

# Innovation & Business Assistance

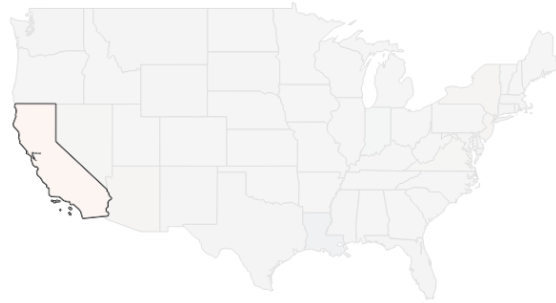
Cole Przybyla – Year 1 Review

# Data for Coronavirus

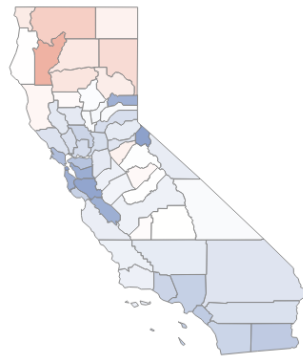
---

## Cuebiq Mobility Data via Cellphones

# Cuebiq Mobility

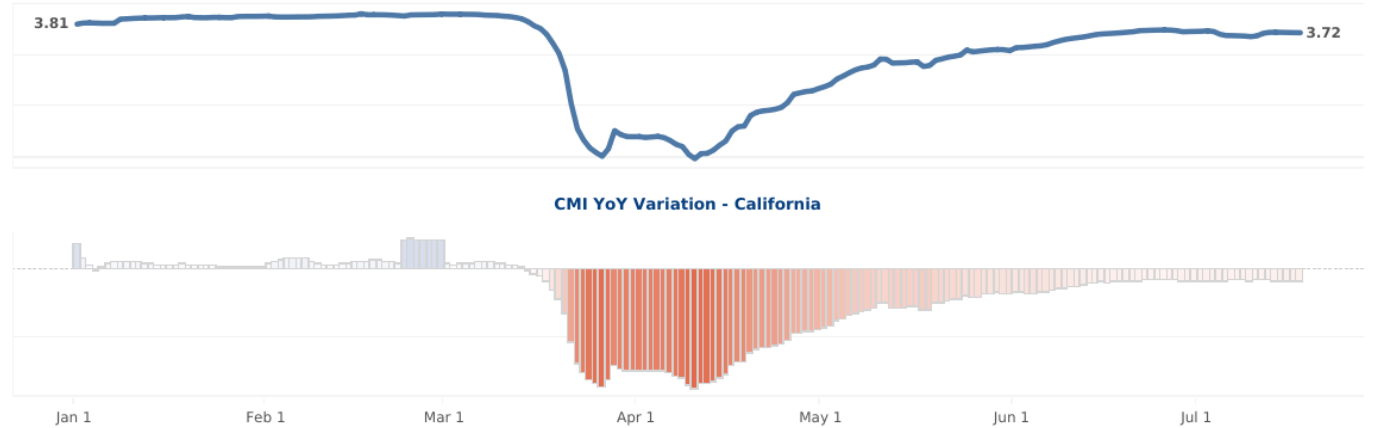


© 2020 Mapbox © OpenStreetMap

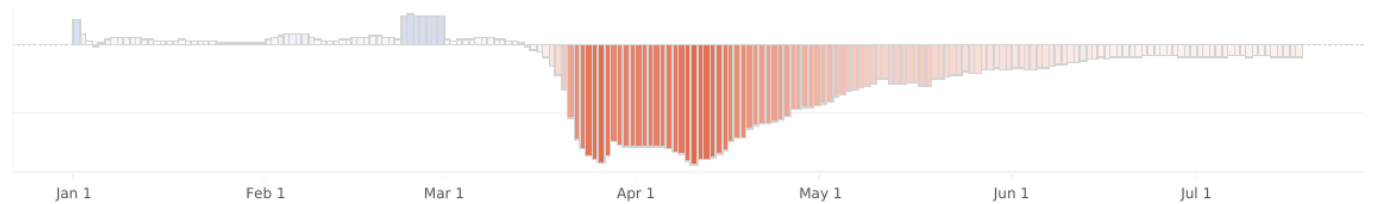


© 2020 Mapbox © OpenStreetMap

CMI - California



CMI YoY Variation - California



Jan 1, 2020 to Jul 17, 2020

Index by State

	CMI	YoY
California	3.72	-3.7%

Index by County

Search  
All

	CMI	YoY
Calaveras (CA)	3.97	1.1%
Amador (CA)	3.92	-2.4%
Yuba (CA)	3.91	-0.6%
Glenn (CA)	3.91	0.5%
Tehama (CA)	3.89	2.2%
Colusa (CA)	3.86	-1.9%
El Dorado (CA)	3.84	-1.8%
Shasta (CA)	3.84	1.9%
Alpine (CA)	3.84	-8.5%
Nevada (CA)	3.84	-0.4%
San Bernardino (C..)	3.82	-2.4%
Riverside (CA)	3.81	-2.7%
Fresno (CA)	3.80	-1.2%
Madera (CA)	3.79	0.0%
Sacramento (CA)	3.79	-2.9%
San Joaquin (CA)	3.79	-1.9%

Placer (CA)	3.79	-3.0%
Tuolumne (CA)	3.78	-0.1%
Siskiyou (CA)	3.78	4.0%
Stanislaus (CA)	3.76	-1.3%
San Diego (CA)	3.76	-3.8%
San Luis Obispo (C..)	3.76	-1.3%
Mariposa (CA)	3.76	0.6%
Kern (CA)	3.74	-1.8%
Solano (CA)	3.73	-3.1%
Tulare (CA)	3.73	0.1%
Ventura (CA)	3.72	-3.9%
Orange (CA)	3.72	-4.7%
Sutter (CA)	3.72	-0.4%
Monterey (CA)	3.71	-1.6%
San Benito (CA)	3.71	-7.2%
Kings (CA)	3.70	0.3%
Sonoma (CA)	3.70	-2.6%
Butte (CA)	3.70	-0.2%
Contra Costa (CA)	3.70	-5.3%

