

EDB 3.0

September 2023

Team Members

- All Staff

As approved by the Board of Supervisors in December of 2022, the EDB 3.0 Action Plan will guide future economic development by partnering with community and business organizations to address persistent issues that constrain the local economy. The plan seeks to enhance the EDB's foundation of business support by expanding its role as a convener to address specific goals such as increasing the earning potential of residents, encouraging investment in high-value local enterprises, and restoring housing affordability in Sonoma County.

Over the course of an 18-month period (**January 2022 – June 2023**) the department will assess, revise, and implement various tactics to address organizational structure updates, capacity assessment and resource augmentation to successfully implement the work outlined in the action plan.

Organizational Elements

- Over the course of the last several weeks, staff has met with initial collaborative partners from the Santa Rosa Metro Chamber and Community Foundation Sonoma County to discuss measuring value-add in regional projects and how the EDB can leverage existing resources to support and amplify existing projects/efforts. In the coming weeks, staff will work to refine a Project Engagement Framework and Value-Proposition Map to guide the process for pursuing projects as they correlate to the main goals as outlined in the Action Plan. Additional community members are anticipated to be added to this emerging work group in the coming weeks.

Resource Augmentation

- Throughout calendar year 2023, staff complete a capacity assessment and evaluation of structural options to support work outlined in EDB 3.0 while maintaining the continuity of existing departmental operations. To support the approved new structure of the EDB, which creates a new division focused on elements of the Action Plan, fund development, and existing special projects, the recruitment process (currently interviewing candidates) is nearly complete to fill two vacant Business Development Manager positions.
 - Local Business Services and Research Business Development Manager
 - Lead development of proactive and targeted industry outreach
 - Oversee the provision of one-on-one technical assistance to businesses seeking resources, focusing on historically underserved communities and populations
 - Maintain a productive and collaborative working relationship with Job Link and the Workforce Investment Board
 - Ensure sufficient and innovative methods of program-related promotion, outreach, and communications
 - Ensure appropriate tracking and project management tools, such as the department's customer relationship management database are used
 - Strategic Partnerships and Special Projects Business Development Manager
 - Design, develop, and launch a collaborative, multi-sector and cross-jurisdictional model for economic development focused on business and jobs development, education and workforce development, and housing and community development
 - Build effective fundraising and grant tracking/reporting strategies
 - Evolve the EDB's existing advisory board structure and provide recommendations for significant economic development projects

- Evaluate and form strong external partnerships needed to launch and incubate special projects
- Oversee staff leading current special projects including broadband, the Sonoma Mendocino Economic Development District, and talent attraction

	Months 1-3	Months 3-6	Months 6-12	Months 12-18	Status
Organizational Elements					
Design membership, structure of collaborative			X	X	In Progress
Develop and execute communication strategy	X	X	X	X	In Progress
Evolve convening and facilitation capacities			X	X	
Determine data needs, design network		X	X		Complete
Develop workplan with leaders of collaborative				X	In Progress
Identify ways to connect, support existing efforts			X	X	In Progress
Identify gaps and new cooperative activities				X	
Develop workplan with EDB Staff			X		
Establish objectives and metrics			X		
Develop membership and operating plan for cross-sector practitioner support team			X		In Progress
Identify and pursue initial opportunities			X	X	
Capacity Assessment					
Determine overall capacity requirements	X	X	X		Complete
Realign existing capacities; assess net new needs		X	X	X	In Progress
Assess budgetary needs	X	X			Complete
Resource Augmentation					
Hire new staff (as authorized)			X		In Progress
Implement capacity building			X	X	In Progress
Coordinate staff work among partners			X	X	In Progress