

# nevada county

## BUSINESS CONNECTIONS

2021

### Special Edition: Ready for the Rebound

Small Business Marketing  
Everything Old is New Again  
Hospitality Industry Challenges  
Nevada County Helps Small Businesses



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# What's Inside

- 3** County Supervisors Invest in Post-Pandemic Economic Recovery
- 5** The Importance of Marketing for Small Business



- 7** Everything Old is New Again
- 9** The State of the Hospitality Industry
- 10** More than Just a Newspaper
- 11** A Surprising Response to the Pandemic
- 12** Retail and Business Associations
- 14** Grass Valley Business Licenses
- 15** Nevada City Business Licenses and Tax



- 16** Resources and Funding Options for Small Business
- 18** Education
- 19** Media Contacts

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# County Supervisors Invest in Post-Pandemic Economic Recovery, Broadband Expansion

Submitted by Nevada County

With increasing numbers of County residents vaccinated, County leaders expect to reopen safely this summer. The County is focused on a full recovery with kids back in schools and the doors of local restaurants and small businesses flung open. To spur that recovery, the County is investing in the local economy and broadband expansion.

To bolster the economy, the County dedicated nearly \$6 Million of the Federal government's American Rescue Plan Act funds (30% of the

County's total allocation) for "Community & Economic Resiliency" grants and loan programs designed to address the pandemic's negative economic impacts to our community. These programs will be rolled-out over the summer contingent on Board of Supervisors approval and compliance with U.S. Department of Treasury guidelines.

"As a Board, we intend to help our community recover from this pandemic. With this money from Washington, we can provide some

➔  
continued to page 4



## County Supervisors continued from page 3

immediate relief to our small businesses and nonprofits that have suffered so much already, and invest in longer-term recovery,” said Board Chair Dan Miller.

The Board allocated up to \$2.5 Million of the American Rescue Plan Act funds to respond to the negative economic impacts to small businesses and nonprofits.

The “Community Benefit Grants Program” will be funded with up to \$2 Million to support community-serving institutions and organizations with macro-grants up to \$100,000.

“So many of our community centers, family resource centers, and other places that are the heart and soul of our rural communities have barely held on during this crisis. Many of them rely on producing fundraisers to pay their bills but closed to stop the spread of infection. I’m hopeful that this grant will get these groups back on their feet, with their doors open, serving the residents and families in the community,” said Vice-Chair Sue Hoek.

Small businesses will once again be able to apply for micro-grants up to \$5,000 from the Nevada County Relief Fund. The County’s infusion of \$250,000 will fund a fifth round for the Relief Fund, which has raised over \$1.35 Million over the past year, helping dozens of small businesses and nonprofits countywide.

Small businesses can also apply for low-interest loans from the

“Resilience Fund” to be administered by the Sierra Business Council. The County plans to seed the loan fund with \$250,000.

The Board also set aside up to \$2.5 Million for new “Nevada County Economic Recovery Funds.” These funds will advance economic development and community resiliency by investing in infrastructure improvements such as broadband expansion, water and sewer systems.

One unexpected consequence of the pandemic was the unprecedented increase in visitors to the County’s outdoor recreational attractions. County staff is exploring whether the federal guidelines allow American Rescue Plan Act dollars to fund infrastructure improvements such as parking and toilets at the most heavily used river crossings and trailheads.

“While we locals love to get outside, our many recreational sites have become major destinations for visitors from around the state and the world. While increased visitation is good for the economy, we need to protect our rivers and open spaces or risk seeing them ‘loved to death,’” said Supervisor Heidi Hall, who co-chairs the South Yuba River Public Safety Cohort.

### \$1.5 Million invested in Broadband Expansion in past year

One of the “lessons learned” from the pandemic is that reliable internet access is a necessity to support distance learning, remote working, and tele-medicine.

Last fall, the County invested \$1 Million in State Coronavirus Relief Fund monies to expedite broadband access to over 800 residents in the Peardale area, which wouldn’t otherwise have happened for another year. In April, the Board awarded \$500,000 in “Last-Mile Broadband Grants” to four local internet service providers, expanding broadband service to 440 new households in areas challenged by both remote geography and low population density.

“Connecting our community to the internet is job number one. What I like about these innovative projects is that they are local, affordable, and take a community serving approach. This is what the ‘Last-Mile’ grants are about – serving areas that would be unlikely to receive broadband service without grant funding,” said Board Chair Dan Miller.

As the American Rescue Plan Act recognizes the need to improve connectivity and invest in broadband infrastructure, funds will be used for subsequent rounds of the County’s “Last-Mile Broadband Grants Program”.

#### Connect with resources:

- COVID-19 Business Resources – [www.mynevadacounty.com/coronavirus/businesses](http://www.mynevadacounty.com/coronavirus/businesses)
- Sierra Small Business Development Center – [www.sierrasbdc.com](http://www.sierrasbdc.com)
- Nevada County Relief Fund – [www.nevcorelief.org](http://www.nevcorelief.org)
- For the latest information, subscribe to the County’s economic development newsletter at: [www.mynevadacounty.com/taskforcenewsletter](http://www.mynevadacounty.com/taskforcenewsletter)



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# The Importance of Marketing for Small Businesses

By Scott Costa

When discussing marketing with small business owners, many think that a marketing strategy is something a large company may use but it's not necessary for them. However, the fact is that no matter the size of a business, a good marketing plan goes hand-in-hand with a good business plan. Creating a solid marketing plan can help a business owner really think about who their customers are as well as how to reach them. It can also help a business create a budget and plan on where to spend their advertising money. They can identify which type of advertising will be most effective and that is necessary, especially for a small business. Think about it - how will a potential customer know about your company or product when there are so many other similar businesses in your area? The answer is to make sure you are reaching out to your potential customers in the most effective way that has a higher likelihood of reaching them. This could be from social media, an email, advertising, even word of mouth including referrals from previous customers.