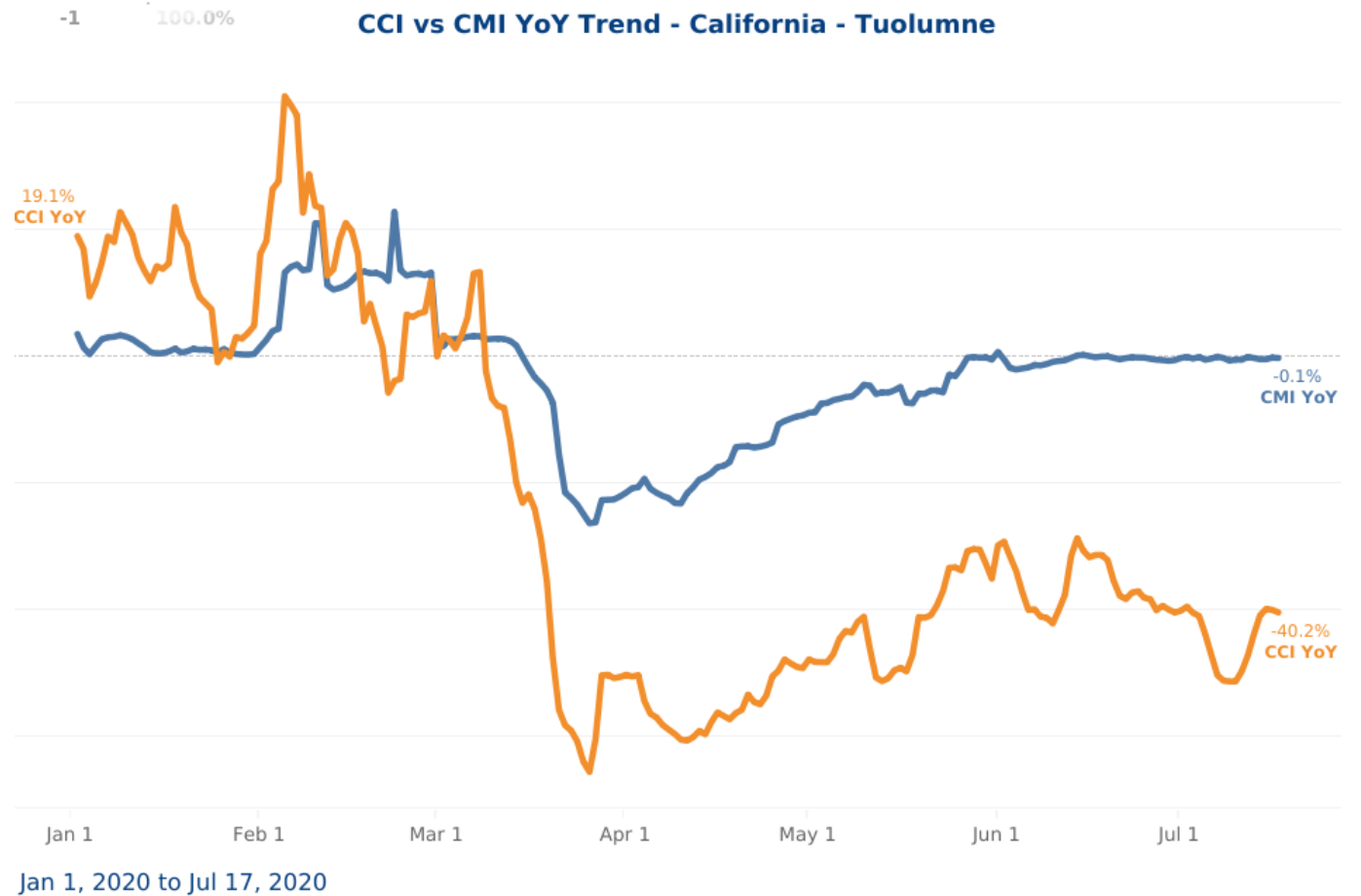
# Cuebiq Contact



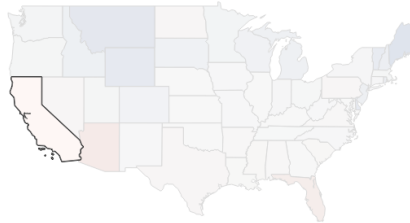
## CCI by County

	Contact Index (Current Year)	CCI YoY
<b>Tuolumne (CA)</b>	<b>1.28</b>	<b>-40.2%</b>

- CCI YoY
- CMI YoY

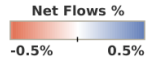


# Cuebiq Relocations



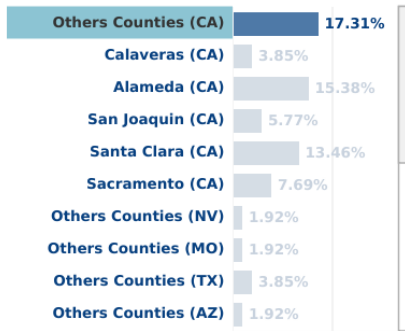
Select a V.. Balance

© 2020 Mapbox © OpenStreetMap

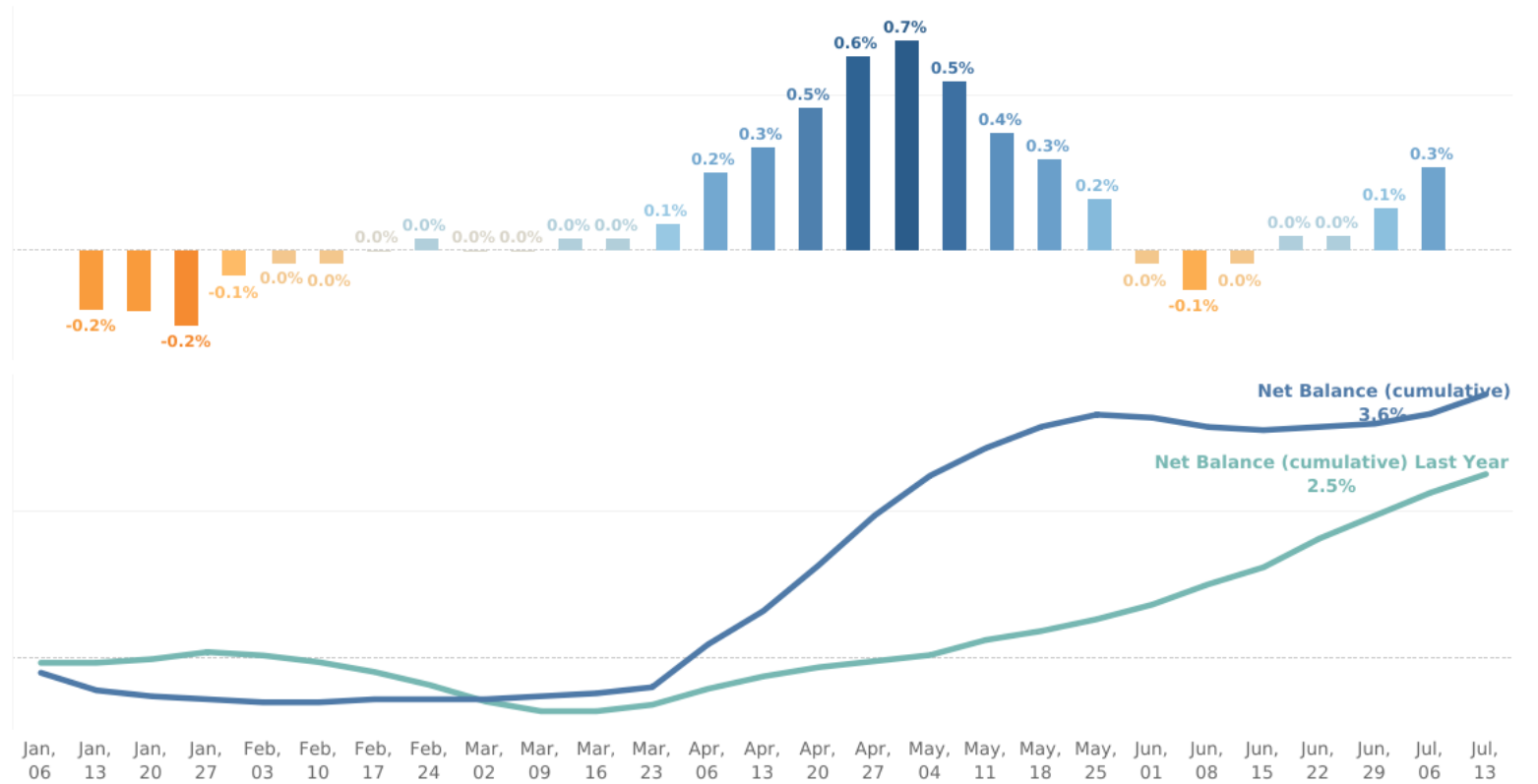
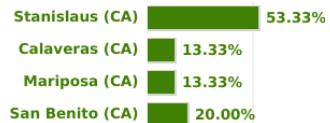


© 2020 Mapbox © OpenStreetMap

## Top Destinations (County)

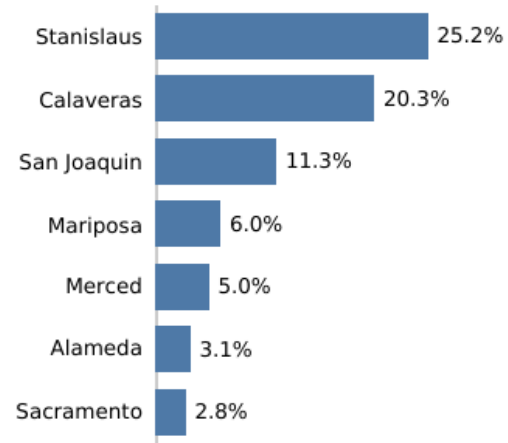


