

2023

ANNUAL REPORT Sierra Business Council

10183 Truckee Airport Road
Truckee, CA 96161

(530) 582-4800
info@sierrabusiness.org
www.sierrabusiness.org



SIERRA
BUSINESS COUNCIL

MISSION

Sierra Business Council catalyzes and demonstrates innovative approaches and solutions to increase community vitality, economic prosperity, environmental quality, and social fairness in the Sierra Nevada.

VISION

In the Sierra Nevada, change and challenge create opportunities. Through innovation, integrity, and respect, Sierra Business Council harnesses these opportunities by implementing projects that model proactive change. Our goal is a diverse, inventive, and sustainable region where the economy is vibrant, the land is thriving, and the communities offer opportunity for all.

We act as steward leaders of the region, taking responsibility for the care and responsible management of our place, guided by the triple bottom line that considers the economy, environment, and community simultaneously.



OUR FOCUS AREAS

Economic Empowerment

We work with small businesses, local governments, and community nonprofits to build the foundation for a vibrant local economy because dynamic communities are one of the region's most important resources.

Climate Action

We assist communities throughout the Sierra to proactively plan for climate change by reducing greenhouse gas (GHG) emissions and adapting to changes already impacting the Sierra.

Regional Advocacy

We advocate for the Sierra's social, environmental, and economic interests. We work to elevate the issues that most impact our communities while ensuring the region's value is recognized in legislative outcomes.

ECONOMIC EMPOWERMENT

Economic Empowerment includes the Sierra SBDC, the Sierra Economic Development District, California Jobs First, the Gold Country Broadband Consortium, and various loan and economic development programs.

Sierra Small Business Development Center (SBDC)

Sierra SBDC provides one-on-one consulting and workshops to local entrepreneurs to help their businesses start, grow, and thrive. The Sierra SBDC currently serves El Dorado, Lassen, Modoc, Nevada, Plumas, Placer, and Sierra counties.

2023 Program Impacts:

- Served 840 unique businesses and entrepreneurs
- Provided 4,128 hours of counseling at no cost to businesses
- Supported 1,296 jobs in Nevada, Placer, El Dorado, Sierra, Plumas, Modoc, and Lassen counties (jobs created: 178; jobs retained: 1,118)
- Helped launch 43 new businesses
- \$7,918,175 Change in Sales (increase)
- Deployed \$38,429,658 in loans/equity to businesses
- Granted approximately \$800,000 to small businesses
- Made 24 loans to first-time homebuyers through the Martis Fund

Misc. Economic Empowerment Program Impacts:

- Completed draft of Comprehensive Economic Development Strategy for 30-day public comment
- Partnered on the Nevada County Recreation and Resilience Master Plan
- Assisted Plumas County with the Dixie Fire Recovery Plan
- Completed Program Design for Good Jobs Challenge Forest Entrepreneurship
- Assisted multiple forest stewardship and wood product enterprises access capital

California Jobs First

California Jobs First (formerly the Community Economic Resilience Fund or CERF) is a Statewide Investment in job creation, industrial strategy, and economic development initiatives to create a greener and more equitable economy. The state is divided into thirteen separate regions, each with its own process. Sierra Business Council serves as the regional convener for the Eastern Sierra region, which is comprised of the seven counties of Alpine, Amador, Calaveras, Inyo, Mariposa, Mono, and Tuolumne.

