

**DRAFT**

May XX, 2021

The Honorable Alex Padilla  
112 Hart Senate Office Building  
Washington, DC 20510

**RE: Project Rebound – Humboldt County Comprehensive Economic Development Strategy**

Dear Senator Padilla:

On behalf of the Humboldt County Board of Supervisors, I'm writing to urge you to support our County's request for \$218,000 in Congressionally Directed Funding for the Comprehensive Economic Development Strategy Project (Project Rebound).

Funding for this project would be used for a community-wide effort led by the County of Humboldt and in collaboration with its partner communities and jurisdictions to deconstruct and rebuild the County's comprehensive economic development strategy (CEDS). The project is designed to focus on creating specific, measurable, and actionable economic strategies that emphasize economic recovery, economic self-sufficiency, and economic equity.

In the past, the County has been able to "piggyback" off previous CEDS work. However, in a post-COVID economy, a complete reanalysis of our County's economic development strategies is required, including revenue analysis, industry studies, labor pool investigations, and a comprehensive business community needs assessment.

This important project is an appropriate use of taxpayer dollars, as it will help address the poverty rate in Humboldt County, which is above the State and National Average. The health of Humboldt County's economy relies in part on receiving much-needed Federal and State aid for disadvantaged persons and the jobs created through those funds provides individuals with assistance. Funds from Project Rebound will help strengthen the County's local economy, thus lessening the need for dependence on State and Federal aid.

Again, Humboldt County strongly supports this project and we urge you to seek fiscal year 2022 appropriations to help fund this important work.

Sincerely,

Virginia Bass, Chair  
Humboldt County Board of Supervisors

**Requesting Entity Staff Contact Information – Phone Number and Email:**

Scott Adair, Director of Economic Development  
707-476-8000

**Title of Project:**

- County of Humboldt CEDS (Comprehensive Economic Development Strategy) Covid Update for Post Pandemic Economic Recovery

**Departmental Priority:**

- High

**1. Project Name**

- Project Rebound

**2. Amount of Federal Funding Requested for the Project**

- \$218,000 (County in kind match of \$24,000.00 or 10%)

**3. Total Cost of Project and breakdown of funding sources (Detail all local, state and/or private funds. Are these funds secured, expected, or you are still seeking?).**

Project Budget				
\$150,000	Studies and analyses			
\$32,000	Public outreach and community engagement			
\$28,000	Professional Services			
\$24,000	Staff			
\$8,000	Overhead			
\$242,000				
-\$24,000	County Match			
<b>\$218,000</b>	<b>Needed</b>			

**4. Possible Congressional Subcommittee**

- House Small Business Subcommittee on Rural Development, Agriculture, Trade and Entrepreneurship

**5. General Project Description**

- COVID-19 is a worldwide economic crisis and much as it is a public health one. Our County’s Comprehensive Economic Development Strategy aka CEDS (not due for an update until 2023) is now completely out of date and is no longer relevant because of the pandemic. The County aims to rewrite it’s CEDS with an eye toward economic recovery.

- In the past we have been able to “piggyback” off previous CEDS work. However, in a post COVID economy what is needed is a complete reanalysis of our County’s economic development strategies. This will entail a number of studies to be completed including revenue analysis, industry studies, labor pool investigations, a comprehensive business community needs assessment, etc.
- The County’s CEDS guides all economic activity in all Humboldt Communities, not just in unincorporated areas.

**6. Project Justification (Need for the project).**

- The poverty rate in Humboldt County is above the State and National Average. Federal assistance is needed to support this initiative.

**7. Justification for why the project is an appropriate use of taxpayer funds and is a public benefit.**

- Supporting local and rural communities to develop prosperous communities is a State and Federal priority. Especially for endeavors whose to strengthen local economic independence thereby lessening the need for dependence on State and Federal aid.

**8. Explanation of how federal funds will be spent (for example on equipment, construction, labor, etc.)**

- Federal funds will be spent on third party studies and analyses, community engagement, general overhead, and professional services. The County will provide an in-kind match by covering the cost of staff support for the project.

**The County in kind match for administration will cover most staff costs**

**9. List of Any Stakeholder Groups or Elected Officials Who Support the Request**

**Agency:** Humboldt County Economic Development

**Project:** Project Rebound - Update to Comprehensive Economic Development Strategy

**Budget Breakdown:**

<b>Revenue Source</b>		<b>Project Budget</b>	<b>Comments</b>
Fed	\$150,000	Studies and analyses	Reports and workgroups, data compilation and review, material compilation, contracted analyses
Fed	\$32,000	Public outreach and community engagement	Media and advertising, facility rental, radio, direct mail, resident outreach activity
Fed	\$28,000	Professional services	3rd party consultants and contracted support for SME (subject Matter Expert) assistance
Local	\$24,000	Staff	County staff for program oversight and administration
Fed	\$8,000	Overhead	IT support, County counsel review, rent and supplies, purchasing support, etc.
	\$242,000		
	-24,000	County match	
	\$218,000	Federal aid needed	