

2025 Q1 | JANUARY - MARCH

Quarterly Development Update Yuba County

Presented to the Yuba County Board of Supervisors
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The rebrand that's **not** **really** a rebrand.



before



after



What's Economic Development?

It's about enhancing the overall **well-being** and **quality of life** for the **community**, through the creation and utilization of physical, human, financial and social assets.



Yuba County's Pillars of Economic Development



**STRATEGIC
PLANNING
& RESILIENCE**



**BUSINESS
EXPANSION
& RETENTION**



**ATTRACTION
& MARKETING**



**TALENT &
WORKFORCE
DEVELOPMENT**



**SMALL BUSINESS
SUPPORT**

Yuba County's Pillars of Economic Development



**STRATEGIC
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Business Attraction
Blueprint with
Golden Shovel
Agency



**TALENT &
WORKFORCE
DEVELOPMENT**



**SMALL BUSINESS
SUPPORT**



Yes to Startups

Economic Development

Business Attraction Blueprint - Golden Shovel Agency

Research

- Compliments the larger Economic Development Strategic Plan
- 20 question survey sent to **150+ stakeholders**
- Interviewed **10+ leaders and businesses**
- Feedback on **Yuba County's strengths, challenges, and opportunities** to guide business attraction efforts

Next Steps

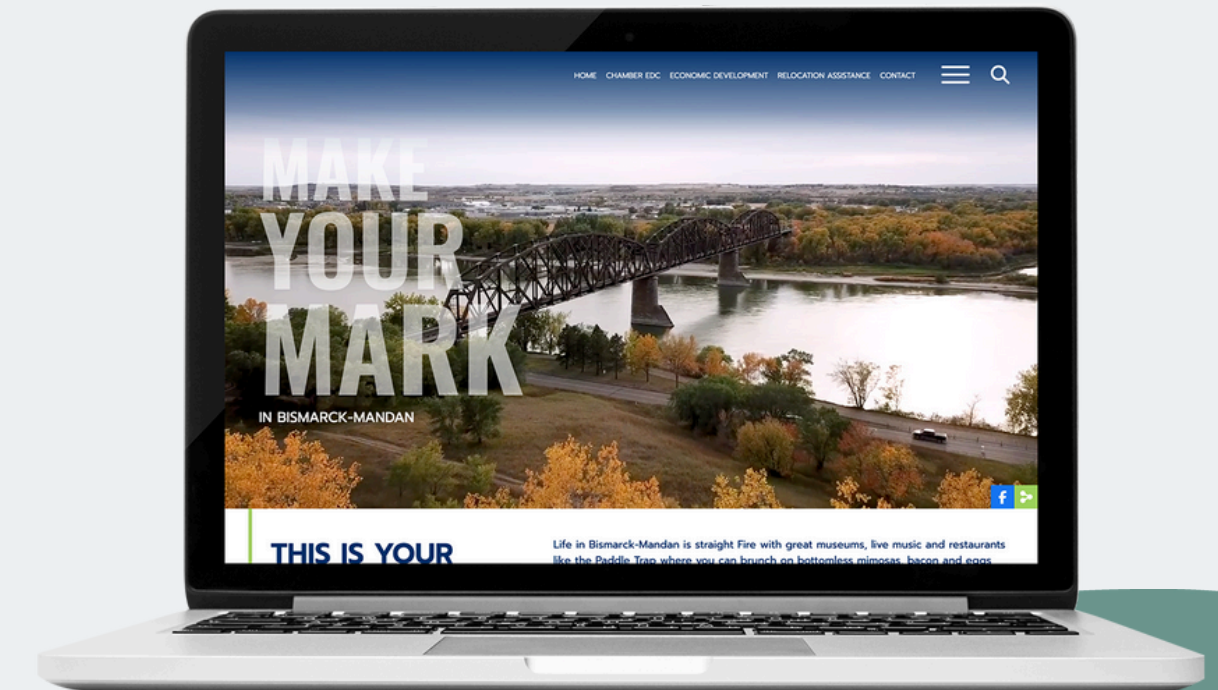
- Data compilation, analysis, & processing
- Estimated completion: **June 2025**