## Top Origins (County)

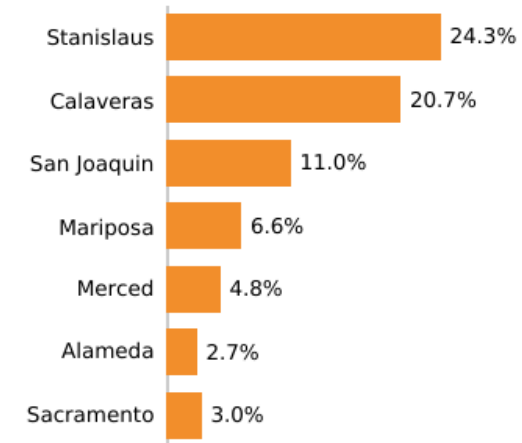


# Cuebiq Mobility Flow

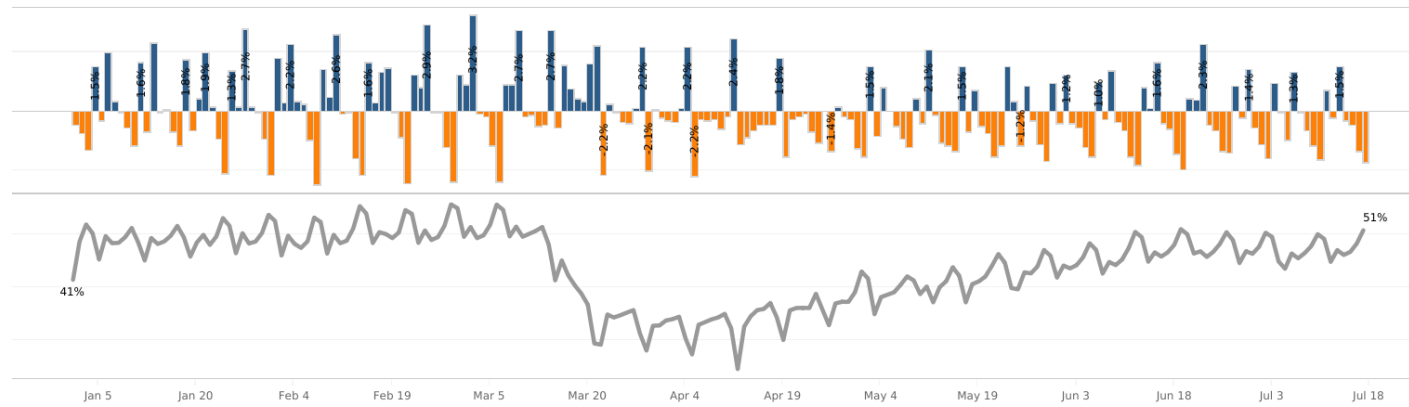
**Top Origins**



**Top Destinations**



**Daily Trend - Net Flow & Total Flow Rates**



Jan 1, 2020 to Jul 17, 2020

# The Three Pillars

---

Business Retention

Business Expansion

Business Attraction

# Potential Targeted Industries

---

1. Hospitality
2. Senior Care
3. Natural Resource Manufacturing

Private Business with a Board of Directors able to make decisions without algorithms



