



**MENDOCINO COUNTY EXECUTIVE OFFICE**

**NEWS RELEASE**

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TO: MENDOCINO COUNTY NEWS MEDIA

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**Ukiah, California: October 31, 2018**

***Mendocino County Economic Vitality Report***

An economic vitality meeting will be held on November 6, 2018, from 1:30-3:30 pm at the County Board of Supervisors chambers at 501 Low Gap Road, Ukiah CA. The County of Mendocino Executive Office partnered with the Economic Development and Financing Corporation (EDFC) and West Business Development Center (formally West Company) to coordinate informational presentations from a variety of businesses and industries.

The meeting is designed to provide information on the current business climate and insights from industry leaders in the area of wine, agriculture, cannabis, tourism, real estate and technology. "As we approach our budget planning cycle, it is important for us to get a clear snapshot of economic changes occurring in the county today", states Dan Hamburg, Chair of the Board of Supervisors

This meeting is part of a series of gatherings to better understand how Mendocino County can use limited resources to invest in future economic growth. "There is no doubt our county is in transition," says Mary Anne Petrillo, CEO of West Business Development Center. "Preparing our local economy for the rapid changes brought on by ongoing disaster preparation, evolution of the cannabis industry, the housing crisis and the need for secure, robust technology integration will be a collaborative effort."

The Economic Development and Financing Corporation (EDFC) coordinates' economic development for Mendocino County has put together valuable data that will be shared during the meeting. EDFC Executive Director Heather Gurewitz stated, "I think we all know that the economy is changing, but we need current data and feedback from local businesses in order to make good decisions." The kick-off workshop is the first step in bringing business, industry, and government leaders together to focus on fact-based assessments of the opportunities and barriers to economic prosperity for the county.

For more information, please contact the Mendocino County Executive Office at (707) 463 4441.

Released by: \_\_\_\_\_

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