Deliverables

- Guidance document for Business Attraction & Marketing
- **Website framework** for an updated Economic Development site



Examples



Yes to Startups 2025 Winners

2



Rena Johnson

Little Pieces of Joy

1



Dave Smith + Anthony Meyer

The Butte Sauce Co

3



Destiny Wildermire

Wonder Woods
Early Education

Planning - New Applications

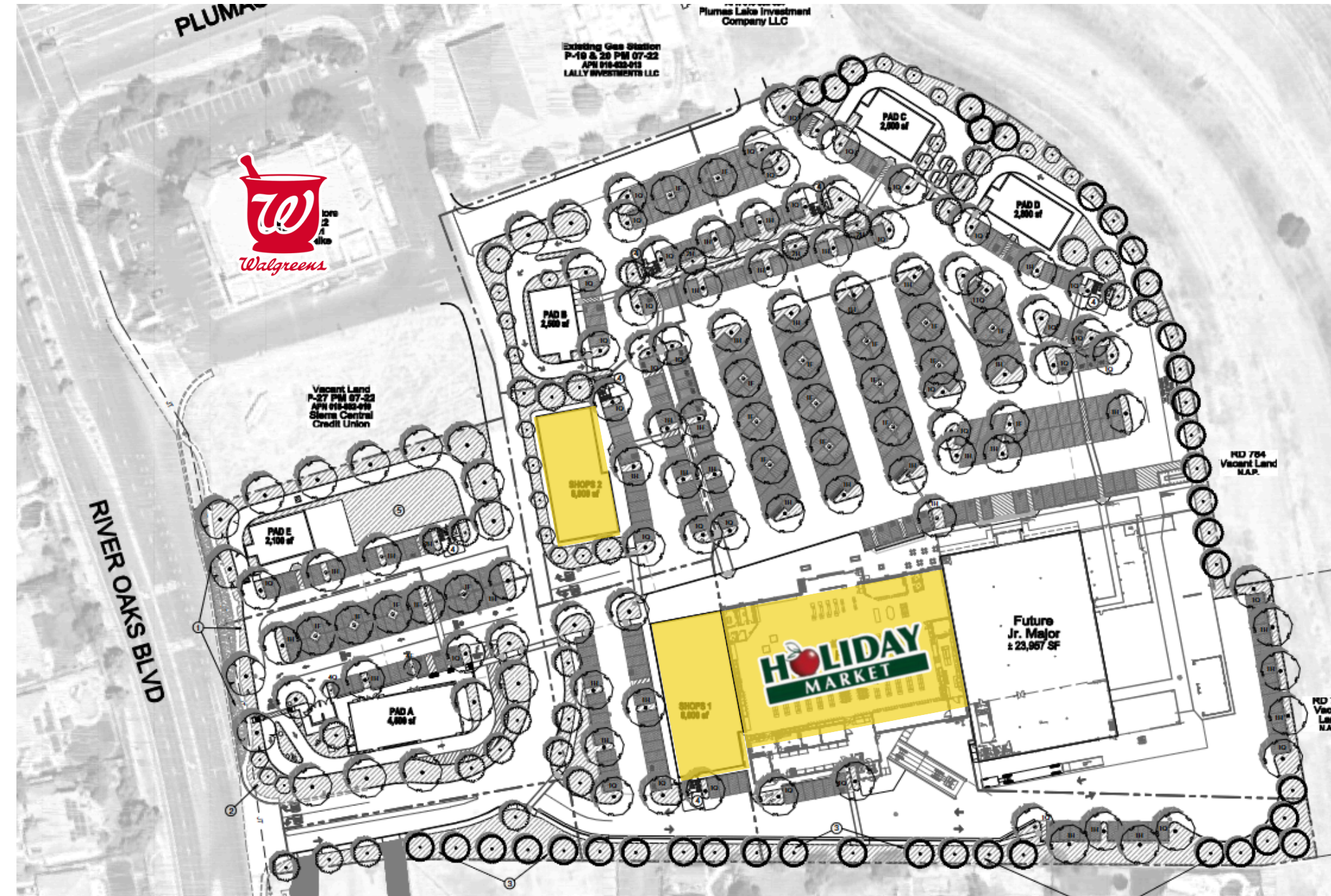
Land Use + Zoning

Zoning Clearance

- Make'm Smile Bakery, Plumas Lake
Cottage Food Bakery - Home Occupation
- Sip and Shine Mama, Wheatland
Cottage Food Bakery - Home Occupation

