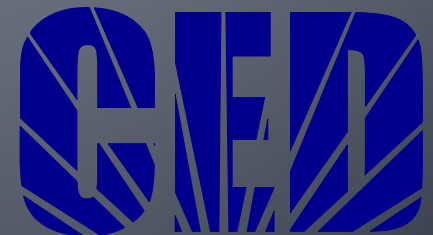


California State University, Chico Research Foundation

# Center for Economic Development

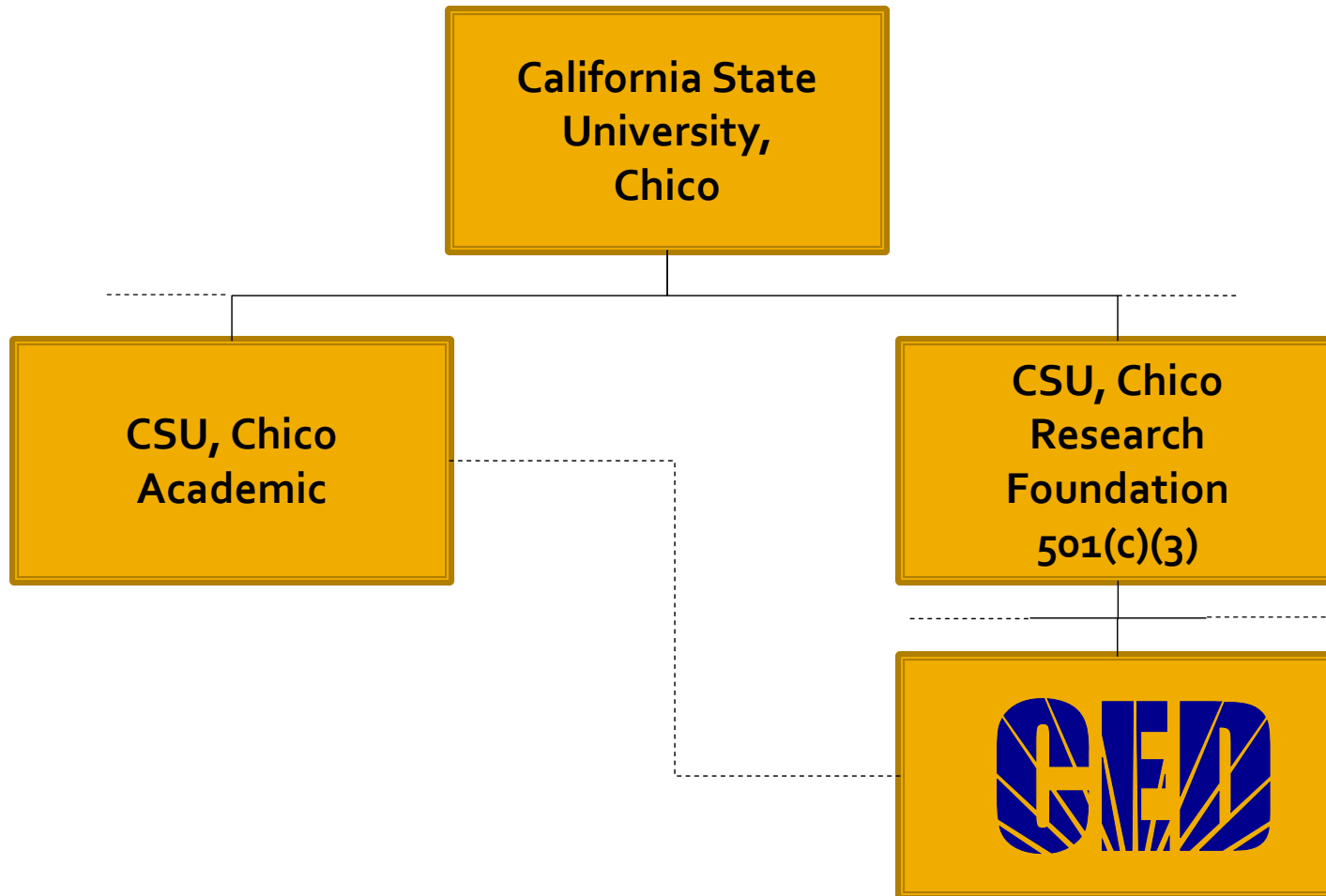


# What We Do

The **Center for Economic Development (CED)** provides products and services primarily in Northern California that promote community and economic development.



# Who We Are



# How We Are Organized



# Business Support Services

## NEC SBDC

- Northeastern California Small Business Development Center (NEC SBDC)
  - Lead Center – CSU, Chico
  - Service Centers
    - Shasta College/College of the Siskiyous
    - Butte College
    - Yuba Community College District
    - Greater Sacramento
    - San Joaquin Delta College

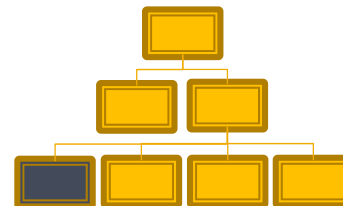


# Business Support Services NEC SBDC Service Areas



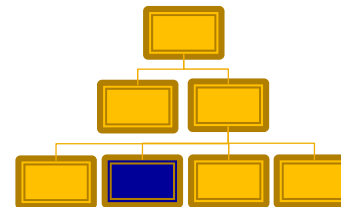
# Community Events and Activities

- Tri-County Economic Forecast Conference
  - Glenn, Tehama, and Butte Counties
  - Local and National Business Perspectives
  - 400+ Attendees
- County Profile Workshops
  - One in each of 23 Counties
  - Tied to County Data Products
  - Dr. David Gallo & Dr. Robert Eyler, Presenters
- Marketing and Promotional Activities for CED