# Pivoting Attraction Strategy to Retention

---

Know who the Tuolumne County Businesses are today

Prioritize Information Outreach

Integrate a Communication Strategy

# The Problem

---

No Business License = No Business Data

# How to know Tuolumne County Businesses

---

Health Department

Fire Department

Fictitious Business License

City Business License Data

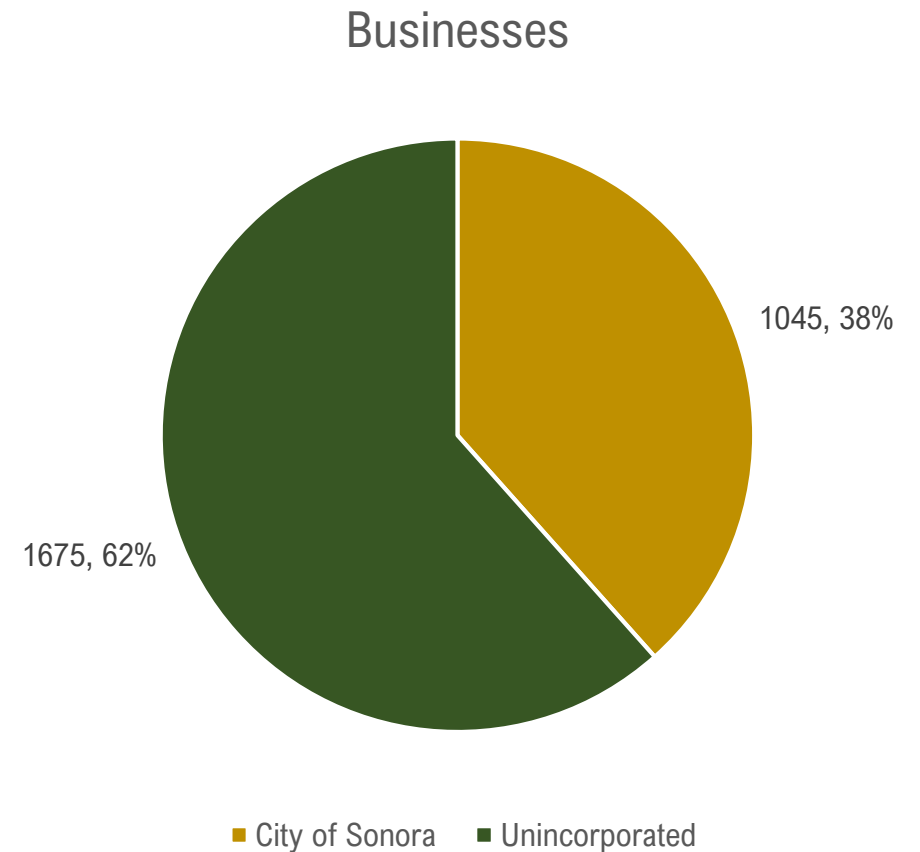
Combined Data = 3,588

Business Names, Phone Numbers, Addresses

# Business Breakdown

---

2,721 Current Contact Information  
Contact Phone Numbers  
Addresses  
Primary Contact  
Email Addresses



# Priority Information Outreach

---

Small Business Administration Economic Injury Disaster Loan

Paycheck Protection Program

Sole Proprietor Unemployment Insurance

Opening Guidance Documents and Changes

# Financial Resources – EIDL & PPP

---

Thanks need to be extended to Bradford Place Inn

Patrick & Kim

Economic Injury Worksheet March 13, 2020

Important as EIDL First Come First Serve

Subject: U.S. Small Business Administration Economic Disaster Declaration –  
Coronavirus Disease 2019

Dear Chairperson Rodefer:

On March 16, 2020, the U.S. Small Business Administration declared the primary counties of **Alameda, Calaveras, Contra Costa, Los Angeles, Sacramento, San Diego, San Francisco, San Mateo, Sonoma, and Tuolumne** and the contiguous counties of **Alpine, Amador, El Dorado, Imperial, Kern, Lake, Madera, Marin, Mariposa, Mendocino, Merced, Mono, Napa, Orange, Placer, Riverside, San Bernardino, San Joaquin, Santa Clara, Santa Cruz, Solano, Stanislaus, Sutter, Ventura, and Yolo** a disaster area. This declaration is a result of economic impacts caused by the Coronavirus Disease 2019 beginning January 31, 2020, and continuing.

# Communication Strategy

---

Personal Phone Calls

Direct Automated Phone Call and Text

Bi-Weekly Webinar

Daily to Weekly Email Updates

Tuolumne County Disaster Assistance Website & Blog

Live March 15, 2020

Long-term Solution

# By the Numbers – Direct Contact

---

March 26, 2020 – 563 Landline Call Attempts

April 3, 2020 – 1,246 Landline Call Attempts

April 6, 2020 – 1,027 Landline Calls  
987 Text Messages

April 14, 2020 – 1,526 Landline Calls  
1,195 Text Messages

May 13, 2020 – 1,524 Landline Calls  
1,183 Text Messages



# Call Volunteers

---

Board of Supervisors

Stephen Campbell

Mike Ayala

Justin Myers

Katie Dunn

CAO Staff

Visitor Bureau Staff

Jeanne Shenefelt

Mel Kirk

Ron Timmins

Stephen Campbell

Mary Rose

Jeff Redoutey

Michelle Dean

Jeff Redoutey

Gary Sipperly

Margaret Davis

Andee Houser

Jennie Jaime

Gail Pedrick

Barbara Dresslar

Ginny Stafford

Joanne Jones

Dave Southern

Colette Such

Brian Todd

Mary Lamendola

Crosswalk Maggie

Crosswalk Halo

Crosswalk Angel

Crosswalk Macy

Lou Benoit

Cyndi Wilk

Carol Smith

Kim Garro

Jolene Lemke

Ron Sydney

Nancy Sydney

Michelle Tascoe

Adrienne Anderson

Cynthia Jacobs

# Automated Call Example

---

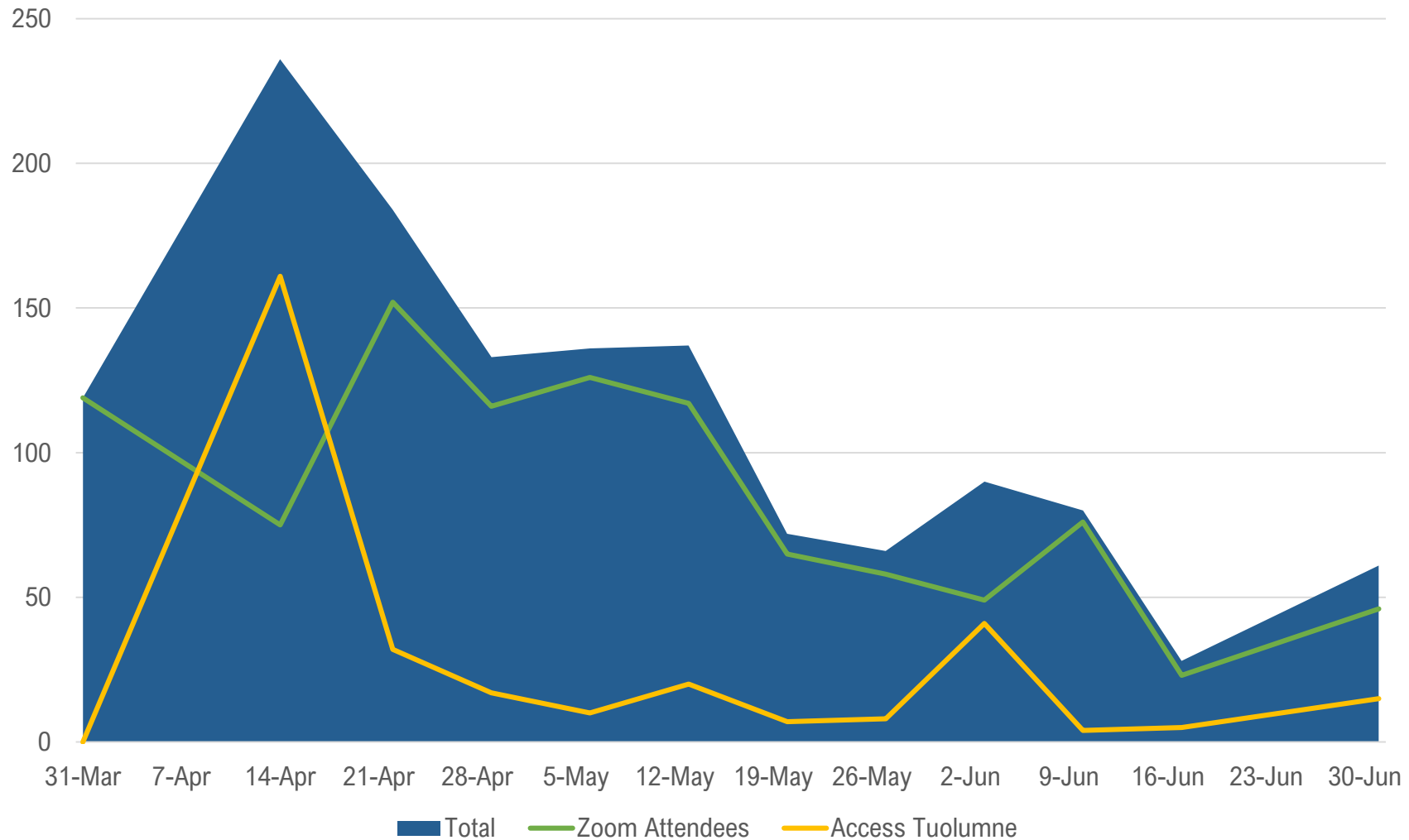
- April 6, 2020 Message Example:

This is Cole Przybyla with the Tuolumne County Innovation and Business Assistance Department. I strongly encourage all businesses to apply for the Small Business Administration funding for business losses. Apply here: [covid19relief.sba.gov](https://covid19relief.sba.gov)

Don't forget to select on page 4 of the application the \$10,000 advance payment. Contact me if you have any questions at 209-288-4030.

# By the Numbers – Webinar

Webinar Attendance



# By the Numbers – Email & Blog

---

Email Update list now at 460

62 Blogs

# By the Numbers – PPP Totals

---

634 Loans

150K and Less Loans

\$21,798,432

150k and More Loans

\$10.5 – 25 Million

Total Loan Amount

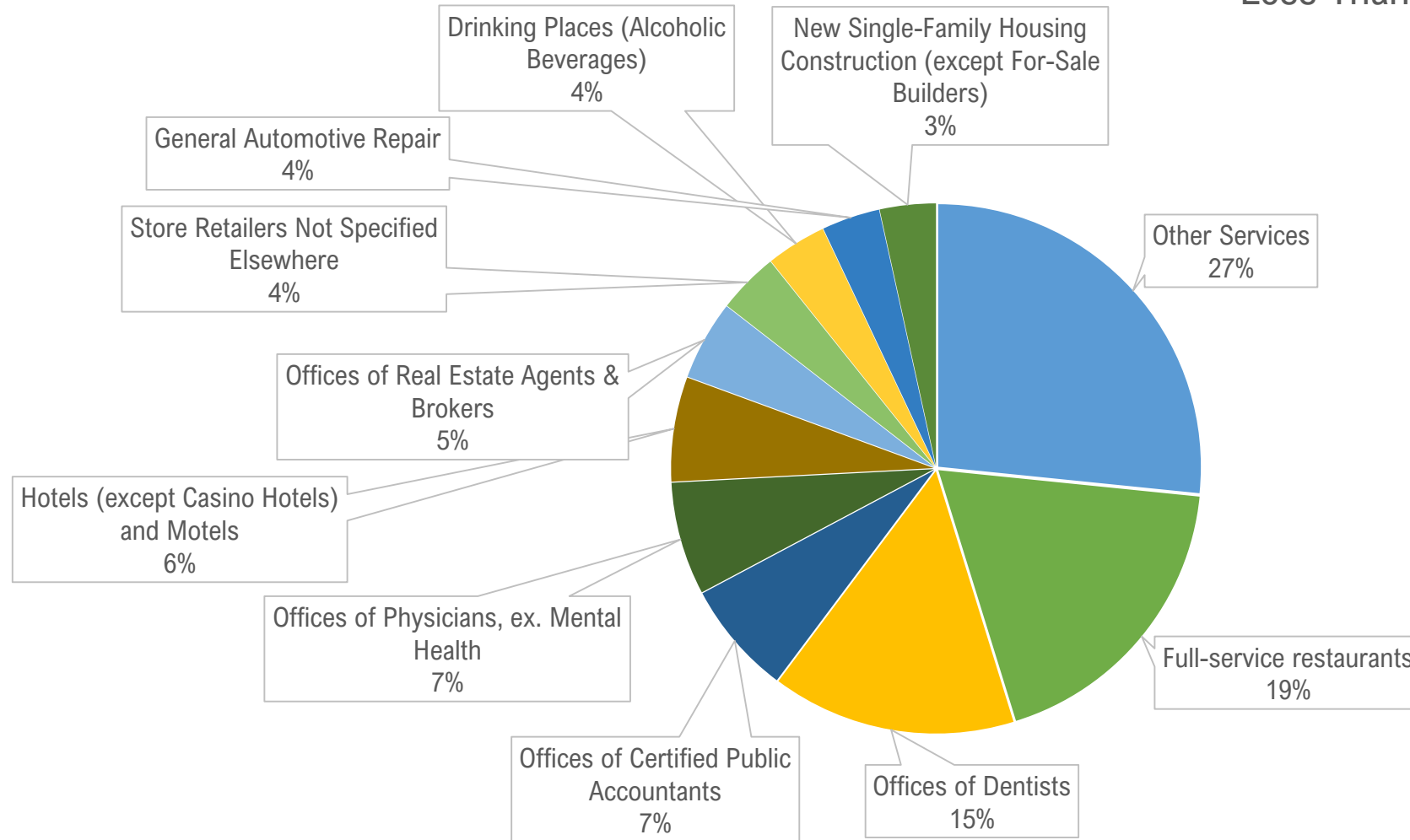
\$32,348,432 to \$47,698,432

4,452 Jobs Retained

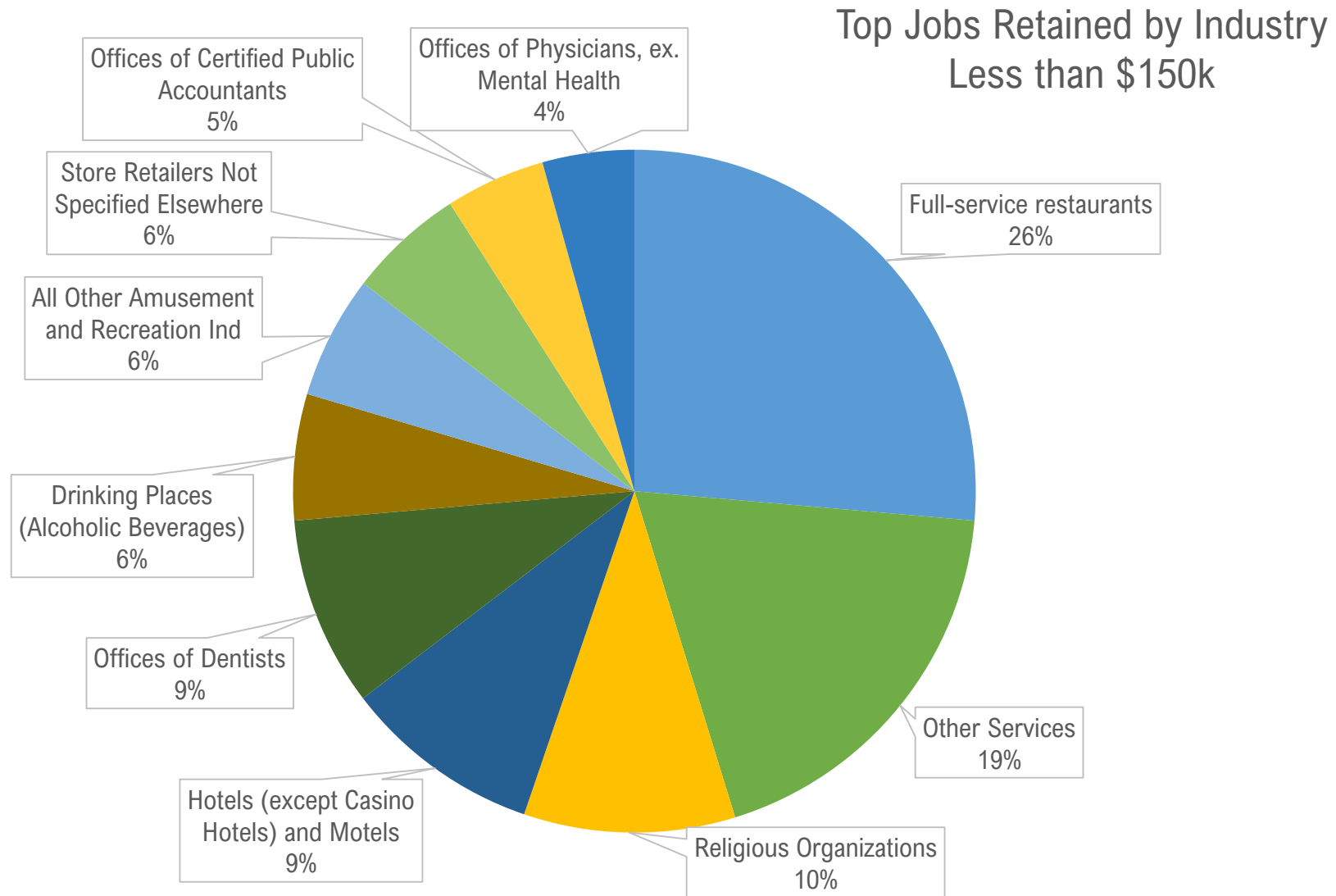
40% of Loans to Small Business Owners

# By the Numbers – PPP Top 10 Industries

Less Than \$150k Top 10 Industries



# By the Numbers – PPP Top 10 Industries



# By the Numbers – PPP Jobs Retained

---

Total Jobs Retained = 4,452 + 68 Unreported

4,424 jobs retained by an Employer

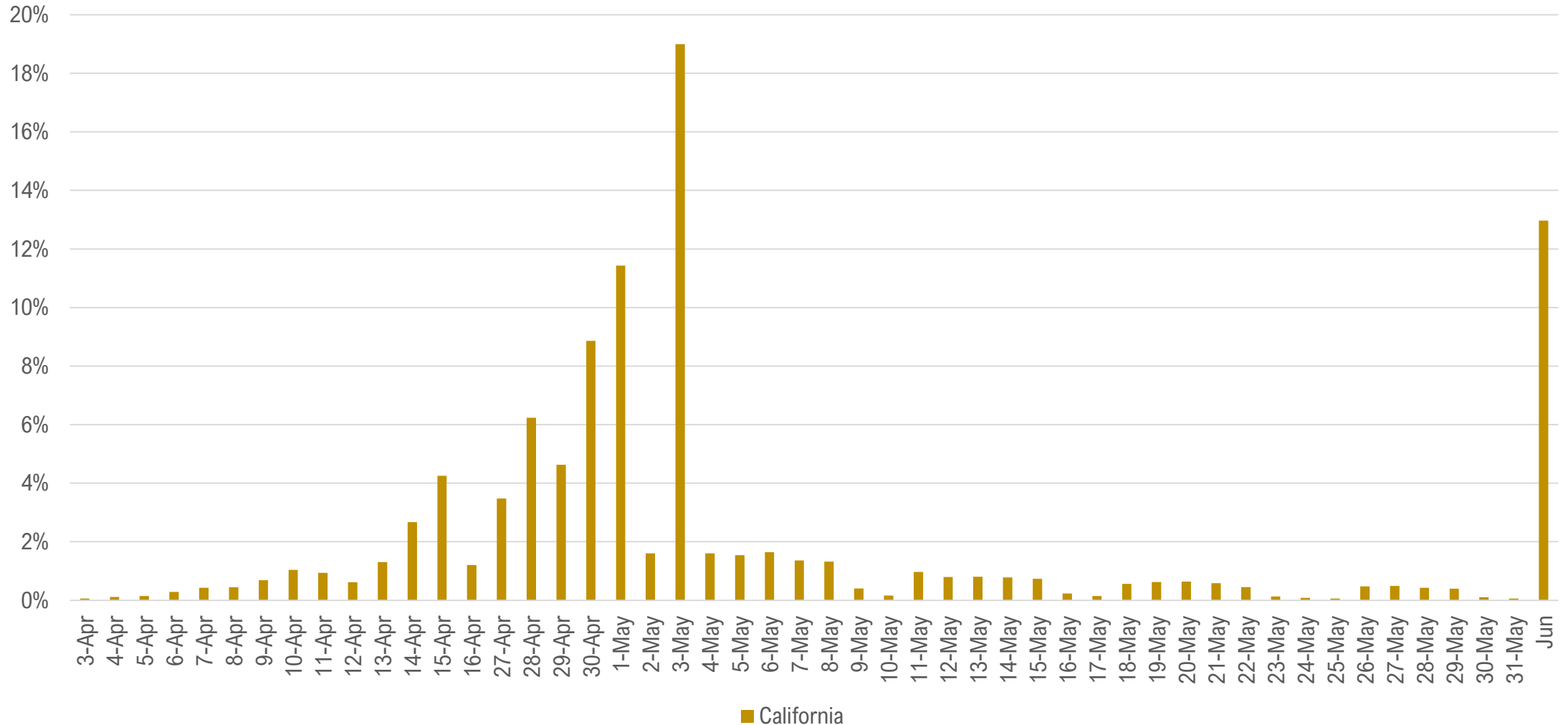
A prevention of 20% additional Unemployment