2023 Program Impacts:

- Launched California Jobs First in the seven-county Eastern Sierra region to create transformative, equitable, and climate-resilient economic development opportunities and jobs
- Held 18 focus groups (several of which were conducted entirely in Spanish) that were attended by 110 total people to engage disinvested community members and invite them to be a part of future solutions through California Jobs First
- Organized over 50 longstanding community partners and established new partnerships to form a governing council and 5 critical subcommittees
- Identified 5 sectors as potential areas of investment that will lead to high-quality, family-supporting, and climate-resilient jobs in the region
- Published a 400+ page Regional Summary of the Sierra California Jobs First region that includes chapters on local stakeholders, climate data, economic development strategies, and more
- Collaborated with the Inter-Tribal Council of California to support tribal collaboration and participation in the California Jobs First process

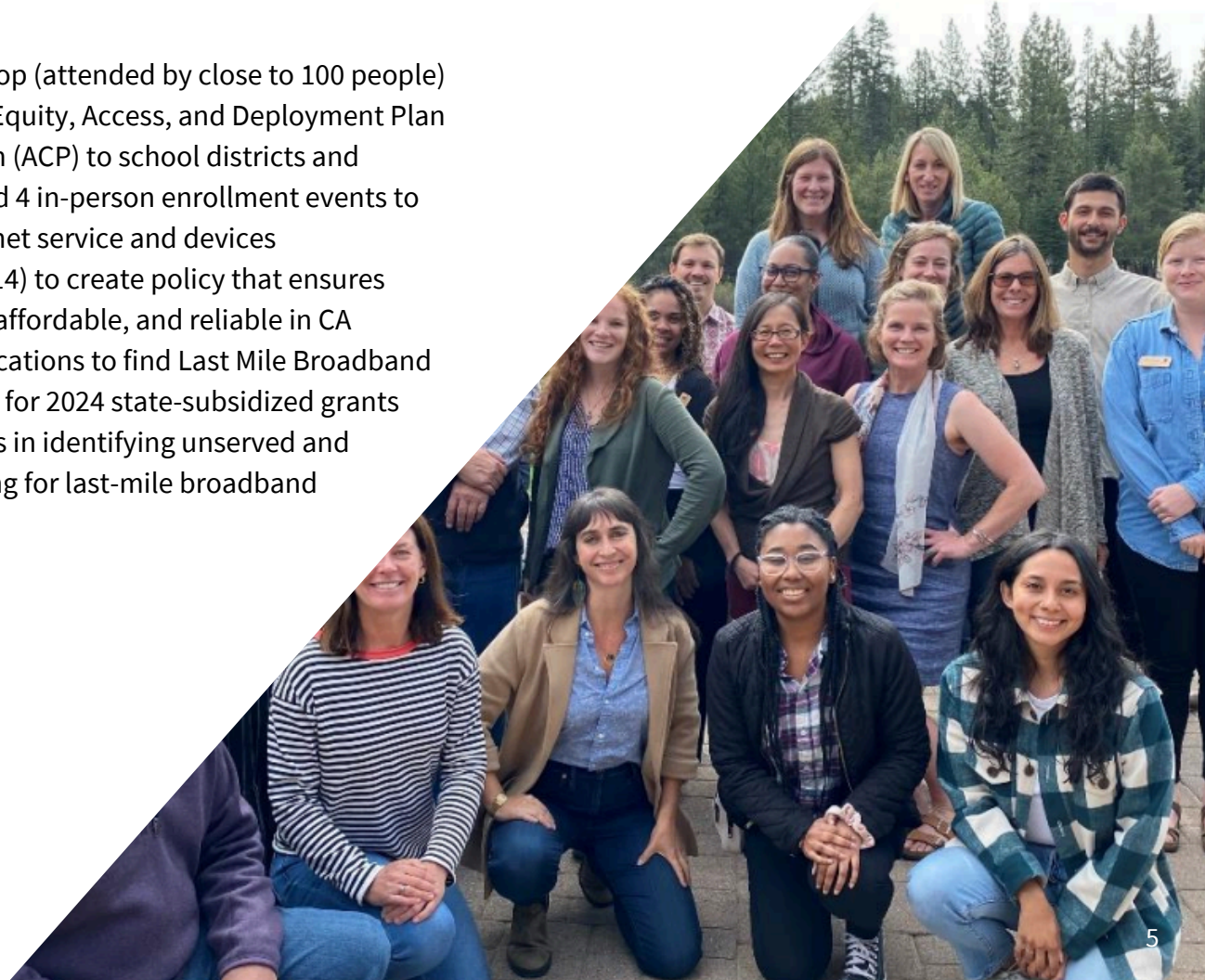


Gold Country Broadband Consortium

The goal of the Gold Country Broadband Consortium (GCBC) is to increase digital access and use of broadband in designated counties in the Sierra Nevada: Nevada, Placer, El Dorado, and Sierra counties. We work with local governments, businesses, and community members within these counties to find solutions to affordable and reliable broadband.

2023 Program Impacts:

- Co-hosted and facilitated an in-person workshop (attended by close to 100 people) on the State Digital Equity Plan & Broadband, Equity, Access, and Deployment Plan
- Promoted the Affordable Connectivity Program (ACP) to school districts and community-based organizations and facilitated 4 in-person enrollment events to create more accessibility of discounts on internet service and devices
- Promoted the Digital Equity Bill of Rights (AB414) to create policy that ensures broadband is sufficient, equitable, accessible, affordable, and reliable in CA
- Assisted with two counties' Request for Qualifications to find Last Mile Broadband internet service providers (ISPs) in preparation for 2024 state-subsidized grants
- Supported numerous ISPs and county agencies in identifying unserved and underserved internet service areas and applying for last-mile broadband infrastructure grants