Design Review

- River Oaks Shopping Center - Holiday Market, Plumas Lake
 - *Phase one shown in yellow*



Planning - Approved Projects

Land Use + Zoning

Homebase Businesses

- **The Kneaded Cookie Co** - 1420 Algodon Rd, Plumas Lake
Cottage Food Bakery
- **The Cookie Shop** - 1706 Deborah Ln, Linda
Cottage Food Bakery
- **Candy Cloud** - 9231 Bryon Way, Browns Valley
Cottage Food Freeze Dried Candy
- **Sweet Life** - 4277 Larsen St, Olivehurst
Cottage Food Bakery

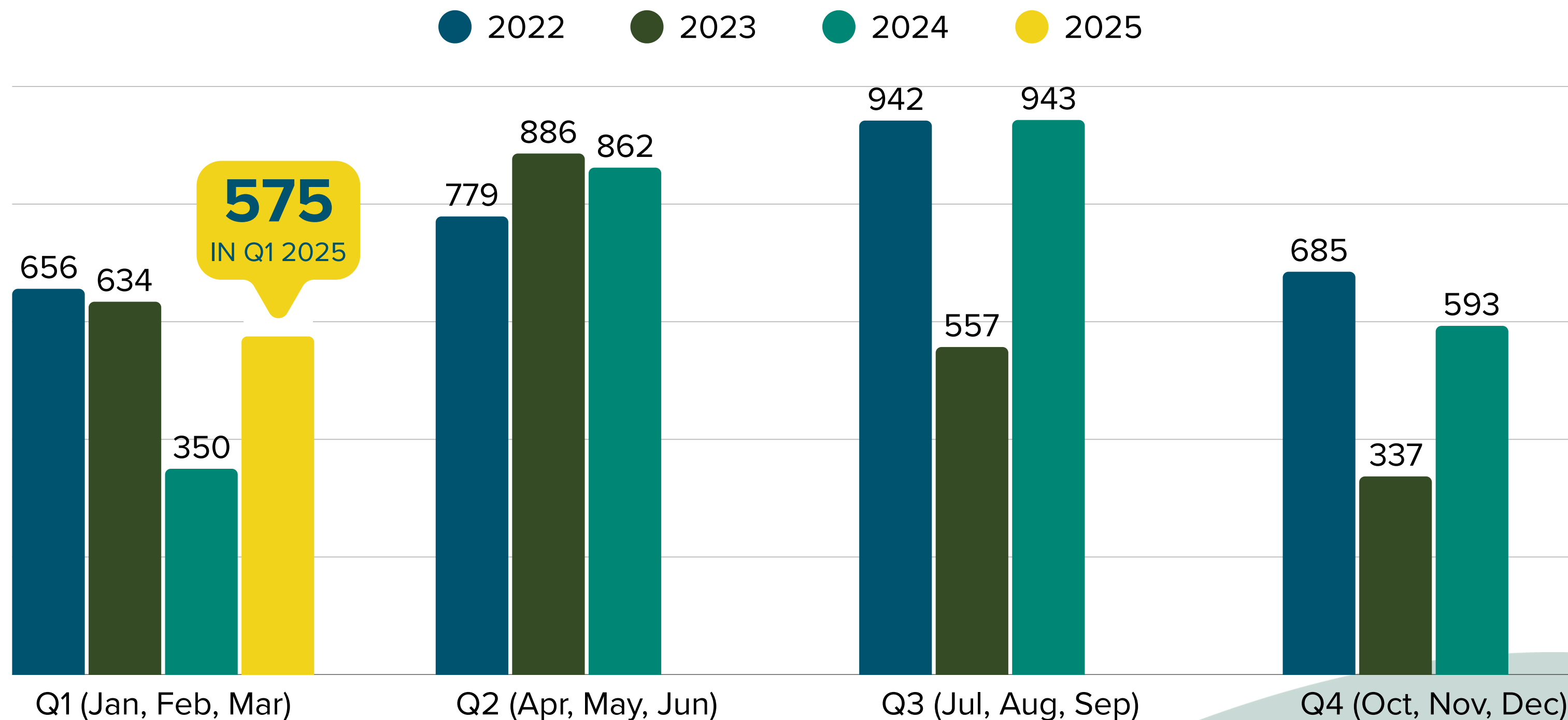
Conditional Use Permit

- **Hallwood Tow Company** - 2757 Highway 20
Minor CUP to Allow a Towing Facility

