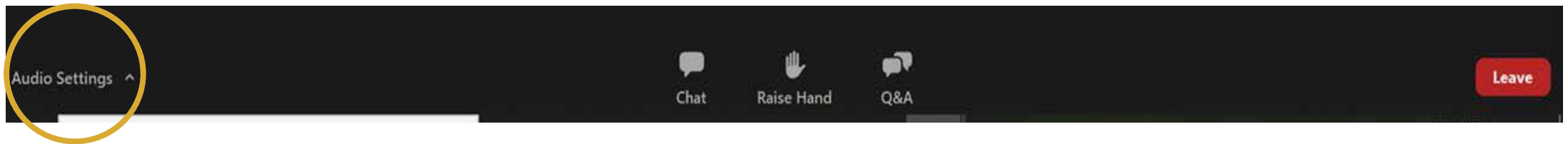


# Rural City Information Exchange

**Annual Conference Meeting**  
October 7, 2020 | 4 - 5:15 P.M.

# Housekeeping Notes

1. If you plan on speaking today, please make sure your audio is connected. You should have been prompted to connect your audio when joining the webinar, but you can confirm by clicking the audio settings on your tool bar.

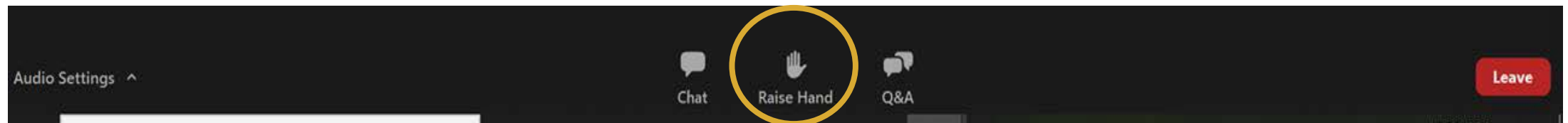


2. All attendees have been muted upon entry.

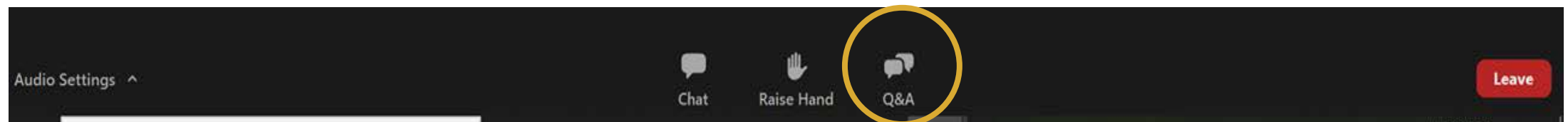
3. This webinar is being recorded.

# How to Ask a Question

1. To verbally ask a question or make a comment, use the 'raise hand' feature on the tool bar at the bottom of the screen once the Q&A portion begins. You will be called on and unmuted.



2. To write in a question, select the 'Q+A' button on your tool bar. You can also “up vote” other attendee’s questions if you have interested in hearing the answer.





# Welcome and Introductions

League Board of Directors Liason:  
Councilmember Melanie Bagby  
City of Cloverdale



# Strategies for Building Capacity in Economic Development Finance

**Moderator:**

Bismarck Obando, Director of Public Affairs, League of California Cities

**Presenter:**

Michelle Stephens, Program Director, California Association for Local Economic Development (CALED)

Strategies for  
Building  
Capacity in  
Economic  
Development  
Finance

October 7, 2020



# California Association for Local Economic Development

- Founded in 1980
- Over 700 Members – 75% cities & counties
- Dedicated to supporting economic developers working in California Communities
  - Training & Education
  - Legislative Advocacy
  - Economic Development Finance



## What is Economic Development?

*Economic Development is the creation of wealth from which community benefits are realized. It is more than a jobs program, it's an investment in growing your economy and enhancing the prosperity and quality of life for all residents.*

## Why Communities Invest in Economic Development



*Fostering a range of business types that diversify the local tax base, keep our local economy strong, and celebrate our unique community fabric.*





# CALED's Rural Economic Development Exchange

Started in May 2018, the Rural Economic Development Exchange works to...

- Convene rural economic development stakeholders throughout the year.
- Work with Federal & State Partners in California to identify ways CALED can support their priorities and promote their work/grants.
- Share what we learn with partners that may be able to assist in addressing priorities, challenges, solutions, and resources to grow rural economies.



