

**the redwood coast**  
 the counties of del Norte, Humboldt, Mendocino, Siskiyou and Trinity

**Water Resource Planning Workshop**

January 19, 2010

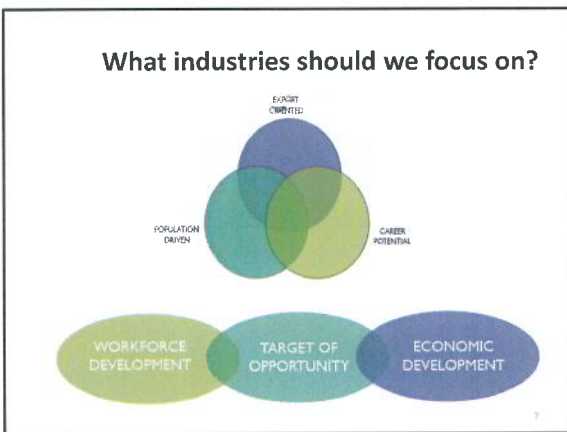
**Humboldt Bay Municipal Water District**

Water and Economic Development in Humboldt County and the Redwood Coast Region


**Jacqueline Debets – Humboldt County Economic Development**

**This Presentation**

- Industries are growing here
- Assets and liabilities for those industries
- How can water as an economic asset
- Industries and businesses that use lots of water for possible location here
- Questions and discussion



**Redwood Coast Region: People-commerce tends to move from the mountains west**



**Five quality factors identify Targets of Opportunity**

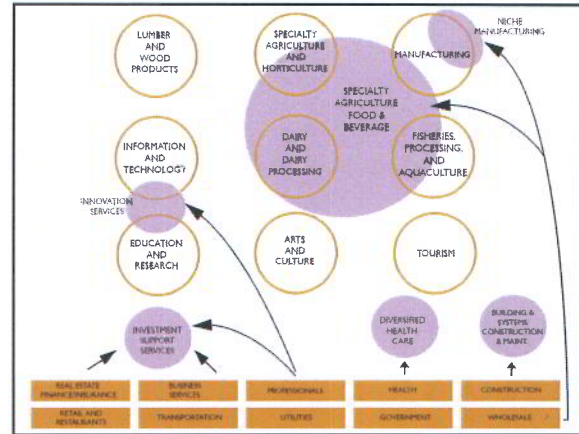
QUALITY	INTERPRETATION
Expanding Opportunity	Job Growth Firm Growth
Growing Quality	Job Quality...higher and increasing wages
Improving Competitiveness	Strong and/or growing regional specialization
Career Potential	Occupational dynamics and distribution
Key Linkages	Important relationships and common needs

- Six Targets of Opportunity**
- Diversified Health Care
  - Building and Systems Construction and Maintenance
  - Specialty Agriculture, Food, and Beverage
  - Investment Support Services
  - Management and Innovation Services
  - Niche Manufacturing

### How much do the Targets matter?

Criteria	Region	Targets
Job growth	4%	37%
Firm growth	1.5%	23%
Wage growth	6%	10-26%

Together, the Targets of Opportunity Industries contributed 39% of the jobs and 53% of the wages in the region's private sector over the last 15 years.



### Growing Occupations by Title

Redwood Coast Growing Occupations by Target Area						
	Diversified Health Care	Biologics & Systems Construction & Maintenance	Specialty Agriculture, Food & Seafoods	Investment Support Services	Management & Innovation Services	Niche Manufacturing
Top 50 Occupations with Most Job Openings 2003-2006	12	10	8	5	4	2
Top 50 Projected Occupations with the Most Job Openings (New & Replacement Jobs) (2009-2014)	14	17	12	10	8	10

### Assets for Industries/Businesses

- Natural amenities desirable to talent workforce
- Small town communities
- Diversity of industries
- Culture of entrepreneurship
- Air transportation
- Community values
- Natural resources, including water
- Long growing season and micro-climates
- HSU, CR, K-12 quality of education access



### Economic Development Assets

- Enterprise Zone
- Foreign Trade Zone
- Substantial lending capital
  - EDA RLF at RREDC
  - Loan funds at AEDC
  - Recycling Market Development Zone
  - Headwaters Fund RLF
- Small business start up and expansion assistance
- Industry cluster stimulation projects