Design Review

- **Northpoint Subdivision** (Modification) Sea Holly St, Plumas Lake
Developer: Lennar Homes
- **Wheeler Ranch Phase 2** - Large Lot 4
(Rhapsody), Arboga

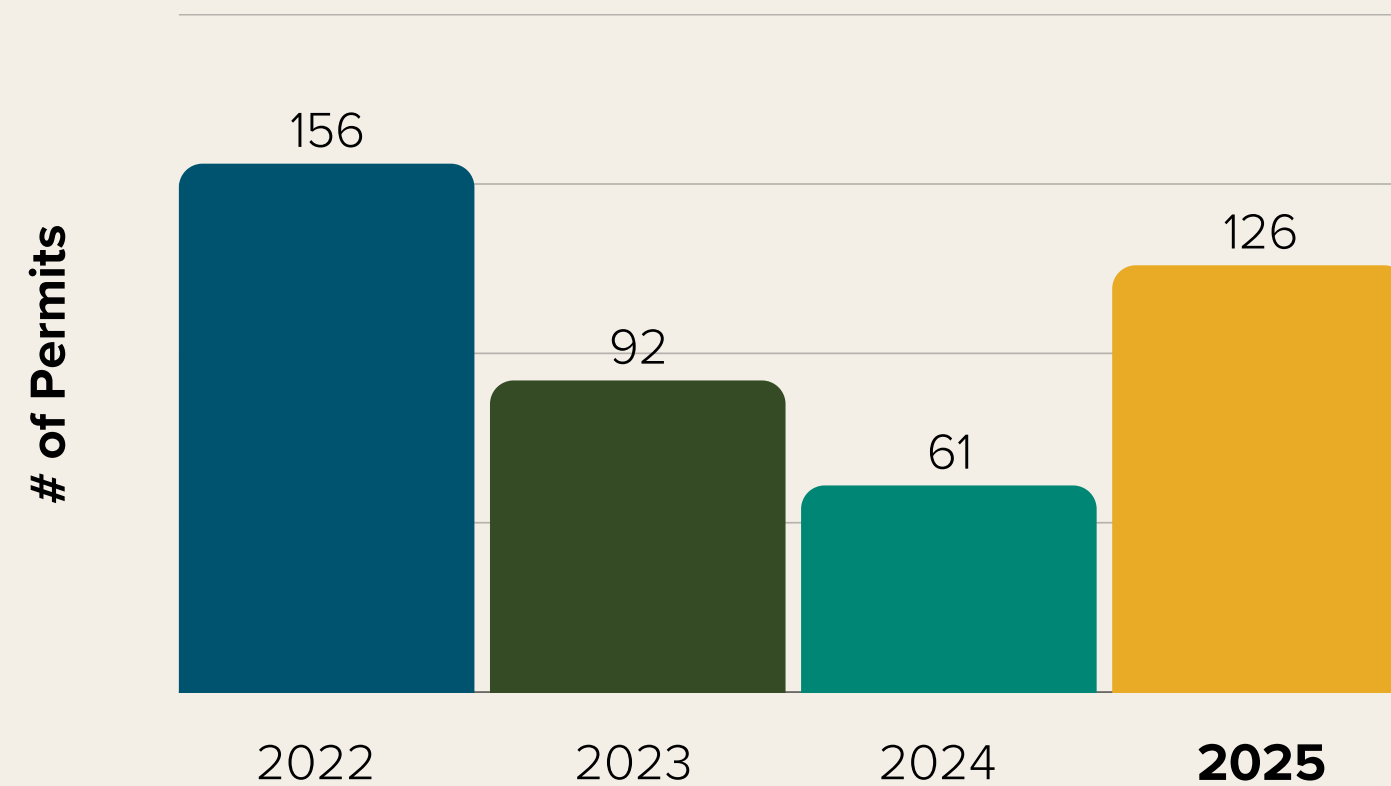
Building - All Permits Issued