## How Do I Market Myself?

Most business owners understand that they need to do some advertising, but they don't often know about all of their options or how to use them.

Many are comfortable just using radio or print ads, as that has always worked before. However, in today's business world, the smart business owner is using as many platforms as possible.

So what should a business be using in their marketing? Here is a brief breakdown of some of the options available:

- **Traditional Advertising:** This includes radio and print advertising, which are still very viable forms of advertising. However, just placing an ad may not be as effective as an ad campaign designed by a professional marketer.
- **Social Media:** Most people know about social media platforms such as Facebook and Instagram, but they don't often appreciate how effective these can be for your business exposure, and there are multiple advertising options available, including free options.
- **Email:** Email may seem almost quaint nowadays when it comes to reaching out to people, but the fact is an effective email campaign can really help boost your business. And don't forget, whether people think it's "old school" or not, everybody has an email address.



continued to page 6




• **Website:** While it may not be absolutely necessary, a website can be indispensable as the main hub for a business. Most people like to visit the website of a business to find out more about it. It also becomes a great location to let everyone know about your services, view your latest videos or pictures, sign up for your emails, and just get to know you and your business. However, people will also note if a website is difficult to navigate or is filled with grammatical errors. These can turn off potential customers before they even get a chance to get to know your business.

That was just a very brief description of some of the options out there for a business to reach new customers. All of the above can be used to stay in touch with new and current customers and let them know about what’s happening in your business, whether it’s a sale or some future campaign. However, they won’t know about it if you can’t reach them.

Understandably, it can all seem very overwhelming, and this is where many business owners get frustrated or just don’t even try. This is where a dedicated marketing team can really be helpful. People who not only know about the many ways to market your business, but also how to use them effectively. A good marketer can come up with an email campaign that will drive customers to your business or the best way to advertise an upcoming sale. Again, a business owner may be aware of these options, but it’s their business that they know about, not marketing. Think of it another way: If a customer needed your service, you would want them to call you because you are the expert in your field. So, if you needed marketing services, wouldn’t you go to an expert in that field?

In the end, a business owner must set goals and come up with a plan to achieve them, and the best way to do that is meet with a marketing consultant. No, their services won’t be free, but many will offer a free consultation to discuss your business’s needs and budget. The fact is that the old adage is true that you have to spend money to make money. However, it doesn’t have to break the bank to be effective. So, if you own a business and would like to see it grow, or are thinking about getting a business started, connect with a local marketing consultant and start the journey to a winning marketing strategy that will let your business really take off.

*Scott Costa is a small business marketing specialist with over a decade of experience in print, radio, television, email marketing, and B2B networking. Reach him at [Scott@costacreativeservices.com](mailto:Scott@costacreativeservices.com).*

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# Everything Old is New Again

## Promoting economic growth and recovery with the personal touch

By Kathryn Holt

While social media has been popular for many years now in reaching large audiences, businesspeople across the nation are embracing a movement similar to the fashion industry where history repeats and past fashion ideas are recycled. To stand out to your customers and clients, try implementing a “vintage” personal touch.

“When I reflect on the conveniences of modern technology and then cross-reference to what I used to do just 10 to 15 years ago, the changes are dramatic,” said Mark Soto, published author, certified motivational/inspirational speaker, and realtor. “Ten years ago, every single one of my potential, existing, and past or retired customers would receive handwritten thank you notes, updates on exciting new information, birthday cards, anniversary cards, and for Christmas I would always send out a family picture with a newsletter year in review update sharing personal information about my family. I went as far as sending out Saint Patrick’s Day, Valentine’s Day, get well, thinking of you, and care cards, too. Literally, I had stacks of cards for every imaginable occasion in file folders at my desk. Each morning, I would start my day by making 40 telephone calls before 11 a.m. (in 3 hours that allowed for 4.5 minutes per call), checking, tracking, and taking additional notes on index cards.”

Realizing that the old model was an effective one, Soto began counseling his clients to try this personalized approach in addition to the impersonal social media posts, and found that they had a great success rate doing so. Focusing on developing your personal contacts is a great way to market your business, and makes each customer or client feel seen and appreciated, which builds loyalty and positive word of mouth.

### Try Your Hand at Vintage Marketing

People love to connect with people. Here are a few tips to get you started in this new, old style of personalized marketing:

- Remain in direct contact with phone calls and send handwritten notes.



continued to page 8



MARK SOTO WORKS ON KEEPING A PERSONAL TOUCH WITH THE LOCAL VFW.  
PHOTO BY RICK SUTTER

Last November ... and after 40 plus years of selling most forms of traditional advertising/media ... I have started an advertising agency ... Good as Gold Media Services (GAGMS)



Joe Hevia

**GAGMS would welcome the opportunity to work with you and/or your advertising manager in:**

- ▶ Planning and buying your radio and/or newspaper advertising and planning any special, seasonal sales and promotion events.
- ▶ Negotiating your advertising contracts/rates with media companies.

#### Media advertising sales experience:

- ▶ KNCO AM & FM radio (Nevada County), KGO radio (San Francisco), CH 13 (CBS television affiliate in Sacramento), NCTV Grass Valley, CA - President board of directors.
- ▶ Print: Represented and sold newspaper advertising to national accounts for approximately 50 newspapers throughout the United States and Canada.
- ▶ Direct mail in the Sacramento market including Nevada County.

