / Public Educator



What should we be doing?

Strategic Planning & Implementing

- County Strategic Plan & Economic Development Plan
- Community Plan Integration
- Broadband expansion (infrastructure)
- Biomass facility investigation (recruitment)

Business Development

- Recruitment
- Incubation
- Growth
- Expansion
- Retention



Next Steps?

Operations

- Name County Board of Supervisor (public sector representative)
- Name Small Business Owner (private sector representative)
- Remedy financial situation

Development

- Enhance planning partnership & assistance
- Update the CEDS
- Cal.NET Board Letter of Support
- Small Business Development Education Plan
- Small Business Development Access to Capital Plan



Questions?

Thank you!

