

Northern California



Northern California, composed of 18 counties, is a region known for its beauty and abundance of natural resources. This region seeks a diverse economy with high growth industry jobs that require cutting-edge skills. Traditionally, the region's economy has relied on jobs relating to the extraction of natural resources; particularly timber. Over the past couple of decades, the downturn in the timber industry has hit the region hard, resulting in a depressed regional economy and subsequent job shortages. As a Second Generation WIRED region, Northern California looks to stimulate job growth and lay the groundwork for a robust, diverse economy.

In a phased approach, the Northern Rural Training & Employment Consortium (NoRTEC) plans to change the economic climate of the region and lead the partners in:

1. Identifying and providing 4,500 regionally based businesses -- including 1,500 high-growth, innovation-based entrepreneurs – with support to grow their companies.
2. Organizing and seeding nine regionally linked, locally based angel investment funds to area businesses; leveraging a minimum of \$32.5 million in private sector capital.
3. Recruiting 35 high growth, regionally based companies receiving seed-stage investment capital, and provide in-depth advice and technical support to help these companies navigate the product launch and early expansion phases.
4. Creating approximately 2,000 jobs through these high growth companies, along with additional jobs from transitioning companies in the region.

NoRTECH's partnership seeks to create a private-sector network of local investors to provide capital for local entrepreneurs to expand to a larger market. These efforts are supported by the region's Workforce Investment Boards (WIBs), Small Business Development Centers (SBDC) and regional economic development organizations.



EMPLOYMENT AND TRAINING ADMINISTRATION
UNITED STATES DEPARTMENT OF LABOR

Continued on back

To help revitalize the region's workforce, the Northern Rural Training and Employment Consortium (NoRTEC) – the WIRED Initiative's regional lead – seeks to unite the region's workforce, economic development and education systems. In addition to NoRTEC, this collaborative effort includes workforce investment system partners like Central Counties Consortium (NCCC) and Humboldt County and Golden Sierra Consortium (GSC); educational institutions including the University of California-Davis, California State University; and economic development organizations such as the Chico Center for Economic Development, Golden Capital Network (GCN) and the Golden Capital Angel Ventures.