Between 1981 & 2000 I owned two outdoor advertising companies (JB Hevia & Co. & Cartelera Communications). Selling billboard advertising and advertising on and in buses, airports, subway stations, light rail, etc..



**(530) 272-3100**  
**joe@goodasgoldms.com**



Everything Old continued from page 7

- Include all the personal and emotional moments that will connect you to your client.
- Consider the stories are you able to tell with direct contact; phone calls have gone out of style but create much better connections than an impersonal email.
- Try to book speaking engagements to highlight your organizational strengths, because even better than a phone call is a face-to-face meeting.
- Take a big client or prospective client to lunch and make sure to ask about THEM.

The key is to personally connect with your audience to increase your presence, grow your following, and market your brand... YOU! By getting back to basics you remind your customers why they love you.

"Your personal brand is your business or what sets you apart from the crowd; it is what makes you unique and interesting," said Jana Johnston, nationally recognized award-winning photographer. "Everything from the colors you choose for your logo to the font you choose for your business cards are part of your brand, but they are far from everything. Your personal business brand is the experience only you can create for your clients and followers. It is what catches their attention when they are scrolling through any social media, upbeat positive voicemails left by you that register both consciously and subconsciously reminding them talking directly to you results in a renewed sense of energy, plus you have a business referral or productive lead that could net both of you money. Next, a sparkle glints in their eye as they remember your crazy cat and what makes the animal stop when they pause in front of your shop. Your images are the first impression you make on your clients; every single contact with them should be remarkable and intentional."

Branding is the process of communicating an idea, swelling proposition or differential that sets

a business, product, or service apart from the competition. Examples of branding techniques can range from the use of taglines, jingles, logos, mascots, and the personal touch or connection being established. To be successful, consulting public relations specialists recommend that you take some time to clearly define how you would like your business to be perceived. From there, organize your business based on that promise. Then, effectively communicate something that will resonate with the prospective client.

The most important piece of this economic recovery advice is to be consistent, even during times when operating rules and regulations appear fluid. Effective businesses understand

**"Your personal brand is your business or what sets you apart from the crowd; it is what makes you unique and interesting," said Jana Johnston, nationally recognized award-winning photographer.**

this idea that building solid relationships with their clients has resonated and reverberated across decades. It's the personal touch that makes a difference. Access to technology seems to have marginalized the personal touch where interactions, person-to-person chemistry, and attempting to appear morally balanced have forsaken the very components of Business 101. Before the consumer buys from you, they are buying into you.

Business owners, artists, entrepreneurs, leaders, and influencers need a solid definition

of the consistent image that best represents them. Daily updates on your social sites should still happen, but should not take longer than 10 minutes per day. If you are the face of your business, then play that up and market yourself. If you spend just 30 minutes a day working on images and posts, that adds up to over four weeks a year! That time would be better spent making phone calls or writing out personalized notes in a birthday card.

"For many that are not familiar, this Personal Business Branding or Brand Storytelling, as I like to call it, would be PERFECT for you right now, whether you are just getting your business

up and running or if you have been in business for years and are looking to expand your audience and increase your profits," said Dan Samson, business consultant. "Many people make the mistake of believing that branding is a new headshot, logo, and color scheme. These things are so important, but only a tiny snapshot of the overall idea and psychology of branding. Branding connects you to your ideal audience, your perfect client, by showcasing you, your personality, and talents to people who share your values and relate to you on an incredibly personal basis. People love to connect with people. They want to know more about you, they want to see what your morning routine is, what leisure activities you

prefer, meet your family, learn your passions, and see you being you, because in the end that creates an unbreakable synergy between the two of you!"

*Kathryn Holt is a freelance writer, featured national radio guest, an inspirational/motivational keynote event speaker, grants television interviews on a wide myriad of topics and is a contributor to The Foothill Weekly. She can be reached at kathrynholt@att.net.*

# An Insider's View: The State of the Hospitality Industry

By Dustin Wright



DUSTIN WRIGHT AT THE OAKS CLUBHOUSE. SUBMITTED PHOTO.

As Director of Food and Beverage at The Oaks Clubhouse located in Lake Wildwood, I wanted to offer views on the state of our industry. Our operation continues to make great strides reintroducing itself stronger than ever despite the challenges presented. Like many, our core team continues to adapt and evolve through the lingering effects of this global pandemic discovering the silver linings when possible. We continue to grow our social media presence, build our retail line, and offer unique dining opportunities which include “Whiskey Wednesday”, that showcases the largest collection of rare whiskeys in Nevada County and competes with the likes of Sacramento and San Francisco.

As vaccinations continue to be distributed, and COVID cases around the nation drop, businesses are looking to reopen their doors. With that said, the restaurant industry and small businesses are experiencing a workforce crisis. In our county alone, large businesses like the National Hotel, Holbrooke Hotel, and Lake of the Pines are hiring for all positions. Much like these businesses, we are also attempting to hire so we may continue expanding our hours of operation and unfortunately, we are in direct competition with each other.

I have personally made connections with the surrounding restaurant industry to better understand how challenging the situation is in our community. Many servers share how overworked they are feeling and fear it is affecting the service they take such pride in. Many business owners and managers are hearing similar stories. To find qualified, experienced servers has proven to be equally challenging. The reasons appear to be the following:

- Unemployment and stimulus checks paying more than most jobs.
- People leaving the industry to pursue more stable positions.
- Others have chosen to further their education by attending school. In fact, I read an article today about a sous chef leaving the industry to study computer programming, a seemingly more stable career.