Worst Case Scenario April 2020 – 37%



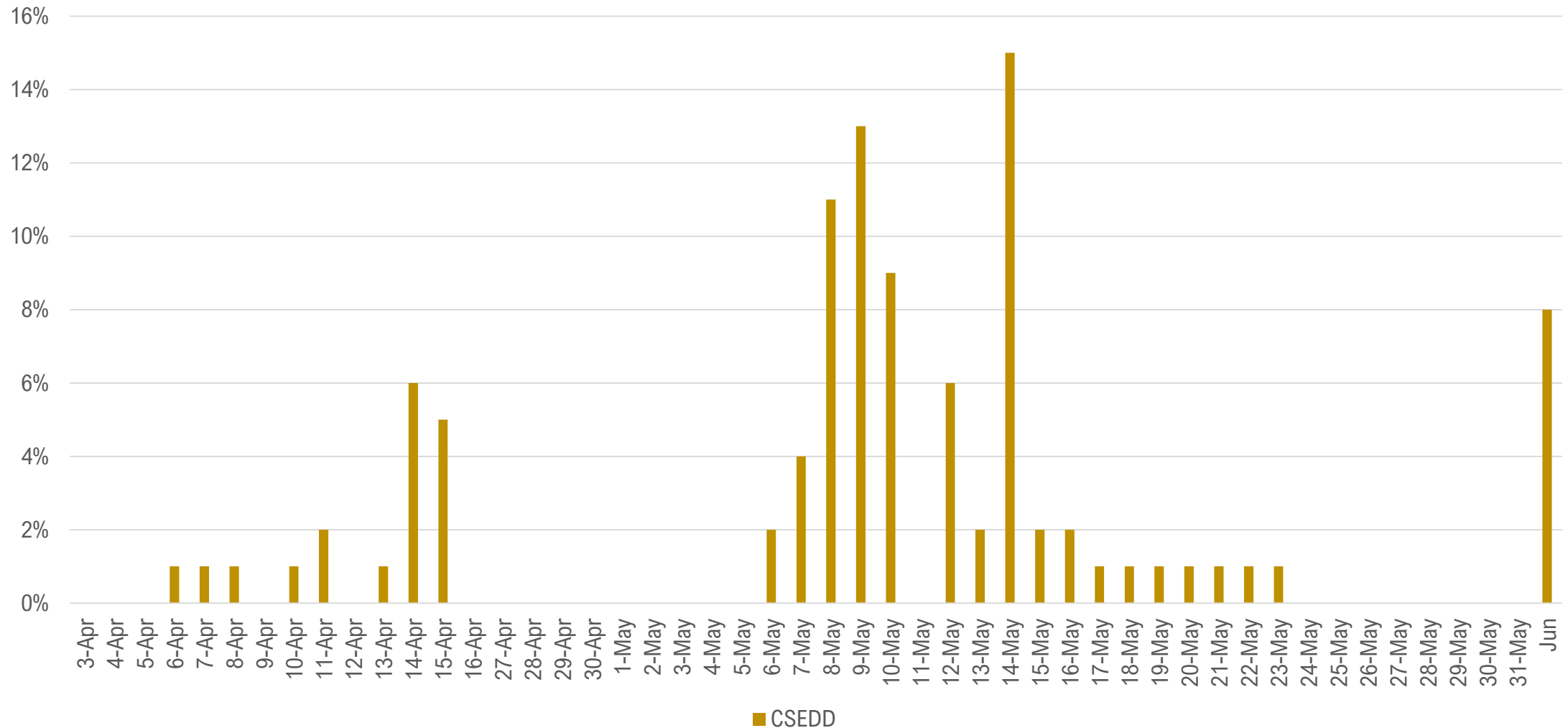
# By the Numbers – CA PPP per Day

California PPP per Day



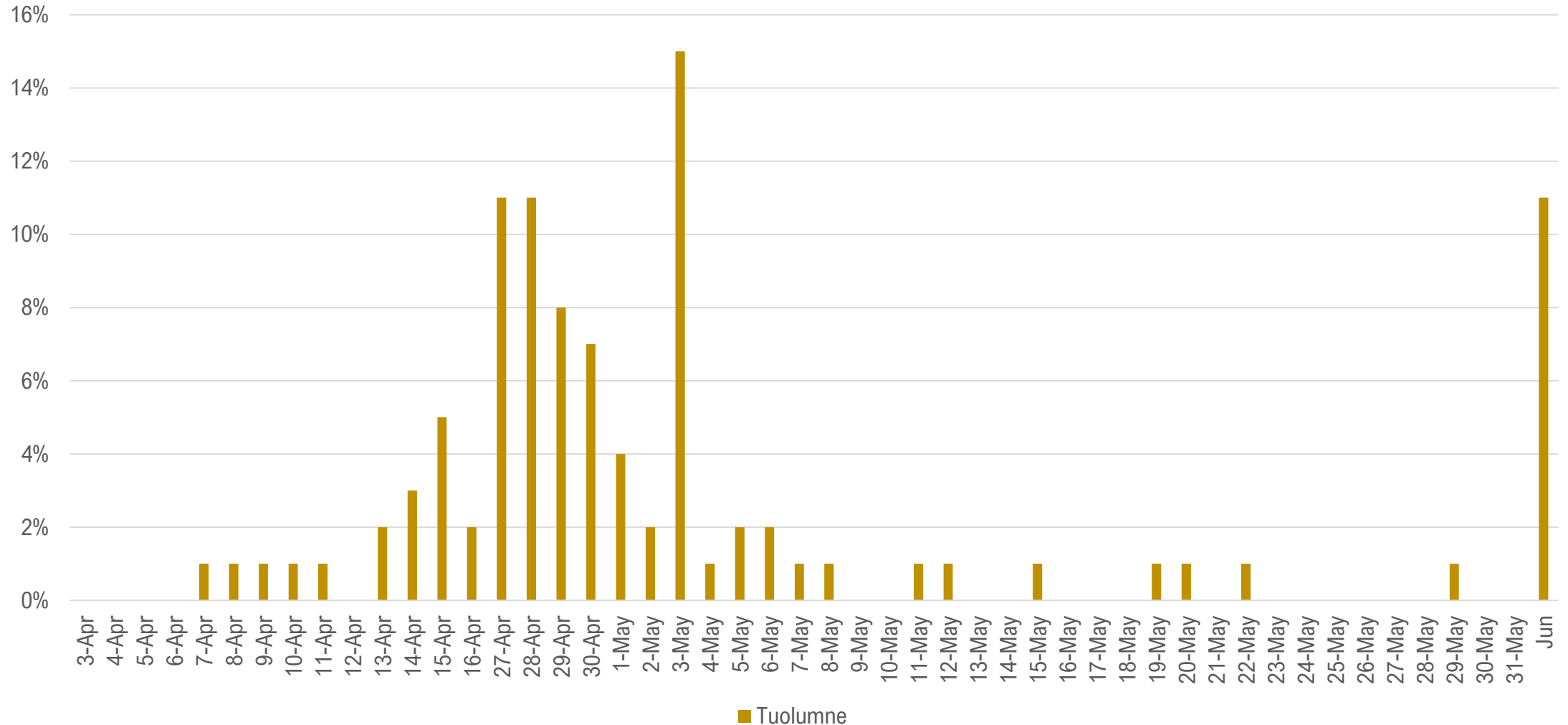
# By the Numbers – CSEDD PPP per Day

CSEDD Region without Tuolumne PPP per Day



# By the Numbers – Tuolumne PPP per Day

Tuolumne PPP per Day



# Website

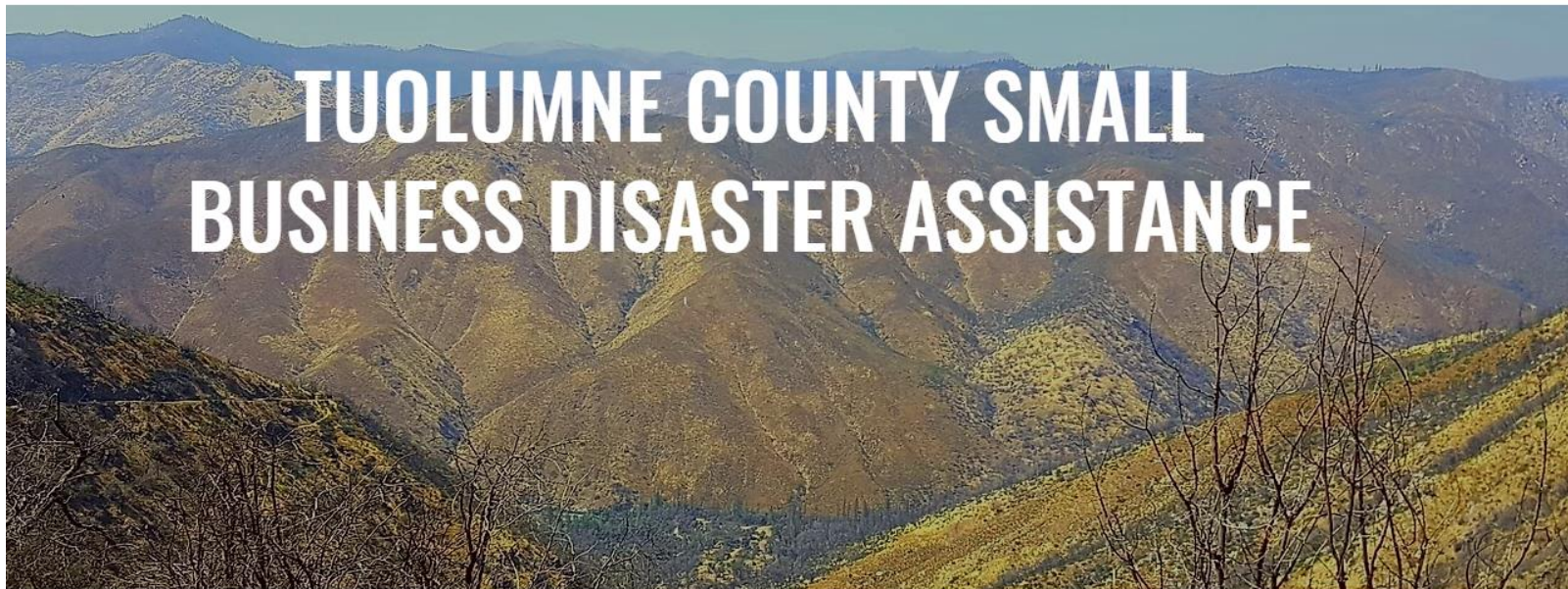
Operating a Business during COVID-19 Webinar Access [HERE](#)

Guidance for Operating during  
COVID-19 documents [HERE](#)