CLIMATE & ENERGY

The Climate & Energy team assists communities throughout the Sierra to proactively plan for climate change by saving energy, reducing greenhouse gas (GHG) emissions, and adapting to climate change impacts. The team works closely with local governments, school districts, public agencies, community members, and small and medium-sized businesses to provide technical and funding assistance to implement energy efficiency measures, conduct GHG inventories, develop GHG reduction plans, and execute projects that make communities more resilient, efficient, and vibrant.

Sierra Nevada Energy Watch (SNEW)

SNEW expands energy efficiency and renewable energy use in the Sierra, empowering local action, eliminating barriers to a clean energy future, establishing climate resiliency, and saving communities money. SNEW serves Alpine, Amador, Butte, Calaveras, El Dorado, Lassen, Mariposa, Nevada, Placer, Plumas, Sierra, Sutter, Tuolumne, and Yuba counties.

2023 Program Impacts:

- Completed 21 building energy audits/benchmarking reports
- Supported 9 public agencies and 15 small/medium businesses
- Conducted public outreach and community education via 31 webinars, newsletters, case studies, and blogs

Climate Transformation Alliance

The Climate Transformation Alliance (CTA) is a regional public-private partnership of local governments, special districts, community organizations, businesses, and individuals committed to collaboration, innovation, and accountability through a governing body and shared vision for the North Tahoe-Truckee community to achieve carbon neutrality by 2045. SBC serves as the administrative arm of CTA

2023 Program Impacts:

- Held 4 quarterly member meetings
- Facilitated the Accelerator Pitch Initiative
- Organized the Inaugural CTA 11/2 community event
- Launched the CTA Decarbonization program

Sierra Climate Adaptation & Mitigation Partnership (CAMP)

Sierra Climate Adaptation and Mitigation Partnership (Sierra CAMP) is a cross-sector partnership that promotes and facilitates regional climate adaptation and mitigation strategies, serves as a climate action capacity-building hub for Sierra/Cascade communities, and fosters urban-rural connections to build statewide investment in our region's communities and natural resources.

