



**MEMORANDUM**  
**COUNTY OF PLACER**  
**Office of Economic Development**

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**DATE:** October 10, 2006  
**TO:** Honorable Board of Supervisors  
**FROM:** David C. Snyder, Director  
**SUBJECT:** **REVIEW PLACER COUNTY'S BUSINESS ADVANTAGE NETWORK PROGRAM AND PROVIDE FURTHER GUIDANCE AS APPROPRIATE**

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**ACTION REQUESTED:**

Review Placer County's Business Advantage Network program and provide further guidance as appropriate.

**BACKGROUND:**

Staff from Placer County Health and Human Services Department, in coordination with the Golden Sierra Job Training Agency and the State Employment Development Department, developed a team approach called "The Business Advantage Network" to respond to companies in Placer County when they are facing a lay-off or downsizing.

On October 25, 2005, your Board approved an agreement with the Golden Sierra Job Training Agency to receive Rapid Response Grant monies from the Workforce Investment Act in the amount of \$82,000. During the first phase of the grant, 179 businesses were served providing aversion strategies including resource and referral services to the Sierra Economic Development District or the Sierra Business Development Center. Two-hundred thirty jobseekers were affected and referred to the One-Stop Career Centers for help with recruiting assistance utilizing CalJOBS internet system. A manufacturing survey was conducted to assess the health of the manufacturing community and was sent to 95 manufacturers with 49 or fewer employees. A California State University Sacramento skills certificate program was also available to laid-off workers. Promotional brochures, a business assistance directory, and power point presentation were also created with the Grant monies. Finally, a promotional DVD was prepared to highlight business services provided by the Business Advantage Network and how it interfaces with the One-Stop Career Centers.

**ENVIRONMENTAL IMPACT:**

This activity is exempt from CEQA.

**FISCAL IMPACT:**

Revenue received from Rapid Response Grant monies from the Workforce Investment Act via Golden Sierra Job Training Agency and no general fund monies were utilized to fund this program.

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