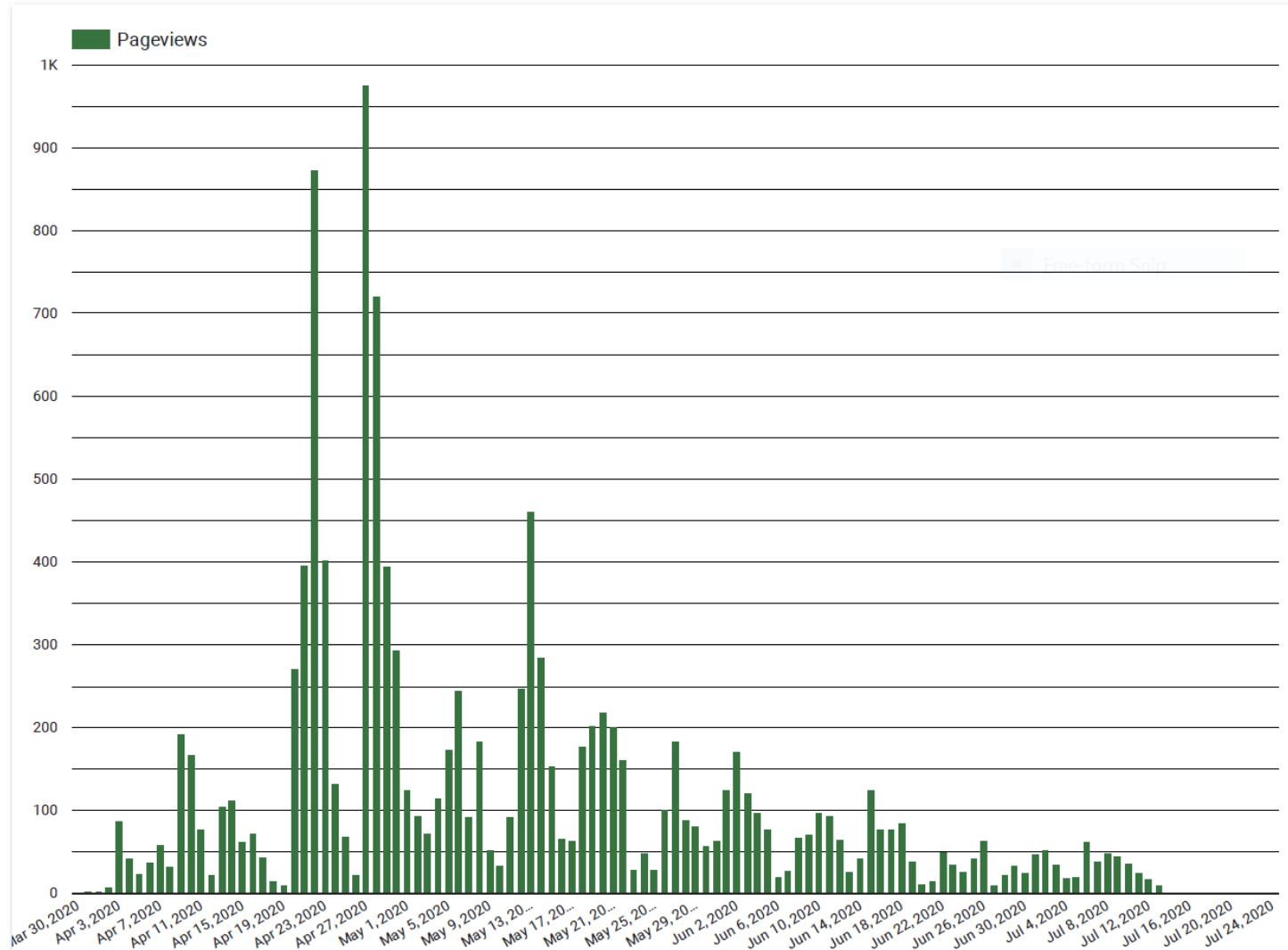
Latest Update  
April 22, 2020

[County Resources](#) [State Resources](#) [Federal Resources](#) [Arts & Non-Profits](#) [Business Operations Map](#) [Blogs](#)



Business Resources

# Website Analytics – Pageviews by Day



# Website Analytics – Pageviews Totals

	Page	Pageviews ▾
1.	/	3,122
2.	/reopening-guidance-drafts	2,438
3.	/business-reopening-summary	1,884
4.	/county-resources	570
5.	/post/roadmap-to-opening-tuolumne-county-businesses	439
6.	/business-survey	281
7.	/mask-request	231
8.	/guidance-documents	176
9.	/attestation-survey	169
10.	/blog	158
11.	/post/5-ways-to-view-april-22-2020-webinar	129
12.	/state-resources	119
13.	/current-info	111
14.	/post/two-page-summary-of-opening-up-america	106
15.	/business-operations-map	100
16.	/post/local-bank-participation-in-paycheck-protection-program	91
17.	/post/eight-businesses-receive-paycheck-protection-program-funding	90
18.	/post/infographics-for-opening-business-sectors-on-june-12-2020	87
19.	/post/sba-and-tuolumne-county-webinar-april-14-registration-link	87
20.	/post/how-to-watch-may-27-2020-operating-a-business-during-covid-19-...	78
21.	/post/paycheck-protection-program-simply	71
22.	/post/5-things-you-should-know-april-22-2020-covid-19-update	67
23.	/federal-resources	65
24.	/arts-non-profit-resources	62
25.	/post/five-updates-as-of-april-9-2020	55
26.	/post/how-to-watch-may-13-2020-operating-a-business-during-covid-19-...	55

1 - 100 / 359 < >

Total Views = 12,212

# Website Analytics – Time on Page

	Page	Avg. Time on Page ▾
1.	/reopening-guidance-drafts?fbclid=IwAR3Ug73GA3uZ9Uz...	00:29:37
2.	/post?postId=5eb0989571e479001700d0f3	00:28:02
3.	/post/paycheck-protection-program-update?postId=5eebb...	00:28:00
4.	/post/april-16-2020-update-unemployment-for-self-employ...	00:22:14
5.	/post/one-tuolumne-county-business-story	00:18:36
6.	/reopening-guidance-drafts?fbclid=IwAR23ujHTcDQihVF7j...	00:16:49
7.	/post/weekly-webinar-to-cover-more-business-sector-openi...	00:13:16
8.	/post/roadmap-to-opening-tuolumne-county-businesses?p...	00:11:17
9.	/post/two-additional-financial-resources-update	00:07:18
10.	/post/4-things-to-know-may-18-2020	00:06:30
11.	/business-reopening-summary?fbclid=IwAR1-S5zuoyMNx...	00:06:21
12.	/post/3-things-to-know-on-april-30-2020?postId=5eab0b8...	00:06:14
13.	/post/usda-business-and-industry-cares-act-program?post...	00:06:05
14.	/post/copy-of-how-to-watch-may-20-2020-operating-a-busi...	00:05:38
15.	/post/private-company-grants-and-services	00:05:36
16.	/post/small-business-disaster-relief-loan-guarantee-progra...	00:05:27
17.	/post/sba-and-tuolumne-county-webinar-april-14-registrati...	00:04:40
18.	/post/recorded-webinar-from-april-14-2020-covid-19-busin...	00:04:31
19.	/post/resource-guide-pdf-of-all-programs?postId=5e949b4...	00:04:19
20.	/post/information-from-ca-office-of-business-economic-de...	00:04:11
21.	/post/april-16-2020-update-unemployment-for-self-employ...	00:04:02
22.	/guidance-documents	00:03:27
23.	/?fbclid=IwAR00PCwt7e6C1w6vt5K1iCCi IdNWii Kvdh8II	00:03:27

Avg. Time on Page  
**01:49**

1 - 100 / 359 < >

# Website Analytics - Demographics

	User Type	Sessions ▾	Pages / Session	Avg. Session Dura...
1.	New Visitor	4,842	1.53	00:00:56
2.	Returning Visitor	2,508	1.92	00:01:43

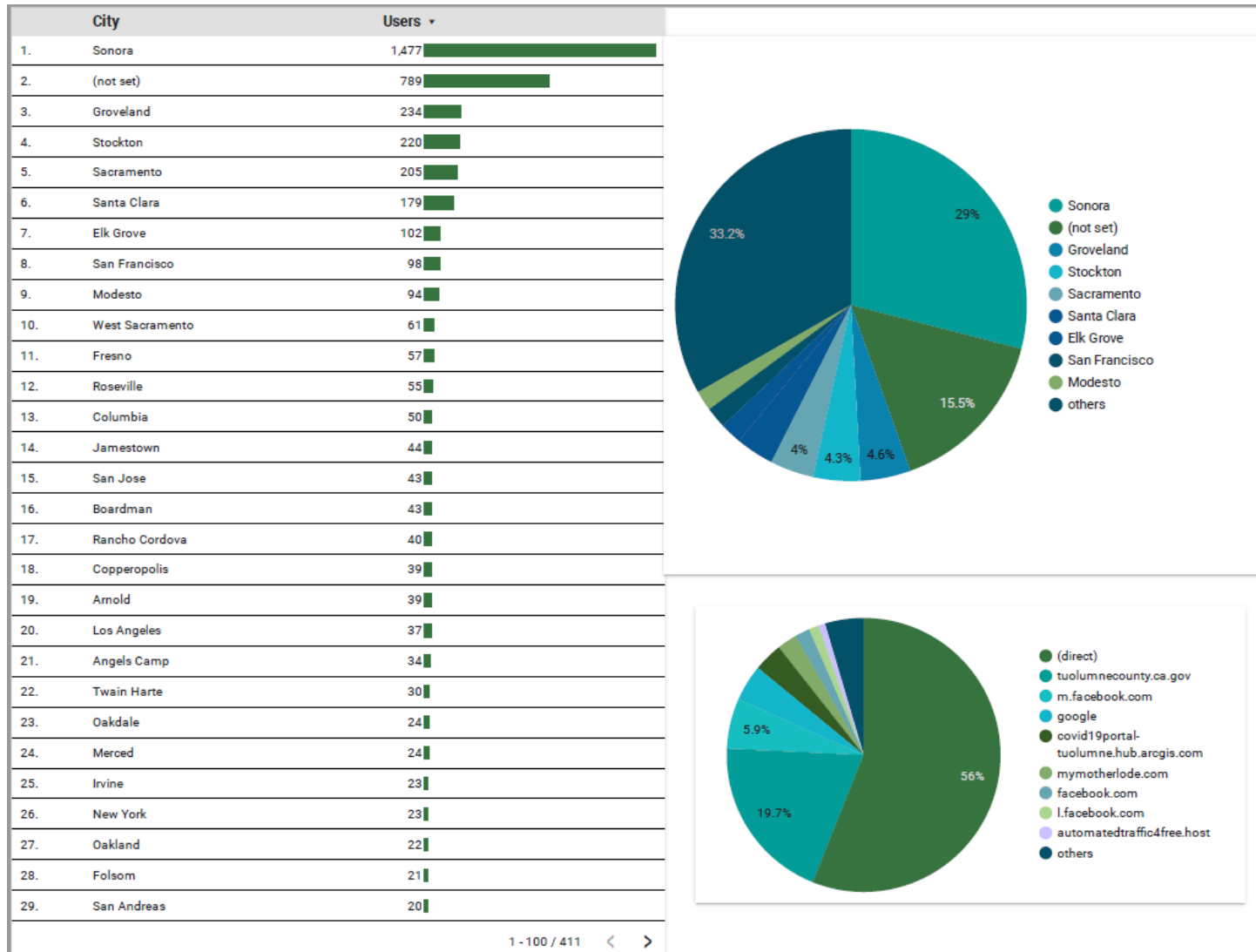
1 - 2 / 2 < >

	Age	Pageviews ▾	Avg. Session Duration
1.	55-64	1,062	00:01:19
2.	65+	1,005	00:00:59
3.	35-44	880	00:01:31
4.	45-54	772	00:01:14
5.	25-34	752	00:01:11
6.	18-24	128	00:00:51