### Liabilities for Industries/Businesses

- Transportation
  - Interstate trucks cannot ship in/out
  - Railroad is down
  - Port is not viable for shipping currently
- Limited broadband access and threats to service
- Community values
- Low population density
- Remoteness from urban area
- Past dependence on resource extraction
- Aging infrastructure
- Access to land for development (or permitting)



### Balance Sheet of Assets and Liabilities

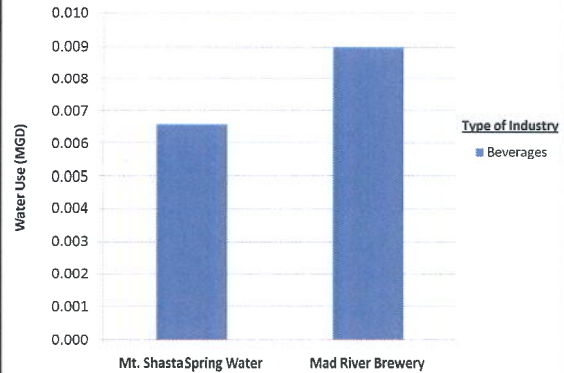
#### ASSETS

- Quality of life, place
- Natural resources
- Culture of entrepreneurship
- Diversity of industries
- Education system
- Airport
- Economic development

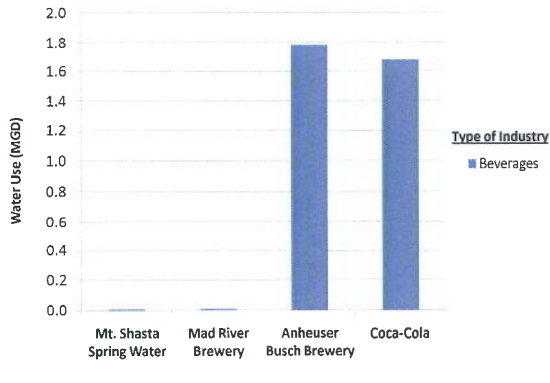
#### LIABILITIES

- o Transportation
- o Broadband limits
- o Low population density
- o Remoteness from urban area
- o Past dependence on resource extraction
- o Aging infrastructure
- o Access to land

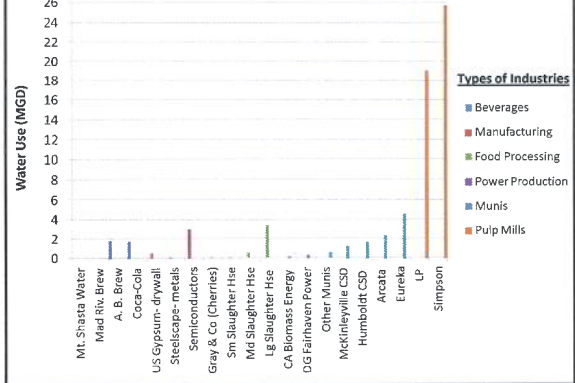
Water use for Water Intensive Businesses & Industries



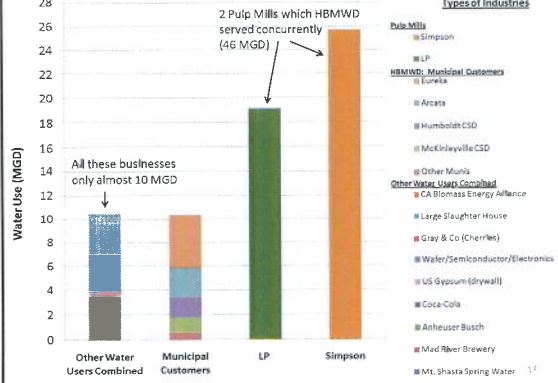
Water use for Water Intensive Businesses & Industries



Water use for Water Intensive Businesses & Industries



Water use for Water Intensive Businesses & Industries



### Likely industries to grow here with water access

- Specialty agriculture...water needed outside district
- Municipal...water needed outside district
- Beverage water for export
- *Others?*
- *Will they use what the pulp mills did?*