



EXECUTIVE SUMMARY

Overview: Yes to Yuba is a rethinking of economic development that embeds a dedicated point of contact within the County agency that is essential to the success of new and existing businesses.

Challenge: Too often, each required stage for establishing an enterprise involves layers of complexity that end up frustrating relationships between business owners and the County. Each step is loaded with its own codes and requirements that can stall a project, if not ordered correctly. Individual departments are usually left to develop their own methods of interacting with businesses, who in turn feel as if each step is the start of a whole new approval process. Lingering misunderstandings of requirements that vary department-to-department cause the perception that the County is not an easy place to do business.

Solution: The Yes to Yuba concept was born out of the early days of the pandemic, when outside-of-the-box solutions were crucial to help businesses stay afloat – prosper, even – in the teetering economy of 2020. A team of Yuba County staff ventured into the community and had open conversations with business operators, working together within the restrictions to find a path forward. The endeavor was adapted into a long-term solution that involved embedding a single point-of-contact within the County agency most likely to play necessary roles for businesses looking to set up shop or expand services. The playbook also established expectations with leaders of the agency’s departments – Planning, Building, Public Works, and Environmental Health – for them to be integral to the ultimate success of each of those businesses.

Innovation: The standard approach to county economic development programs typically includes some form of dedicated business liaison with information regarding various business support programs, but too often clients are then left to navigate the permitting or licensing processes on their own. The Yes to Yuba Program Manager works directly with businesses to ensure continuity between internal County departments, while also providing warm introductions to other community partners and resources. Additionally, sharing with prospective businesses about private and public sector developments on the horizon further enhances the quality of proposed projects brought to the County. The effort to identify each necessary step of a project significantly improves the efficiency of developments, creating a culture of partnership between the County and customers.

Yes to Yuba is also uniquely innovative by humanizing local government’s role in the business development process. Through verbiage choice (YES!), approachable branding strategy, photos and light-hearted bios of department heads, and meeting styles, Yes to Yuba represents a reinvention of traditional economic development, all founded on the pillars of Connecting | Developing | Navigating.

In *Connecting*, we meet businesses where they’re at, leading with approachability, listening, and relationship building. In *Developing*, we create a positive shift in the development momentum through story-telling and public engagement. And in *Navigating*, we use codes and ordinances to guide projects, without letting them create unnecessary delays.

Results: Yes to Yuba gained a tremendous momentum in 21/22, providing over 55 early project consultations and connecting over 25 businesses directly to one-on-one business advising provided by the Small Business Development Center. Yuba County saw an increase in the number of developers and businesses engaging with the County in early stages of startups or expansions, making a tremendous shift from adversaries to allies. Yes to Yuba was also featured by the Greater Sacramento Economic Council [EngagED Forum](#) for this innovative business development strategy.

A prime example of success in the Yes to Yuba movement is the public-private redevelopment of Yuba County's prime commercial corridor in Linda. Through early engagement with property ownership and a concierge's level service for the development team, Yuba County attracted a 160,000 square foot large-format retailer; a tremendous achievement after the site lay fallow for over 30 years. Yuba County's "yes" culture also enhanced regional competitiveness by working with special districts to provide significant development impact fee credits, creating a neighborhood business façade improvement grant program, and prioritizing adjacent infrastructure projects; receiving accolades from the national development team on the ease of doing business in Yuba County.

Replicability: Yes to Yuba's framework can be replicated and scaled by any county, but it is a program that has the best opportunity to succeed when it is a county's top priority shared by its Board, leadership, and staff. The first important element is the personal touch of the "business liaison," who creates individualized roadmaps in the early stages of development and remains engaged throughout the life of each project, helping businesses navigate various codes and other requirements across multiple departments. Multiple liaisons may be needed for larger counties.

The second element is establishing an internal County culture that instills among department leaders a sense of responsibility for the success of businesses within the community, particularly when it comes to such things as making informed decisions on subjects like land use, building renovations, infrastructure connections, and food/health codes. This actively requires many departments and multiple staff to be engaged as projects transition from inception to completion to operation.

A robust online presence is vital to the success of the program, as it allows another way for businesses to be introduced to the outreach efforts and the people dedicated to their success. The face of the Program Manager is certainly important, as businesses owners are likely to have multiple opportunities to meet with that person. It's equally important for the online presence to show that the department heads are part of the team, as demonstrated by way of their faces are prominently displayed on the program's website and social media platforms. This also serves to bolster the determination of those department heads to build a business-friendly attitude with all staff.