I share the above due to many members of our community asking regularly about opening more days and expanding our hours. Like many restaurants and small businesses in our area, we do not have enough team members to expand our hours of operation, to stay open later, or to open more days. Many have offered advice



continued to page 10



and opinions, and while I sincerely appreciate all ideas, and have always explored them, at this time it is not possible.

Upon the re-launch of our venue, our focus has been staffing the days for all the members of our community, which receives 12%-26% of our revenue verses the 6%-8%, for example, Mondays have delivered annually.

In closing, I want to thank those who continue to follow venues on social media, dine on our patio and purchase our retail. The support and

kind words you share truly have helped operations like ours through some of our most challenging days. As always, we are here for you, and will continue our march onward offering an experience our county can be proud of.

*Dustin Wright is the Director of Food and Beverage at The Oaks at Lake Wildwood. He can be reached at [dustinw@lwwa.org](mailto:dustinw@lwwa.org).*

# More than Just a Newspaper

## The Union offers digital marketing services that reach your target market

By Chad Wingo

As a business owner or manager, you know how difficult it can be to know how to best market your business. After all you didn't open a restaurant, dance studio, auto repair shop or hardware store to become a digital marketer, you opened it to cook or dance or fix cars and doing that is the best use of your time for your business, so let us help you with the digital marketing of your business.

There are tons of digital options that allow you to target your current customers and clients, as well as reach out to new ones.

So where do you start? Give us a call or shoot us an email. We've been in this community helping businesses grow for more than 150 years, and we've been supporting local businesses with our extensive digital marketing options for over a decade.

What can we offer? More like what *can't* we offer!

Here's a brief list of some of our more common and successful digital campaign types:

**Website Built/Maintenance** - You need to have a website and your website needs to be right; it should not look like your nephew built it for you in 2008.

**Search Engine Marketing (aka Paid Search or AdWords)** - Promoting your (very well done) website by increasing your visibility in search engine results pages, mostly through paid advertising (think top of the page on a Google search).

**Social Media Management** - Stay in touch with your most faithful and favorite customers and create loyalty and retention with Facebook, Instagram, Twitter, YouTube and more (we can also use Facebook's ad platform to increase your customer base).

**Native Advertising** - Show yourself as the expert in your industry in this community with locally relevant, interesting, and educational content. By publishing original custom written articles that blend with our trending news stories, we nurture trust between brands and consumers.

**Targeted Display Advertising (aka Programmatic or "you know, those ads that follow you")** - We target people in segment audiences so that you're only paying for ads delivered to the right people at the right time (targeting available based on geography, demographics, behaviors, content, search retargeting, site retargeting and across devices).

**Contests and Promotions** - We create a custom contest for you (photo submission contests are the most frequent). Contests are a unique and robust way to generate qualified leads, gather email info, learn more about your consumer, as well as better understand the overall audience interested in your product or service.

Now that is a ton of information in a few hundred words and it's missing the most important piece; your business information so it can be personalized to your business for customized success. Give us a call and we'll be happy to discuss your goals so we can create a tailored digital solution for YOUR business.

Remember, you don't need to be a digital marketing expert to make your business successful, you need to be the best baker or electrician or attorney you can be, and leave the digital marketing to us.

*Chad Wingo is the Director of Marketing and Business Development for The Union, Sierra Sun, and Tahoe Daily Tribune. He can be reached at 530.477.4221 or [cwingo@theunion.com](mailto:cwingo@theunion.com).*

# A Surprising Response to the Pandemic among Nevada County Businesses

By Hollie Grimaldi-Flores

It would be easy to blame everything negative on the COVID-19 pandemic, and if you are restaurant owner or operate a venue space, there is a lot of blame to go around. However, the results of a survey of 50 businesses located in Western Nevada County, conducted by Nevada County Economic Resource Council Executive Director Gil Mathew, reveal a surprising number that found a silver lining in the dark cloud of the pandemic.

When asked to rate the impact of the pandemic on their business on a scale of one to five (with one signaling a severe impact and five indicating a highly positive result), 35 companies rated the pandemic as having little to no impact or to having a positive effect. Only 15 of the companies rated the effect on their businesses negatively.

Not surprisingly, the results varied by industry. The trades hardest hit by the pandemic were those related to hospitality, food service, performance venues, and a few nonprofits. Those seeing a positive outcome included the building trades, home improvement businesses, and those in the automobile sector.

The Payroll Protection Plan (PPP), a federal program providing up to three months of rent or mortgage costs as well as employee salaries and benefits, and other funding were featured as a key factor to the businesses that reported coming out of the pandemic with little impact and to a positive outcome.

Through the survey, Mathew found that there is a real sense from those businesses who came out relatively unscathed wanting to help the businesses that were hardest hit. Many of the companies surveyed reported the need for continued rent relief and for qualified workers. However, the majority indicated they didn't need anything, saying if more assistance becomes available they would like to see it go to the businesses that suffered the greatest losses.

Last spring, as news of the pandemic began to unfold, a group of community leaders joined forces with the County of Nevada, Sierra Nevada Memorial Hospital Foundation, Tahoe Truckee Community Foundation, the Sierra Business Council, Center for Nonprofit Leadership, and the Economic Resource Council under a new umbrella they called "NC Relief Fund". Initially backed with \$100,000 awarded by the Nevada County Board

of Supervisors, the goal of NC Relief Fund was to direct resources to small businesses and other vulnerable groups in hopes of alleviating some of the impact of the COVID-19 crisis. Community donations matched the first county grant and went well beyond that number. The Board of Supervisors gave another \$250,000 to the fund in August of 2020. Area businesses applied for and have since received nearly a half a million dollars in distributed funds. Recipients cover a wide gamut, from nail salons to coffee shops, dance academies to cleaning services. Funds were also distributed to many affected by last fall's Jones Fire.

