

Deputy Director Update

December 2022

HubSpot Dashboards & Reporting

- EDB Team Overview FY23
 - Total Businesses Served
 - We are starting to a slight drop with the approaching holidays. We should expect to see inquiries pick back up in Q1 of 2023.
 - Business Demographics
 - Please see page 6 for the latest Business Demographics chart. This is the best representation for incorporating all the feedback received that I could build without having to use an outside graph software.
 - BRE Meetings + Outreach
 - Lauren is currently working with Brad on a winter campaign to connect with businesses. Examples outreach opportunities include, but aren't limited to:
 - Restaurant Week Participant Invitations
 - Permit Sonoma Application Notices
 - Small Business Microgrant (2021) – are there any leads that we missed?
 - HubSpot Data: Check & Clean-up existing data, look for leads without notes for previous points of contact or who we haven't talked to in a few years

SMEDD

- Finalizing independent website design
- Working on contract for Project Coordinator
- Researching organizational capacity projects for EDA Supplemental Grant
- Staff is currently in process of transferring funds and fiscal responsibility to SMEDD

Broadband

- CPUC Lata Grant
 - Submitted 9/28 and received notice of intent to award (\$499,554) on 11/3
 - Slated for the BOS Consent Calendar on 12/6 to approve budget resolution to accept funds and to delegate authority for EDB to work with Golden State Connect Authority (GSCA) to begin work on the scope of services as outlined in the grant application
 - LATA Grant funding will finance completion of the County's existing high-level design for unserved and underserved unincorporated areas, as well as pay for the development of low-level, shovel-ready network designs for priority areas in and around those same areas. The County anticipates that the grant will fund approximately 40 miles of low-level design in priority areas.

FY24 Fellowship Recruitment

- Currently reviewing most recent job posting description and supplemental questions with an intention to finalize and post early January.