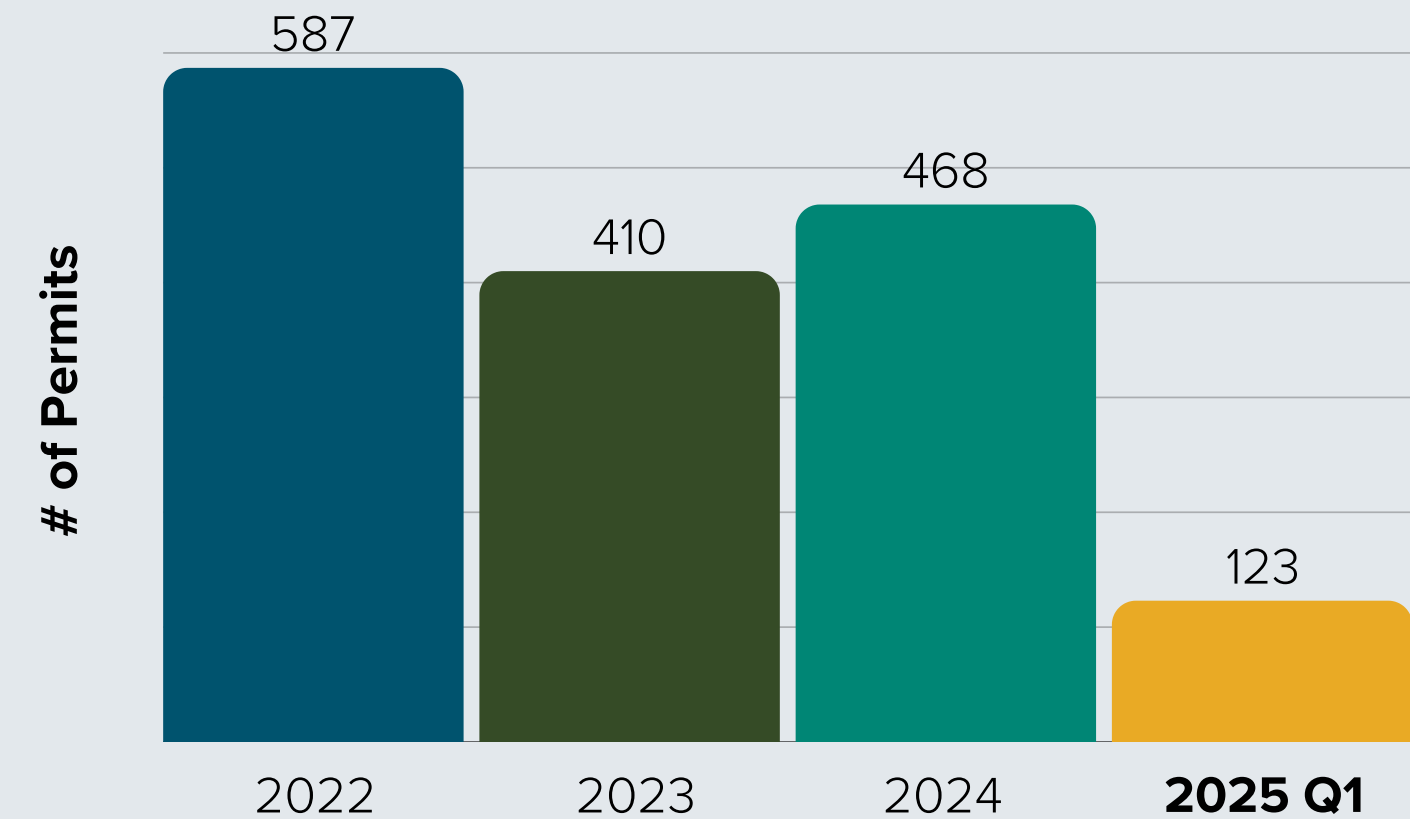
Building - Residential Permits

Production Homes

Issued in Q1



Final Occupancy to Date



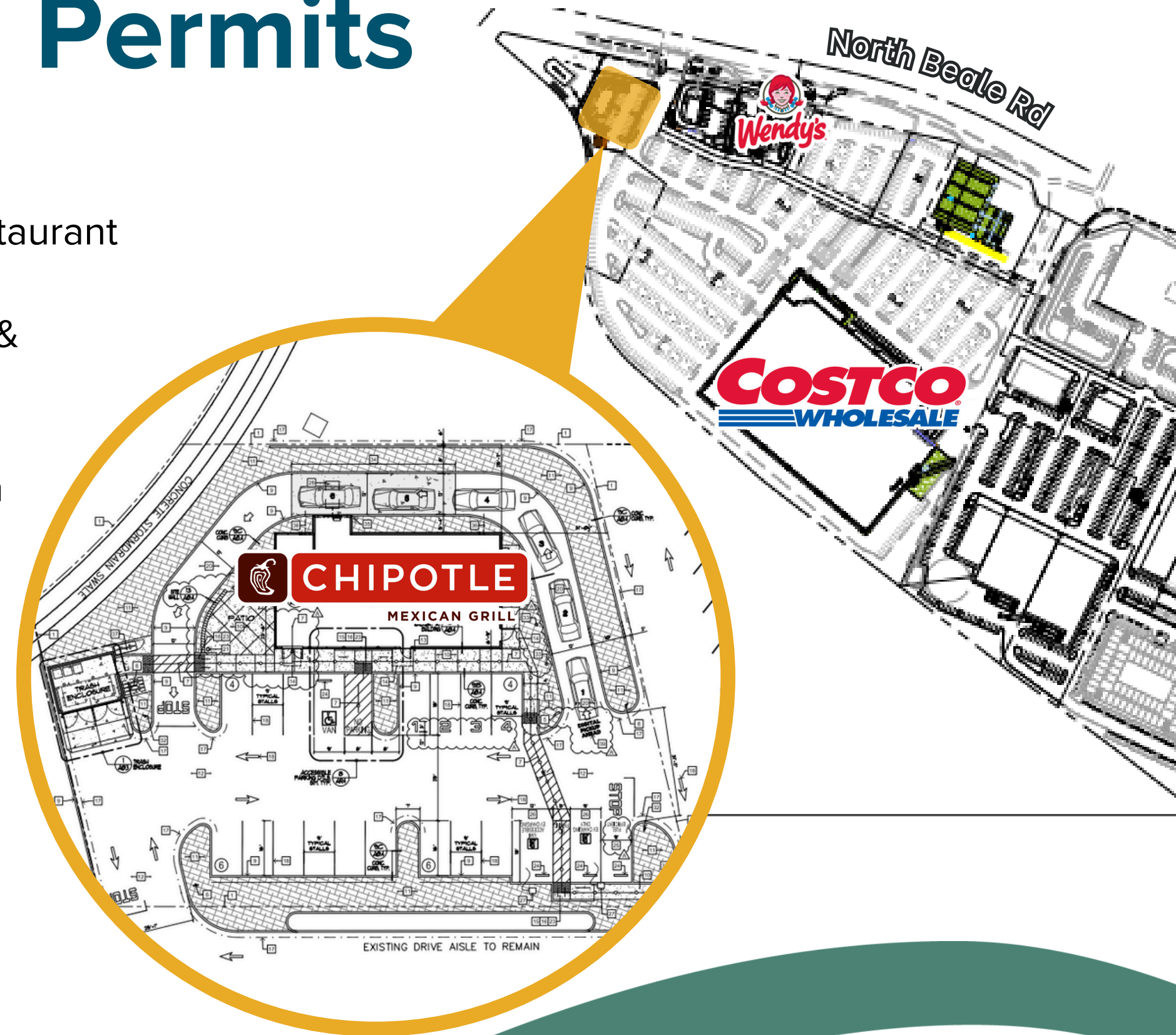
Building - Commercial Permits

In Review

- **Chipotle**, Feather River Shopping Center, Linda - New Restaurant
- **Gold Eagle Market**, Loma Rica - Equipment Improvements
- **Bishop's Pumpkin Patch**, Wheatland - New Steel Storage & Passenger Queuing Building
- **Boridori Automotive**, Linda - New Garage Bays
- **Yes Charter Academy**, Oregon House - Kitchen Expansion