In addition to Federal and local funding sources, a number of area organizations are rising up to assist businesses as they find their way back to "normal" practice. The Nevada County Economic Resource Council (ERC) is among the organizations that continue to evolve to help company owners meet many of the challenge's businesses face today and post COVID. "As we come out of Covid, it's not as simple as flipping a switch – there are supply chain issues, there are staffing issues. There is a tremendous amount of rebuilding and regrouping of organizations just to be able to get started again," said ERC Board President Jason Fouyer. "We want to be able to assist with that. We are heavily dependent on the nexus between thriving downtowns and the overall health of the community, including its businesses."

Utilizing a grant from the California Manufacturing Technology Consulting (CMTTC), Mathew has been meeting with owners of area manufacturers to offer no-cost-to-them help with OSHA and COVID-19 compliance, marketing, website development, and to ensure the companies are complying with labor laws and safety requirements within the industry. If you are the owner of a manufacturing business in Nevada County and are interested in learning more, email [info@ncerc.org](mailto:info@ncerc.org).

*Hollie Grimaldi Flores is a freelance writer in Nevada County. She writes a monthly column on behalf of the ERC. She can be reached at [holliesallwrite@gmail.com](mailto:holliesallwrite@gmail.com).*

## WESTERN NEVADA COUNTY CHAMBERS OF COMMERCE

# BENEFITS OF CHAMBER MEMBERSHIP

Membership in a local chamber of commerce offers numerous benefits and helps keep business owners on top of important, ever-changing issues and trends within their community. The Chambers of Commerce also focus on bringing the business community together through networking activities that foster individual member growth and support for one another. "When consumers know that a business is a member of local chamber, there is not a 49% increase in favorability toward that business and consumers are 80% more likely to patronize a business in the future that they believe is a member of the local Chamber of Commerce." - *The Schapiro Group Research Study 2012*

### GREATER GRASS VALLEY CHAMBER OF COMMERCE

This 110 year old chamber actively seeks to expand its involvement with all civic entities, other chambers of commerce, member nonprofits and media organizations to establish new, or enrich existing relationships that through collaboration will benefit the community.

128 E. Main St.  
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Grassvalleychamber.com

### NEVADA CITY CHAMBER OF COMMERCE

The Nevada City Chamber of Commerce is a voluntary partnership of business and professional people working together to promote commerce, business and tourism through marketing campaigns, promotions and events. While emphasizing our quality of life and historic environment, our goal is to benefit merchants and citizens both professionally and economically.  
132 Main Street, Nevada City, CA 95959  
(530) 265-2692 • (800) 655-6569  
Nevadacitychamber.com

### PENN VALLEY AREA CHAMBER OF COMMERCE

The Penn Valley Area Chamber of Commerce serves unique purpose in the rural far western area of Nevada County. In addition to the primary



function of promoting and protecting business and commerce, the Penn Valley Area Chamber of Commerce takes on a leadership role and advocates on behalf of the entire community in whole with programs, projects, and beneficial assistance for all.  
17422 Penn Valley Drive, (In the Penn Valley Shopping Center)  
Penn Valley, CA 95946  
(530) 432-5735  
Pennvalleycoc.org

### SOUTH NEVADA COUNTY CHAMBER OF COMMERCE

The South Nevada County Chamber mission is to provide a voice for the business community and enhance the economic vitality of South Nevada County. As our membership continues to grow and flourish, the Chamber will continue to work with our local businesses and the community bringing vitality to the South Nevada County area.  
10063 Combie Road, Suite C,  
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### ROUGH & READY CHAMBER OF COMMERCE

Rough & Ready today is home to hundreds of residents who take pride in the culture, history and sustainability of their community. With social and community activities centered around the Chamber of Commerce, the Grange and the Volunteer Fire Department, Rough and Ready is a popular place to live or visit.  
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Rough & Ready, CA 95975  
(530) 272-9145  
Roughandreadychamber.com

### ADDITIONAL WESTERN NEVADA COUNTY BUSINESS ASSOCIATIONS

### GRASS VALLEY DOWNTOWN ASSOCIATION

The Grass Valley Downtown Association is a Business Improvement Assessment District. The function of the organization is to represent its general membership with a unified voice in economic development and the historical preservation of Downtown Grass Valley. Currently, 218 businesses reside in the district. The boundaries include parts of Main Street, Mill Street, Church Street, North and South Auburn Streets, Neal Street and Bank Street. For more information, please visit [downtowngrassvalley.com](http://downtowngrassvalley.com).



continued to page 13



**NEVADA COUNTY ARTS COUNCIL**

Nevada County Arts facilitates a range of collaborative activities for county arts organizations and artists, unified around the common purpose of promoting and exhibiting their talents and sustaining their organizations. The group represents and advocates for the arts in Nevada County and acts as liaison to city, county and state government, chambers of commerce and other regional organizations; secures funding to facilitate collaborative projects of benefit to the artists and arts organizations of Nevada County; collaborates to increase audiences and support the arts of Nevada County and; educates and inspires the community about the value of the arts both economically and for quality of life.  
PO Box 1833, Nevada City, CA 95959  
(530) 278-5155  
Nevadacountyarts.org