# Community Research and Analysis

- Annual County Profile Series
  - County-based
  - Based Upon Most Recent Data Released from Federal, State and Local Sources
    - Economic Data
    - Demographic Data
- Applied Research Projects
  - Contract Studies
    - Federal, State, Economic Development District, Local, Private
  - Business Cluster Analyses
  - Industry Specific Studies
  - Comprehensive Economic Development Strategy (CEDS)
- Technical Assistance
  - University Center Support



# Community Research and Analysis County Profile Series

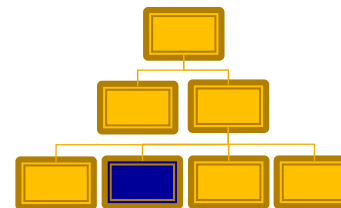


2009 – 2010  
County Profile  
Series Reports

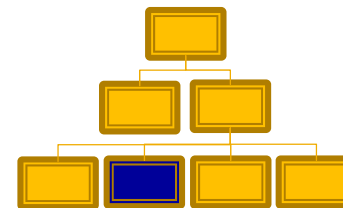
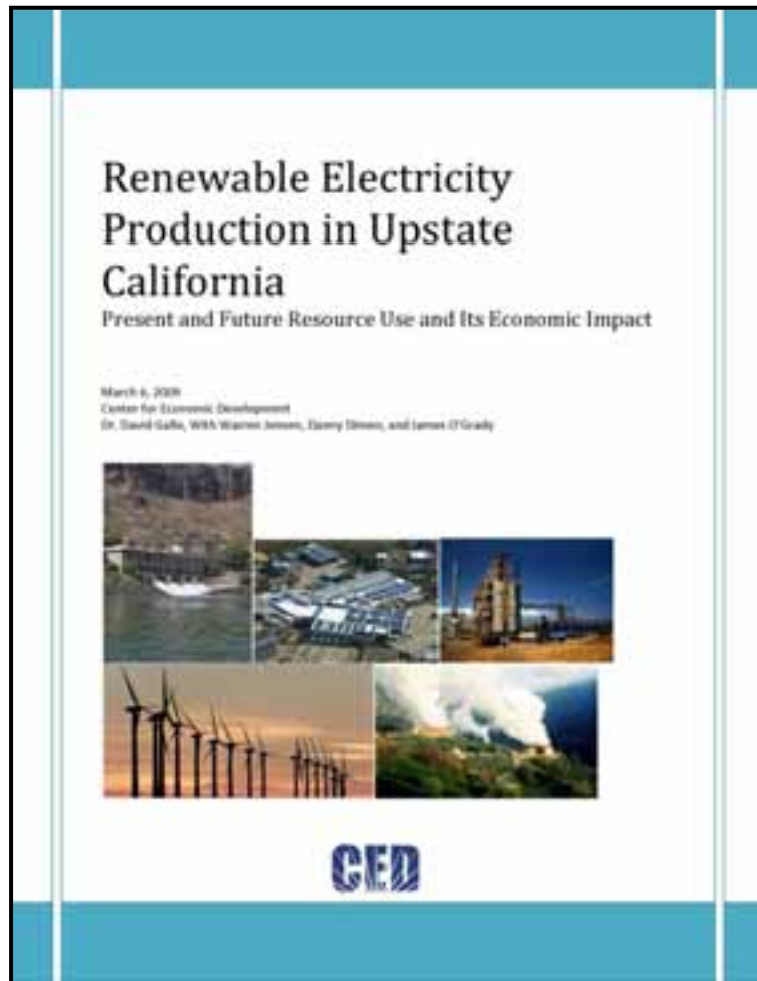


# Community Research and Analysis Project Examples

- Economic Development Administration – University Center Grant
- Renewable Electricity Production in Upstate California Report
- Gary Bess Projects
  - Supporting Community Health Programs (GIS Mapping)
  - Over \$5m in Successful Grants in 2009
- Lake Tahoe Indicators Project
  - Monitor Community Growth and Development
- West Marin Buy Local Campaign
  - Evaluate Potential for Local Community and Business Spending
  - Evaluate Retail Leakage

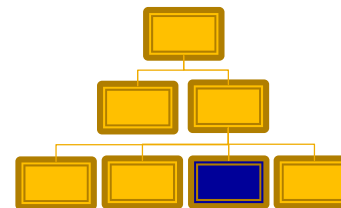


# Community Research and Analysis Green Energy Report



# Direct Business Support

- Business and Marketing Plans
- Marketing Intelligence for Small Businesses (Economic Gardening Support)
  - Market Information
  - Site Selection
  - Customer Profiling
  - Thematic Mapping
  - Competitive Analysis
  - Demographic Data Projections
  - Business Lists
  - Consumer Lists (\$)
- Financial Data Preparation
- Business Technology Consulting







# Addressing the Needs of Rural Northern California



# How Can We Help?

## **Center for Economic Development**

CSU, Chico Research Foundation

California State University, Chico

Chico, CA 95929-0765

(530) 898-4598 (Voice)

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