Issued

- **Sutter Health Medical Building**, Plumas Lake - Sign
- **Gospel Christian Center**, Linda - Building Repairs



Public Works

2025 Construction

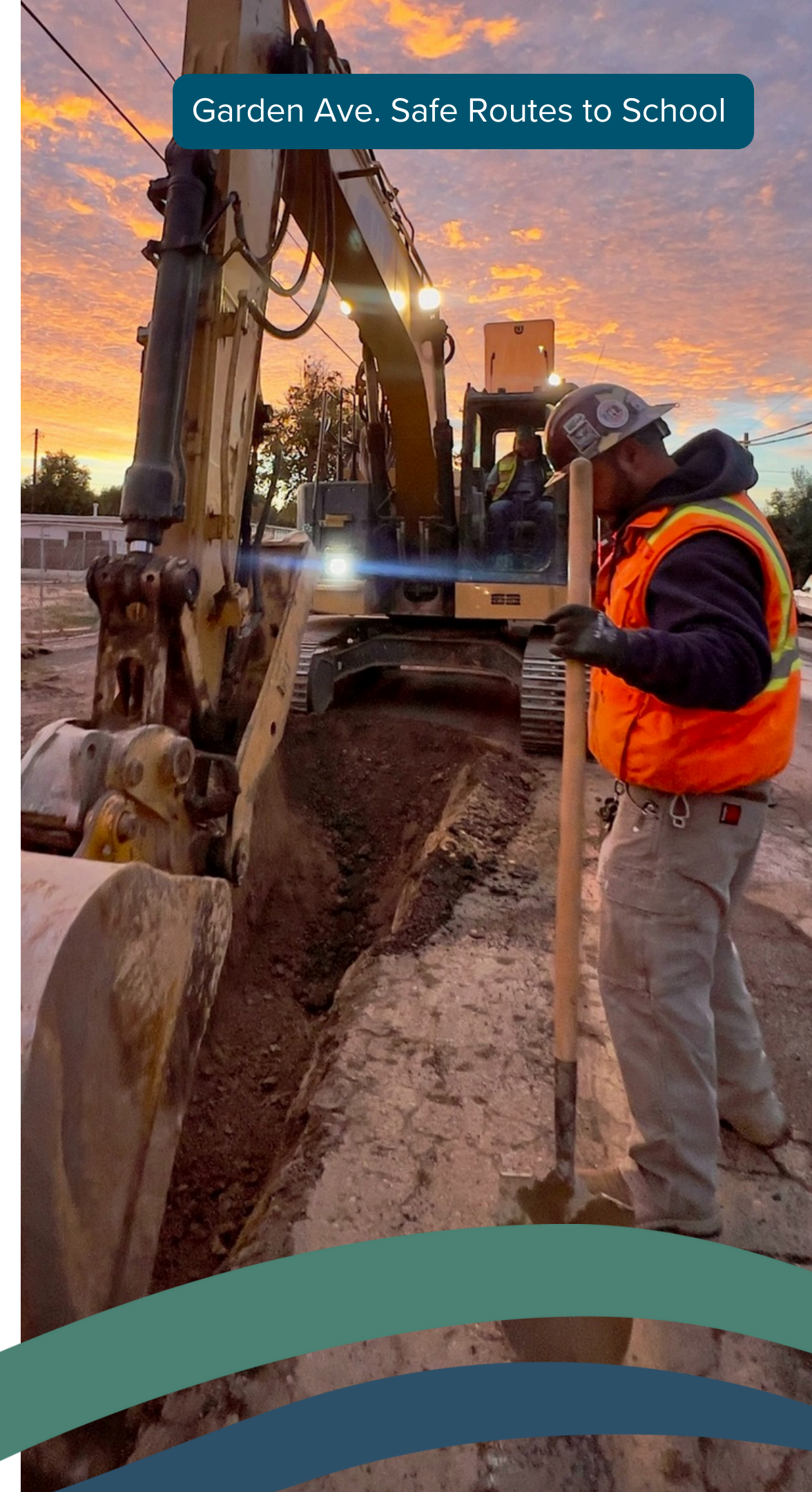
- Loma Rica Rd & South Beale Rd
State of Good Repair
- Countywide Signal System Upgrade
- Gold Village Groundwater
Improvement
- Doolittle Gate Curve Correction
Project
- Garden Ave Safe Routes to School
Project
- Feather River Blvd State of Good
Repair
- North Beale Road Complete Streets
Phase III
- Hammonton-Smartsville Rd Shoulder
Widening

