

EXECUTIVE SUMMARY

The 3CORE District Comprehensive Economic Development Strategy (CEDs), 2022-2027, presents a plan for regional recovery for Butte, Glenn and Tehama Counties.

The CEDS is built on the premise of Regional Collaboration for Collective Impact.

Over the past three years, the region has experienced several economic disruptions including three of California's most destructive wildfires. The devastating Camp and North Complex Fires destroyed nearly 25,000+ structures, including more than 15,000 homes, and displaced many more residents, causing a net out-migration of population (est. 10,000).

The impact to environment and health are worsening as the region experiences longer and more frequent droughts and devastating wildfires. 2021 has seen the worst drought conditions in history.

COVID-19 Impact

The impact of COVID-19 only exacerbated an already fragile economy, taking the region back to 2017 levels – as of July 2021 the region faces a gap of 4,280 jobs and \$1.64 billion in Gross Regional Product.

3 Goals



GOAL 1:

Focus on Economic Recovery by January 2024 to prepandemic levels, January 2020.

Objective: Replace 4,280 jobs and \$1.64 billion in Gross Regional Product.



GOAL 2:

Strengthen key sectors that drive the regional economy.

Objective: Address pressing needs of agriculture, forest products, construction, manufacturing, healthcare, education and hospitality-tourism sectors.



GOAL 3:

Catalyze opportunities to maximize assets.

Objective: Collaborate on moving forward projects that have significant and long-term economic growth, resiliency and stability for the region.

Initiatives In Brief

The region faces complex challenges with diverse sector partnerships, programs and projects. Through extensive outreach and input from stakeholders three key initiatives were developed to address the challenges, maximize opportunities, leverage resources and achieve the goals of recovery by 2024.

1

FOUNDATIONAL INITIATIVES

Focus on those actions that need to occur daily to facilitate recovery – Workforce Development; Business Development; Business Space and Economic Centers; Policies and Resources.

2

INDUSTRY-SECTOR INITIATIVES

Focus on key sectors of the economy with the opportunity to build back better – Agricultural; Forestry; Construction; Manufacturing; Supply Chain; Health & Wellness; Hospitality & Recreation (Tourism).

3

TRANSFORMATIVE INITIATIVES

Collaborative initiatives leading to collective impact – Broadband; Infrastructure/ Housing; I-5 Corridor; Education, Training & Talent Development Pipeline; Forest Resiliency & Innovation.

Some Potential Projects

Infrastructure

- ◆ Broadband
- ◆ I-5 Infrastructure (West)

Construction Sector

- ◆ CDBG-DR Economic Revitalization, Workforce
- ◆ 3D Concrete Housing Construction Printer
- ◆ Construction Mobile Training Unit

Forest Management & Restoration

- ◆ Forest Management Innovation Hub
- ◆ BioMass Utilization Facilities

Workforce

- ◆ Upskilling Academy
- ◆ Customer Service Academy
- ◆ Earn & Learn Models
- ◆ Rural Nursing Training & Education Center

Business Development

- ◆ I-5 Distribution & Logistics Feasibility Strategy
- ◆ Supply Chain Analysis
- ◆ Regional Tourism Master Plan
- ◆ Entrepreneurship – iHUB2 Application

Initiatives all link to recovery and sustainability