# CALED's Rural Infrastructure Finance Guidebook

- Identified that financing infrastructure was a challenge in rural communities
- Partnership with California USDA Rural Development
- CALED received a one-year grant from USDA Rural Development
- Identified Consultants & Contributors
  - Council of Development Finance Agencies
  - Steve Wahlstrom & Associates
  - Sonoma County & City of Santa Rosa
  - National Development Council
  - Pilot Counties
    - Colusa
    - Del Norte
    - Mono



# CALED's Rural Infrastructure Finance Guidebook

## Council of Development Finance Agencies

- Models for Financing Staff & Capacity
- Create a compendium of finance resources for five infrastructure topics
  - Water & Wastewater
  - Commercial Speed Broadband
  - Transportation
  - Housing for All Income Levels
  - Commercial & Industrial Site Development
- Identifying Priority Projects



# CALED's Rural Infrastructure Finance Guidebook

Steve Wahlstrom & Associates and Pilot Counties

- Site Visits
- Evaluation of Projects
- Financing Plan for one project per county



# CALED's Rural Infrastructure Finance Guidebook

## Other Contributors

- Disaster Relief Funding-Sonoma County & City of Santa Rosa
- Does Your Project Pencil-National Development Council
- CALED's Economic Development Finance & Real Estate Committee



# CALED's Rural Infrastructure Finance Guidebook

## Guidebook Distribution

- Over 1,100 mailed out
  - All CALED Members
  - Non-CALED Member Rural Communities
- 100 to USDA Rural Development
- CALED Rural Exchange meeting
- Available online to view or download: <https://caled.org/california-rural-infrastructure-finance-guidebook/>



# California Association for Local Economic Development

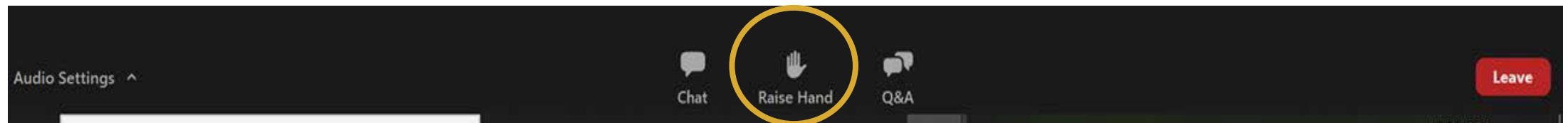
Michelle Stephens, Program Director

- California Association for Local Economic Development
- (916) 448-8252 ext. 12
- michelle@caled.org
- @CALED\_EconDev

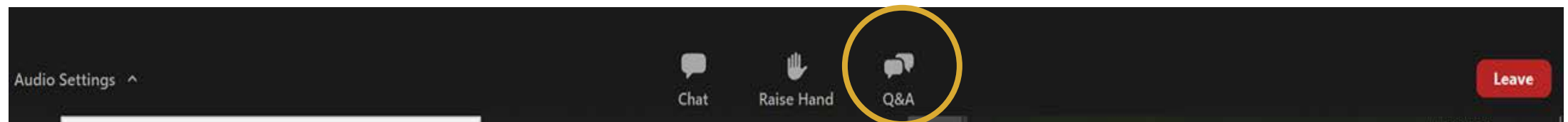


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2. To write in a question, select the 'Q+A' button on your tool bar. You can also “up vote” other attendee’s questions if you have interested in hearing the answer.





# RURAL CITY INFORMATION EXCHANGE GOAL

To recognize the value in exploring new ways to better support and build the capacity of all city officials, the League, in collaboration with local officials from rural communities.

# RURAL CITY INFORMATION EXCHANGE OBJECTIVES

- Provide easily accessible platforms for peer-to-peer information sharing
- Provide a process for rural city officials to submit topics of interest for webinars
- Develop and deliver targeted and relevant educational programs

# WORK PLAN UPDATE

## COMPLETED WORK

- ✓ Appoint a League Board Member from a rural city to serve as a liaison to the board on rural city issues and concerns for a term of one year. The League President shall make the appointment.
- ✓ Establish a rural city list serve, moderated by League staff, so that city officials can exchange information on concerns, benefits and solutions of uniquely rural concerns.
- ✓ Provide meeting space for city officials from rural cities to meet at the League Annual Conference.
- ✓ In response to rural city concerns about travel costs to League trainings, offer at least one low-cost webinar focused on a rural city issue.
- ✓ Create a web resource page on information and resources of interest to rural cities.

# WORK PLAN UPDATE (continued)

## ONGOING WORK

- Provide conference call lines on a quarterly basis for League updates as they relate to rural cities as well as peer-to-peer information sharing. The agenda shall be developed by the Board Liaison and distributed by League staff.
- Establish a process for soliciting education session ideas for use at conferences and in webinars that respond to unique issues faced by rural cities.

## WORK IN PROGRESS

- Host three webinars annually focused on rural issues.
- Monitor other organizations, including the Institute for Local Government and the Rural County Representatives of California, to identify existing and additional resources for rural agencies.

# Rural City Information Exchange

## Final Thoughts

*Find materials at:*

<https://www.cacities.org/Member-Engagement/Rural-City-Information-Exchange>