Recently Completed

- Los Verjeles Bridge Replacement
- East Side Interceptor
- Star Bend Boat Ramp Sediment
Removal

In Design

- Friendship Park Beautification
- West Linda ATP – Safe Routes to
School
- Olivehurst Roadway Climate
Resiliency
- East Linda Gateway: Lindhurst
Corridor Revitalization



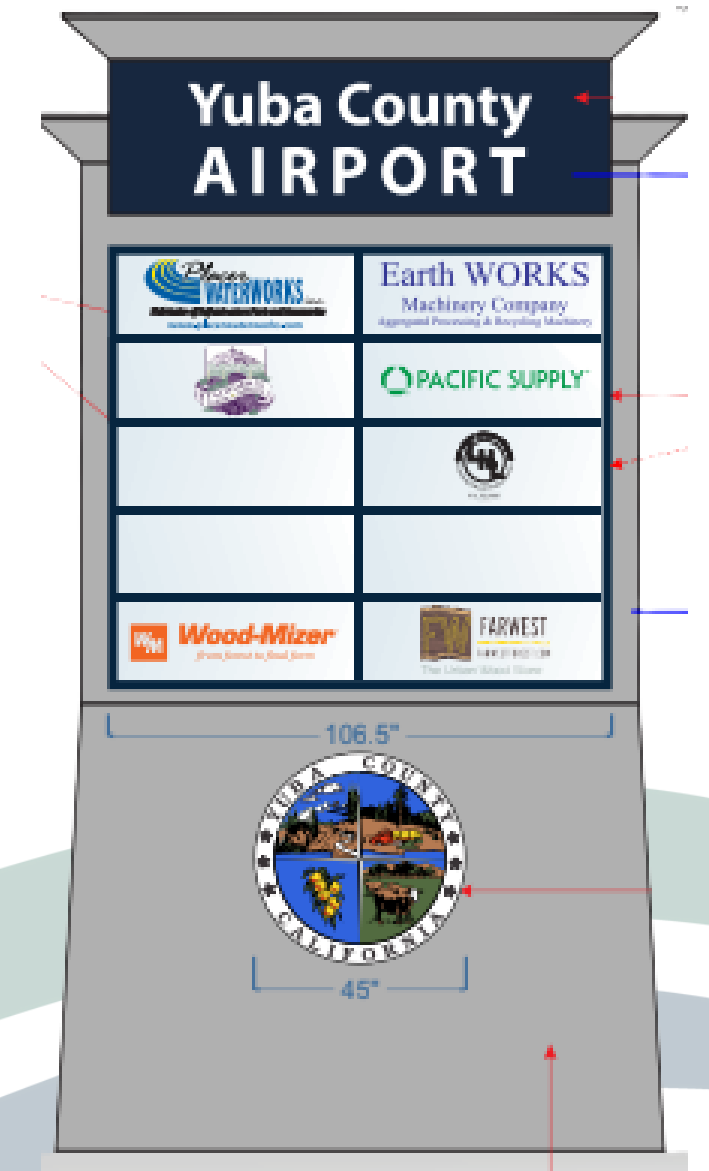
Yuba County Airport

Recently Completed

- Approved new & refreshed monument sign designs
- Welcomed 3 new hangar tenants with 3-4 more expected next quarter
- Completed entrance landscaping
- Executed lease for 1430 Melody with two more leases ready for signing

Upcoming Projects

- Construction of new monument signs
- RFP for safety equipment
- Final FY2025 grant submission to FAA



Team Effort One Mission

While we represent Economic Development, the projects we've shared today span across **multiple departments** within **Community Development**.

It takes a full **team** to deliver. This is **Yes to Yuba** in action.





**Thoughts,
Comments, Questions?**