**THE NEVADA COUNTY ASSOCIATION OF REALTORS**

The Nevada County Association of REALTORS® provides services, programs and a level of expertise and knowledge that distinguish REALTORS® from all other real estate agents. Our members, directors and officers adhere to a strict Code of Ethics and are among a professional group of local, state and national real estate professionals. Our staff's goal is to provide the most professional and congenial service to members and the public.  
336 Crown Point Cir

Grass Valley, California  
Call (530) 272-2627  
nevadacountyaoar.com

**NEVADA COUNTY BUSINESS BUILDERS**

Nevada County Business Builders, a local chapter of Business Networking International, is the most thriving local business networking group in the county. The group meets every Thursday at noon for a networking lunch at The Oaks Clubhouse in Lake Wildwood. Meetings are held online only until the stay at home order is lifted. For more information, visit [bninorthernca.com](http://bninorthernca.com) or call (530) 210-3644.

**NEVADA COUNTY CONTRACTORS ASSOCIATION**

The Nevada County Contractors' Association is a nonprofit association of general contractors, sub-contractors, building material suppliers, and other related construction industry businesses. The purpose of the NCCA is to promote high standards, integrity and ethical practices within the construction industry.  
149 Crown Point Ct.  
Grass Valley, CA 95945  
(530) 274-1919  
[Nccabuildingpros.com](http://Nccabuildingpros.com)

**NEVADA COUNTY ECONOMIC RESOURCE COUNCIL**

The NCERC is committed to ensuring a thriving, attractive business environment in Nevada County. They support scalable ventures that

create quality jobs, promote entrepreneurship, help existing businesses, attract new businesses, and contribute to the overall prosperity of the community. Their prime focus is businesses, entrepreneurs and talent that draw from the national and global market, workforce and economy to grow investments and revenue in Nevada County.  
104 B New Mohawk Rd, Suite 2  
Nevada City, CA 95959  
(530) 274-8455  
[Nccerc.org](http://Nccerc.org)

**SIERRA VINTNERS**

Association of Wineries  
PO Box 1552  
Grass Valley, CA 95945  
(530) 205-3016  
[sierravintners.com](http://sierravintners.com)

**SPARC**

SPARC is a supportive space where anyone 21-40 years old can come to help advance their career. If you are just starting out, own your own business, or want to get promoted, SPARC can help you reach your career goals and build your social network. Meetings take place at on the second Wednesday of each month (although these had been halted due to Covid, SPARC will begin holding events again soon.) at a different business each time, with fun and engaging speakers who focus on relevant topics.  
(530) 273-4667  
Email [spark@grassvalleychamber.com](mailto:spark@grassvalleychamber.com)





## GRASS VALLEY BUSINESS LICENSES

# The City of Grass Valley invites and welcomes new business!

We understand that starting a business can be an exciting and challenging time, especially right now.

Please contact the City with any questions or concerns you have as you plan to start your business in Grass Valley: (530) 274-4300

A business license is an annual tax for doing business within the City. The City of Grass Valley Business License Ordinance requires a business license for any business activity conducted in Grass Valley city limits. Business license taxes and fees help pay for City services such as roads, fire, police and other community services. Business licenses are renewed annually at the beginning of each year.

**To speak with a tax specialist:** (530) 768-2497

### **COMMERCIAL BUSINESS**

If you've found a desirable commercial location to conduct your business from in the City of Grass Valley, there are several things you'll want to confirm and/or complete BEFORE YOU SIGN A LEASE.

### **DAY CARE FACILITY**

The city defines day care as facilities that provide non-medical care and supervision of minor children for periods of less than 24 hours. These facilities include the following, all of which are required to be licensed by the California State Department of Social Services.

### **HOME OCCUPATION**

The conduct of a business within a dwelling unit or residential site, employing only the occupants of the dwelling, with the business activity being subordinate to the residential use of the property.

### **MASSAGE THERAPY**

All massage therapists and technicians employed with establishments in the City of Grass Valley are required to possess a current and valid CAMTC certification.


Prior to applying for a business license, massage therapists must obtain an Operator's Permit from the Grass Valley Police Department.

### **SHORT TERM RENTALS**

The city established the Bed & Breakfast Ordinance and Short Term Rental Ordinance to provide standards for home-based short term rentals in Grass Valley.

**BUSINESS LICENSE ONLINE SERVICES INCLUDE:** Create an Online Account, Apply for a Business License, Renew a Business License, Make a Payment, Close a Business License Account and Search for a Licensed Business  
[www.cityofgrassvalley.com/pod/business-license-online-services](http://www.cityofgrassvalley.com/pod/business-license-online-services)

# We welcome your business in Nevada City!



All businesses are required to have a valid business license from the City of Nevada City in order to transact business or occupy space in the City. Businesses located outside of the City but conducting business activity within city limits are also required to have a Nevada City business license. Nevada City Business License Tax rates are competitively low and contribute funding toward essential City services including Police and Fire protection and other community services.

- To apply for a business license, please complete the Business License Application and return to City Hall (317 Broad Street). Please also complete the City's Emergency Contact Form.
- For businesses operating out of their home, please complete the Home Occupation Permit Application and return to City Hall.
- To File Transient Occupancy Taxes (TOT), please complete the TOT Form or Excel Auto Calc TOT version and return to City Hall.
- To file Cannabis Taxes Businesses complete the Non-Cultivation Form or Excel Auto Calc version and return to City Hall.
- Measure "F" Cannabis Business Tax.
- Cannabis Tax Reporting 101.