2023 Program Impacts:

- Held 4 CAMP Member Meetings and created 16 educational webinars, quarterly newsletters, monthly grants eblasts
- Provided technical assistance on 3 climate resilience-related grant applications
- Partnered with SGC and OPR to host the CA 5th Climate Change Assessment Workshop for the Sierra Nevada region
- Presented at the Climate Adaptation Forum on Sierra Nevada ecosystem services, climate vulnerability, and increasing outdoor education as an adaptation strategy
- Awarded a CARB grant to host learning workshops related to the CARB Scoping Plan Update and related emission-reduction goals

Misc. Climate & Energy Program Impacts:

- Worked with 4 local government agencies on their Greenhouse Gas Reduction and Climate Planning Documents
- Helped secure \$84M to support energy efficiency programming under the Rural Regional Energy Network via the California Public Utilities Commission



ADVOCACY & GOVERNMENT AFFAIRS

The Government & Community Affairs team is an established voice for the Sierra in Sacramento. SBC's Government Affairs team supports SBC's programs by working to drive funding to the region, bridge the urban-rural divide, and strengthen local communities by engaging in rural equity, natural resource protection, wildfire mitigation, access to broadband, climate resilience, and other issues that impact the Sierra. SBC also leads the Sierra Consortium, a coalition of Sierra-based community organizations, land trusts and local governments that advocate for conservation, climate resilience, and wildfire priorities. The government affairs team stands up for the region by testifying in hearings, commenting on legislation, tracking agency grant programs, developing partnerships, weighing in on draft regulations, and campaigning to pass ballot measures.

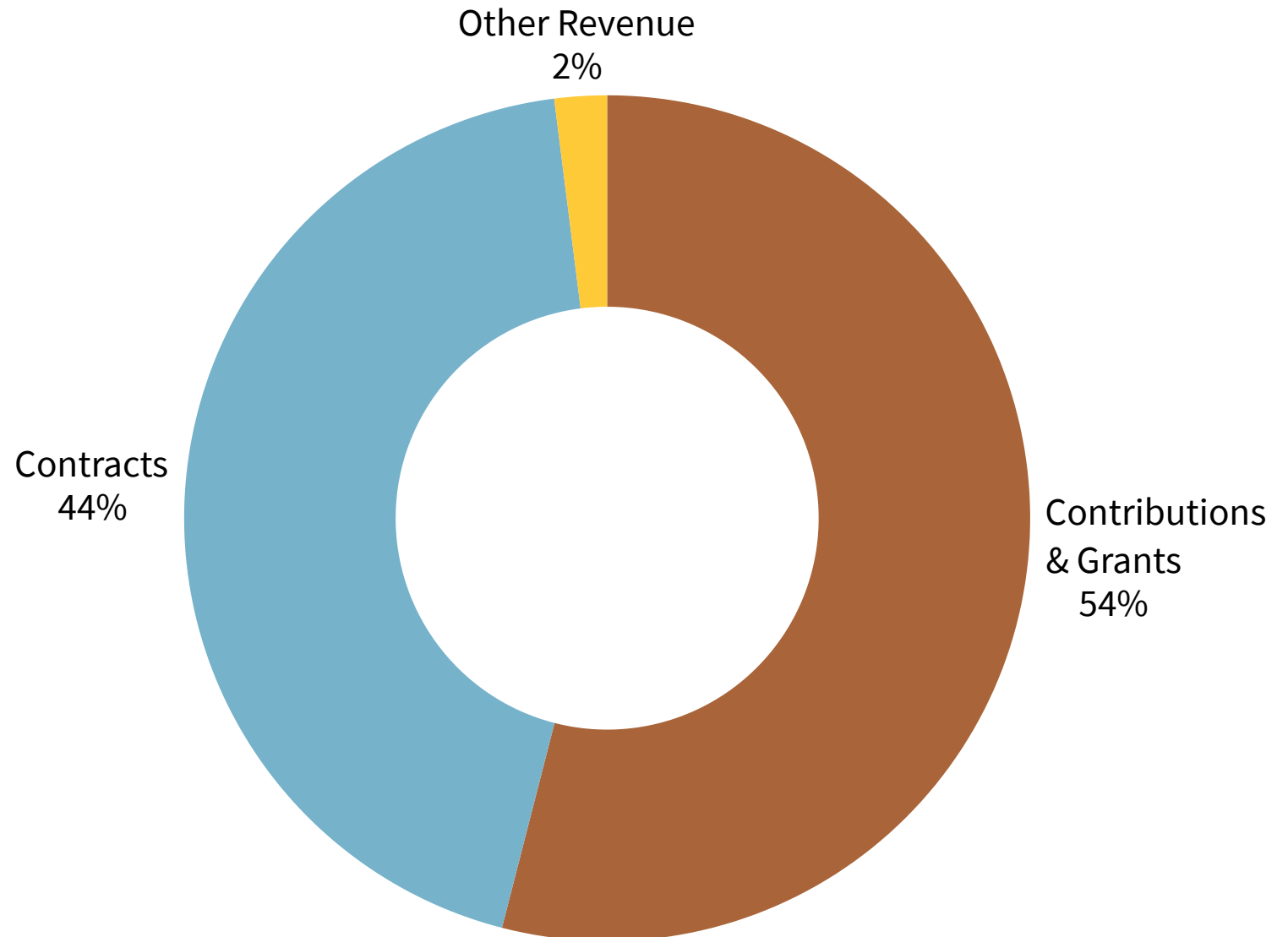
2023 Program Impacts:

- Held over 24 meetings with state legislators, committee staff, and agency leaders in Sacramento
- Testified at key committee hearings on housing, climate, and wildfire resilience"
- Co-led the Sierra Day at the Capitol, bringing together 50 regional representatives to advocate for policy and budget allocations that benefit the Sierra
- Advocated to maintain critical funding for Sierra Nevada Conservancy, California Tahoe Conservancy, Wildlife Conservation Board, DOC, and other agencies
- Participated in the CA Wildfire and Forest Resilience Task Force meetings and helped develop wood utilization recommendations
- Co-hosted a regional 30x30 Initiative meeting in Truckee for California Natural Resources leadership
- Hosted a Climate Bond Listening Session with Assemblymember Eduardo Garcia
- Helped advance important housing legislation and participated in statewide housing policy
- Led the Sierra Consortium, a group of conservation and community-based organizations and local governments
- Co-led a campaign to secure sustained wildfire resilience funding through the NSP
- Represented the Sierra Nevada region throughout the state, including at:
 - Economic Forecast Conference
 - California Adaptation Forum
 - California Economic Summit
 - Rural Voices for Conservation Coalition

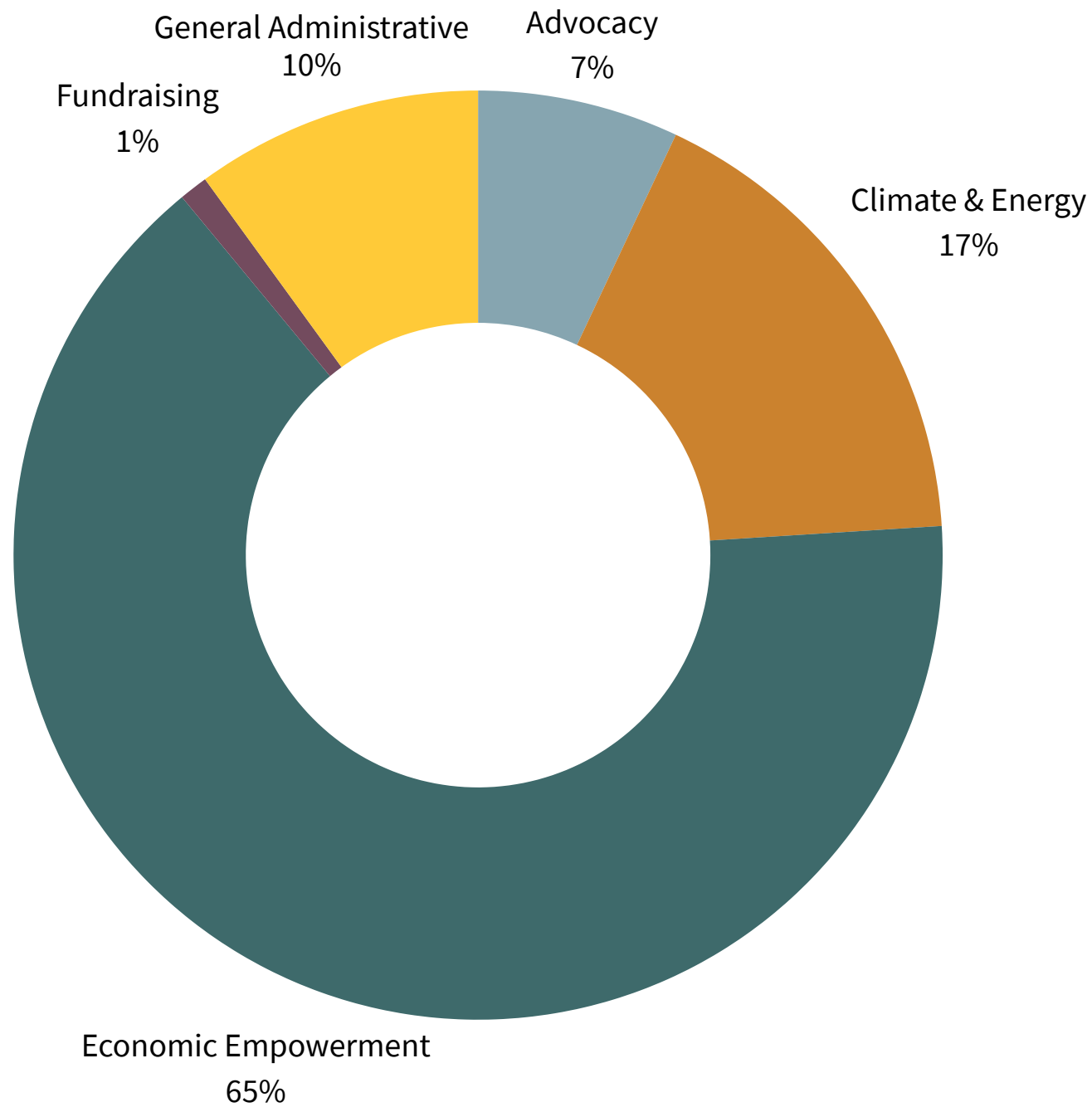


FINANCIALS

Revenue: \$3,843,199



Expenses: \$3,302,098





OUR BOARD

Allan Pietrasanta, Chairman
Former small business owner/
Sales Manager

John Singlaub, Vice Chairman
Ascent Environmental, Inc.

Steve Noll, Treasurer
Design Workshop

Connie Gallipi, Secretary
California Tahoe Conservancy

Bill Feyling
Carpenters 46

Tim Frank
Sustainability Consultant

Betony Jones
Director of Office of Energy
Jobs, US Dept. of Energy

Jason Moghaddas
Spatial Informatics Group

Dennis Meyer
Andregg Psomas

Charles Segerstrom
Energy Efficiency Consultant

Robert Weygandt
Retired Placer Co. Supervisor

Teal Brown Zimring
Galvanize Partners

THANK YOU

Thank you for your continued support of and investment in Sierra Business Council. The Sierra is an amazing place for many reasons, and high up on that list are community members and passionate advocates like you who invest in its future. There's a small team behind SBC's substantial impact, and you have our most sincere gratitude.





SIERRA
BUSINESS COUNCIL

HOW YOU CAN HELP

SIERRA BUSINESS COUNCIL

CONTACT US

(530) 582-4800
info@sierrabusiness.org
www.sierrabusiness.org

DONATE

Make a one time or recurring donation
to support resilience in the Sierra at
sierrabusiness.org/contribute