1 - 6 / 6 < >



# Website Analytics – IP Geography



# What's Next

---

Continue Retention Efforts

Adapt Attraction Strategy

# Retention Efforts Forward

---

Continue efforts to find more contacts of Tuolumne County Businesses

Integrate COVID-19 Business Shifts into Strategy

Bi-Weekly Business Recovery Webinar

Cover related Retention topics on Tuolumne talks Business Podcast

Incentives and Program Sharing

Example, one manufacturing business will save \$40,000 per year

PGE Rebate Program

Currently 9 Businesses in Process

# Adapting Attraction Strategy

---

Integrate COVID-19 Business Shifts into Strategy

Utilize Essential Business List

Tuolumne talks Business Podcast/Webinar

Weekly Thursday 9am Webinar

Friday Podcast Release

Key Decision Maker Website Data Tools

# Tuolumne talks Business – Podcast

**Tuolumne talks Business**

By County of Tuolumne Innovation an...

A show dedicated to engaging businesses through sharing growth strategies, pertinent available resources, innovative business models and adaptation plans to strengthen our local economy.

Listen on Spotify

Message

Website

WHERE TO LISTEN

**Small Business Administration Paycheck Protection Program Updates**

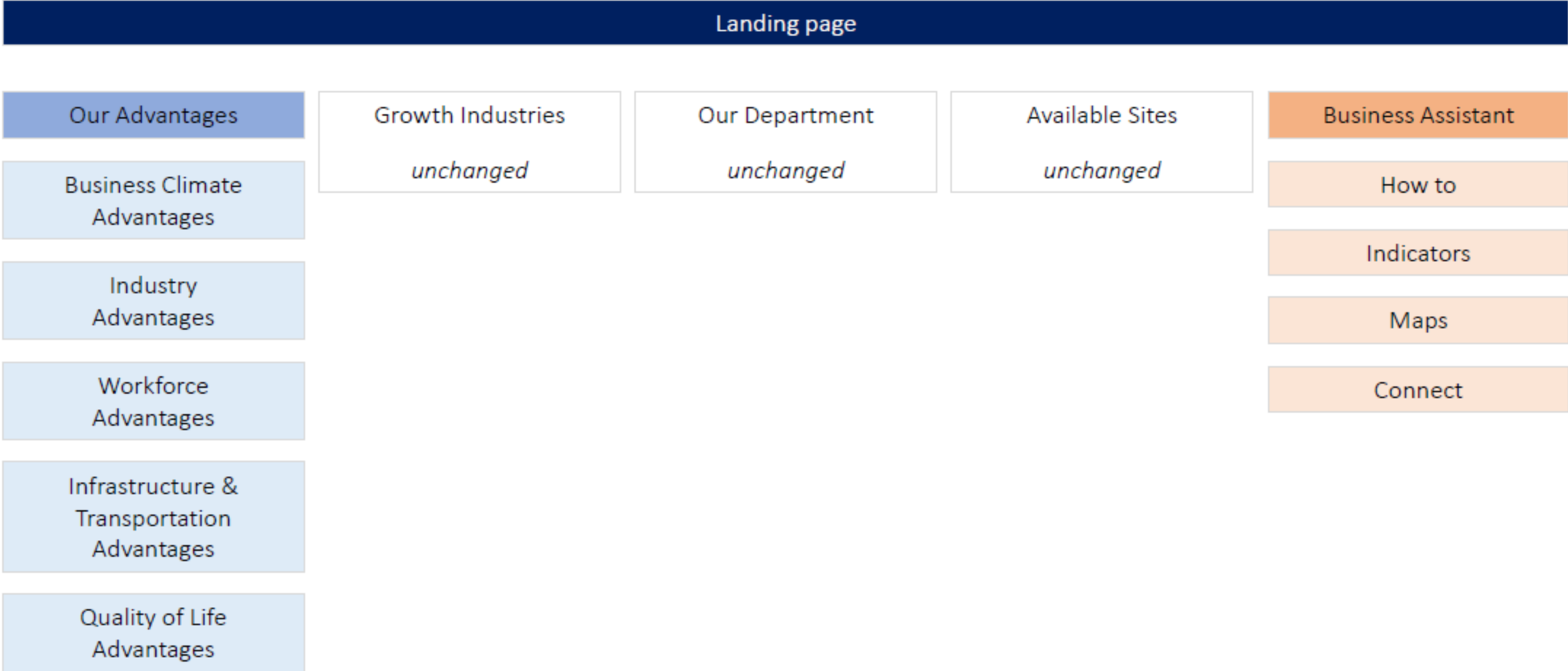
Tuolumne talks Business • Jul 2

Tuolumne talks Business

00:00 18:58

Share

# Attraction Website – Site Map







# Attraction Website – Investment Assistant

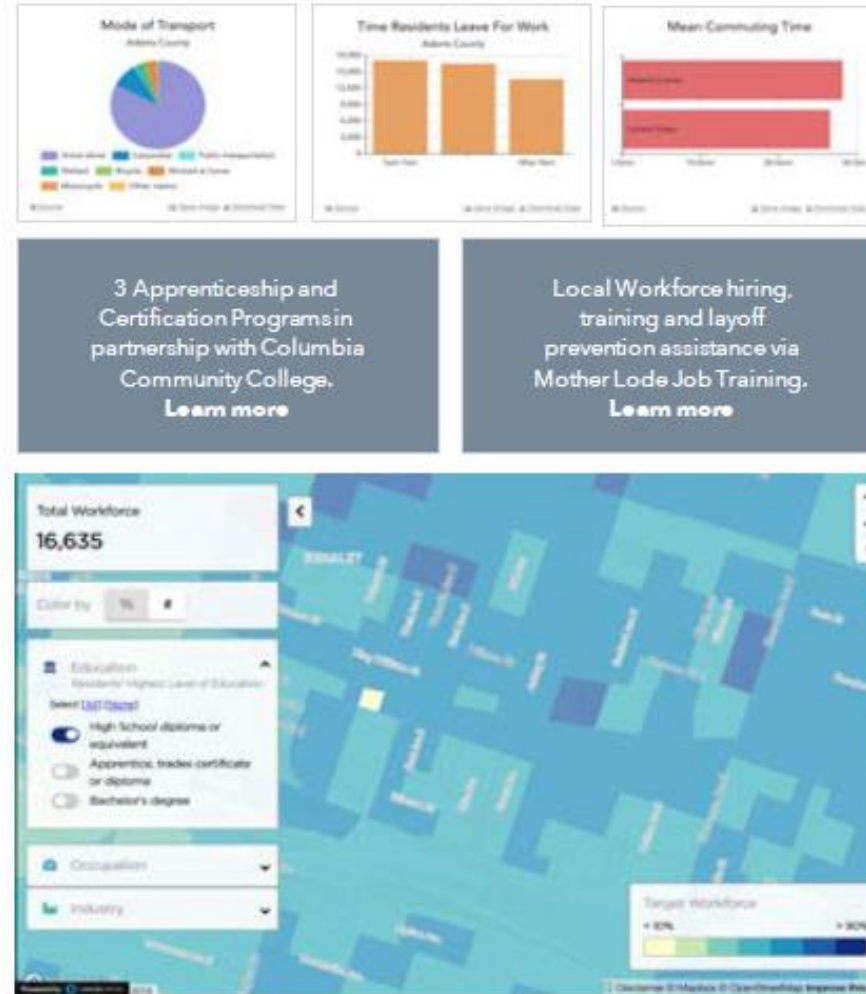


### Business & Investment Assistant

The Business and Investment Assistant helps you navigate your way through useful business and investment information. Simply click into the section that interests you.

 <p><b>How-To</b> Discover useful business and investment tips, and beneficial advice.</p> <p>LEARN</p>	 <p><b>Indicators</b> Get to know the local business and investment climate.</p> <p>ANALYZE</p>	 <p><b>Maps</b> Analyze the size and location of the local workforce, by relevant sectors.</p> <p>EXPLORE</p>	 <p><b>Connect</b> Explore opportunities to connect with useful business and investment contacts.</p> <p>CONNECT</p>
--	--	--	---

# Attraction Website – Workforce



3 Apprenticeship and Certification Programs in partnership with Columbia Community College.  
[Learn more](#)

Local Workforce hiring, training and layoff prevention assistance via Mother Lode Job Training.  
[Learn more](#)



# Final Attraction Updates

---

Come Home Campaign Outline

Natural Resources Management Progress

Broadband Updates