For more information about starting and operating a business, please visit the City's "More Business Resources" at [nevadacityca.gov](http://nevadacityca.gov)

### TRUCKEE

We are excited that you have chosen Truckee as the location for your business. We understand the importance of the business community and the benefit that successful growing businesses have on our community. We are here to help and offer services and programs to assist in the growth and success of our local businesses in Truckee.

The Town of Truckee is excited to introduce Open Counter, an online program that helps entrepreneurs get their businesses up and running more quickly and easily by providing an online interface to the permit process at Town Hall.

Open Counter asks the right questions, in the right order, so business owners can see the requirements, fees and estimated turnaround time for their planned use. You can check everything from zoning and parking requirements to Special District fees for your new business, while at the same time receiving information on other questions that you might not even have thought to ask.

To take advantage of this new resource, visit [www.truckee.opencounter.us](http://www.truckee.opencounter.us) and enter some information about yourself and your new business, and the program will walk you through the permitting process.

This program streamlines the permitting process by allowing entrepreneurs access to building and land use/zoning information at any time of the day or night -- a virtual Town Hall that is open 24/7.

For more information, please contact Alex Terrazas at (530) 582-2914 or [aterrazas@townoftruckee.com](mailto:aterrazas@townoftruckee.com)



# Resources and Funding Options for Small Business

The Small Business Association Resource Partners offer an impressive number of resources available to small business owners, training agencies and trade associations. The network of programs provide interesting opportunities for potential funding and other types of assistance intended to stimulate business creation and growth. Please explore these forward thinking tools and services to learn more about how they can work for you!

**SCORE** services are all free. This national organization is staffed by Volunteer Executives who provide mentoring by way of conference calls, email communication or face-to-face counseling. SCORE also offers seminars, educational workshops, business tools and templates. Visit [score.org](http://score.org).

**The Small Business Development Center (SBDC)** targets small to medium businesses to provide one-on-one technical assistance workshops, Pitch Camp, Microloans and the ETSY Marketplace strategies. The SBDC partners with local banks, SCORE, investors and community agencies. (916) 319-4268 or visit [sbdc.com](http://sbdc.com)

**Veteran Launch** helps veterans connect with the resources available to them and provides affordable business loans of up to \$250,000 for both veteran start-up businesses and existing businesses needing capital to expand and grow. Contact Mike McGrane at (916) 300-3470.

**United States Department of Agriculture (USDA)** Business programs work through partnerships with public and private community based organizations and financial institutions to provide financial assistance, business development, and technical assistance to rural businesses. Contact Tammy Laizure at (530) 533-4401 x131 or [tammy.laizure@ca.usda.gov](mailto:tammy.laizure@ca.usda.gov).

**USDA Rural Development's Business, Energy and Cooperative Programs** are available to help finance the expansion of a rural business



or help establish a revolving loan fund. From a dairy farmer installing solar panels to a grocery store selling locally grown products, USDA can help. Contact Karen Rich, Business and Cooperatives Program Director, at (530) 792-5825 or [Karen.rich@ca.usda.gov](mailto:Karen.rich@ca.usda.gov).

**California Air Resources Board (CARB)** provides technical assistance, regulatory compliance information and financial assistance. Explore the Funding Wizard website, [fundingwizard.arb.ca.gov](http://fundingwizard.arb.ca.gov), to locate funding opportunities for projects that help support a sustainable future. Contact Judy Nottoli at (916) 322-7429 or [Judy.Nottoli@arb.ca.gov](mailto:Judy.Nottoli@arb.ca.gov).



continued to page 17



Resources continued from page 16

**Governor's Office of Business & Economic Development** offers the following GO-Biz programs: California Competes Tax Credit, IBank's Small Business Finance Center, the "CA Made" Program, the California Business Portal – [businessportal.ca.gov](http://businessportal.ca.gov) and CalGOLD (a permit assistance tool), [calgold.ca.gov](http://calgold.ca.gov). (877) 345-4633

**California Capital Procurement Technical Assistance Center** (PTAC) builds small business capacity for federal, state, and local government contracts through one-on-one counseling, workshops, training and bid matching. (916) 442-1729 or visit [cacapital.org](http://cacapital.org).

**CalRecycle** provides grants or lends money to companies that increase the diversion of recyclable materials from landfills, promote Green House Gas Reductions and manufacture recyclable content products. (916) 341-6300 or visit [calrecycle.ca.gov](http://calrecycle.ca.gov).

**The U.S. Commercial Service** offers counseling in trade planning and strategies, legal and regulatory issues, documentation requirements, trade challenges, and trade finance and insurance, marketing tools and commercial diplomacy training. Contact Tony Hill, Senior International Trade Specialist at [Anthony.Hill@trade.gov](mailto:Anthony.Hill@trade.gov) or George Tastard, U.S. Commercial Service, at [George.Tastard@trade.gov](mailto:George.Tastard@trade.gov).

**Veterans Business Outreach Center** (VBOC) is committed to the growth and commercial competitiveness of veteran-owned small business enterprises through education and services focusing on business development, technology deployment and e-commerce. Services are delivered to clients by E-mail, telephone, webinars, Skype and/or face to face consulting. (916) 527-8400, [vbocix.org](http://vbocix.org).

**State of California Employment Training Panel** (ETP) is a business and labor supported state agency that assists employers in strengthening their competitive edge by providing funds to off-set the costs of job skills training. Contact Barry Worthington, (916) 327-5262 or [barry.worthington@etp.ca.gov](mailto:barry.worthington@etp.ca.gov).