Contact Information:

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ADDITIONAL MATERIALS

Connecting:

To better connect business or developers internally within the County, Yes to Yuba created a dedicated business-friendly website is linked at the top of Yuba County's government home page, designed as an invitation for conversation (www.yestoyuba.com), in addition to a growing social media following at #yestoyuba and [Facebook Page](#).

And, to improve external community connections, Yes to Yuba partnered with Marysville Joint Unified School District to host a tour for Career and Technical Education (CTE) instructors of skill and career based business near the Yuba County Airport industrial parks. View full video here:

<https://fb.watch/epCynnqIOa/>

Yes to Yuba
June 13 · 🌐

Businesses WE HEAR YOU! Hiring the right people is a challenge.
That is why connecting MJUSD teachers with local businesses , near the Yuba County Airport, was a huge win!
Connecting businesses to resources and relationships is one of the fundamental pillars of #yestoyuba.
Thank you [Yuba Water Agency](#), [Yuba-Sutter Chamber of Commerce](#), [Yuba-Sutter Economic Development Corporation](#), [Yuba County One Stop](#), and [Marysville Joint Unified School District - MJUSD](#) for making #YubaCounty a great place to do business.

creates an opportunity for students who excel in ag

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Developing: Yes to Yuba began publishing Quarterly Development Reports, showcasing the momentum of our economy by outlining development updates from Planning, Building, Public Works, Environmental Health Departments and the County Airport. Each quarter a new GIS map also provides information on [planned development](#), [subdivisions under construction](#), and coming soon - Airport and Industrial Park development. **View reports [here!](#)**



**QUARTERLY
DEVELOPMENT
UPDATE**

Q2 | 2022

**PREPARED BY
COMMUNITY DEVELOPMENT
AND SERVICES AGENCY**

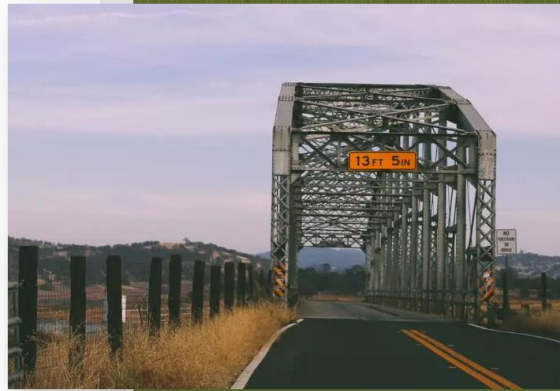
Navigating: Yes to Yuba helps identify the best path forward for projects of all sizes, serving as a “regulatory translator” between business and government. Testimonials from local businesses and developers are featured on yestoyuba.com!

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We work in many different counties and cities throughout the Pacific Northwest and I can tell you, your personalities and amazing attitudes go a long way and greatly appreciated from our end. It's difficult enough to develop anywhere, having a County that keeps it realistic and positive makes our job much more enjoyable!

STEVE POWELL

President, Woodcrest Companies, Ramona



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No, We had never owned a business prior to moving to Yuba county. No, We had no clue how to even start a business.

Yes, We have always had the dream of becoming Business owners! Yes, Yuba County was instrumental in helping us find our way!

Yes, Yuba County was there every step of the way! Yes, Yuba County answered every single question we had! Yes, Yuba County was very responsive and provided solutions to perceived roadblocks! Yes, Yuba County went above and beyond to help make our dreams come true!

Yes, we are so grateful to Yuba County for making it all happen! Yes, you can do it too!

CUMMINGS FAMILY

Owners, 2TallsSweetTreats, Plumas Lake, CA



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The YES team has been a tremendous benefit to us. All of the team went the second mile, whether by phone call or even meeting with potential clients. The YES Team showing authenticity and care to help us transition from no business at all to bringing business to us.

KRISTINE CARPENTER

Representative, The 530 Event Center, Marysville



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We are very happy to be located in Yuba County and work with a County that is motivated to help businesses! The help everyone has provided across the spectrum, from workforce development to planning for expansion, has been wonderful and we look forward to working together for years to come.

BUILTWARE FABRICATION

CEO / Owner, Builtware Fabrication, Olivehurst, CA