**The California Small Business Loan Guarantee Program** enables small businesses to obtain credit when it cannot otherwise qualify for a loan. The program provides a lender with necessary security in the form of

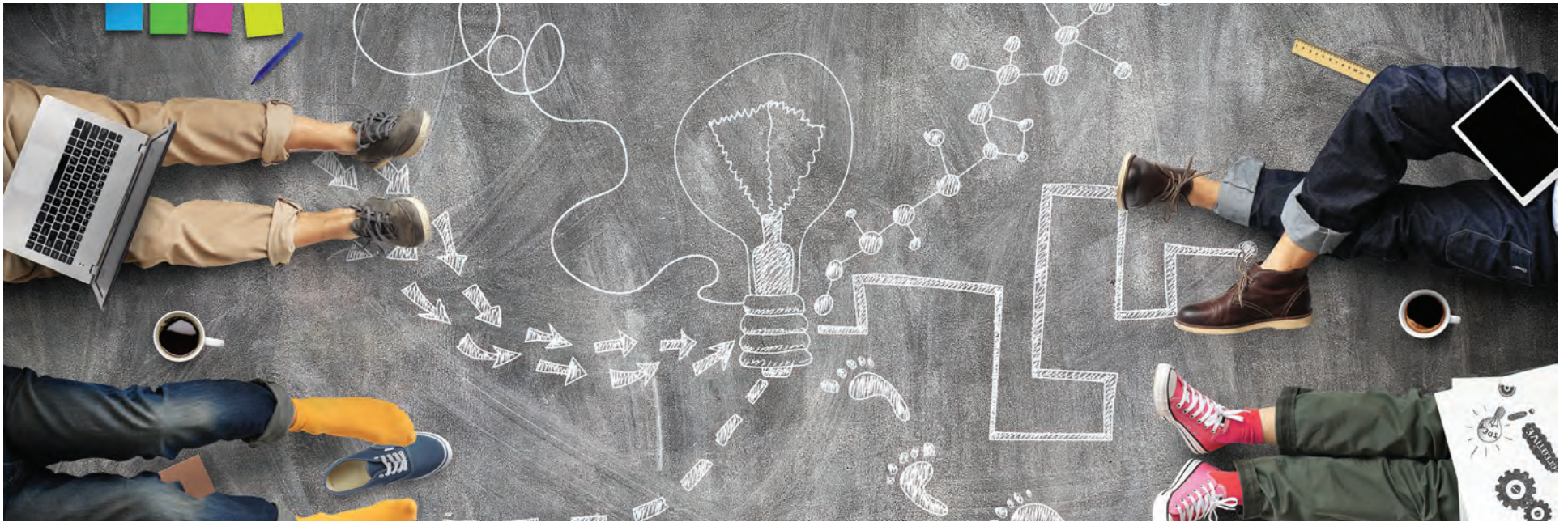


guarantee. Contact Anthony Rucker, SR. Loan Officer, (916) 442-1729 or [arucker@cacapital.org](mailto:arucker@cacapital.org).

**Alliance for Workforce Development** is a local one-stop business and job seeker center that assists those seeking employment, wanting to improve career opportunities or a business looking for trained and skilled employees. (530) 265-7088

**Sierra Business Council** (SBC) pioneers and demonstrates innovative approaches and solutions to increase community vitality, environmental quality, economic prosperity, and social fairness in the Sierra Nevada. SBC's work includes research, policy analysis, public education and leadership development. (530) 582-4800 or visit [sierrabusiness.org](http://sierrabusiness.org).

The Small Business Association Resource partners is collaborating with the Nevada County Regional Chamber of Commerce alliance to put in place a county-wide web-based calendar of business workshops and business related events. It is estimated the site will be launched within a couple of weeks. For more information, please contact Susan George, [sugeorge@earthlink.net](mailto:sugeorge@earthlink.net).



# Education K-12

Nevada County offers an abundance of school choice from well regarded open enrollment traditional public schools to innovative charter options that emphasize different learning styles and philosophies. There are also several higher education options either within the county or within easy commuting distance. The area has well regarded and innovative K-12 school systems, focused on continuous improvement, including numerous public charter schools. For a complete directory of schools visit: [Western Nevada County nevco.org](http://Western Nevada County nevco.org) or in Truckee [ttusd.org](http://ttusd.org)

## CHARTER SCHOOLS:

Nevada County boasts the greatest number of charter schools per capita in California. A variety of educational offerings are available in each of the 12 charters.

## NATIONAL BLUE RIBBON SCHOOLS:

Nevada Union High School, Alta Sierra Elementary, Pleasant Ridge Elementary and Cottage Hill Elementary were named Blue Ribbon Schools by the President for academic excellence. Nevada City School of the Arts is the first charter school in the nation to earn the Blue Ribbon award.

## CALIFORNIA DISTINGUISHED SCHOOLS:

Many schools throughout the county, in the past decade, have been recognized as Distinguished Schools by the Governor for academic excellence. Nevada Union High School, Bear River High School, Ghidotti Early College High School, Magnolia Intermediate School, and Seven Hills Middle School were all awarded this honor. In the Truckee area both Glenshire Elementary and Tahoe Lake Elementary were also recognized as distinguished schools

## S.T.E.A.M. EXPO

The event combines science, technology, engineering, art and math into a stimulating experience that promotes 21st Century educational goals and links to local career opportunities and resources. While this was cancelled in 2020 due to COVID-19, it will return better than ever in 2021.

Nevada Joint Union High School District is a group of Innovative Educational Communities:

1. Nevada Union Partnership Academy of Telecommunications, which has a multimedia focus to many of the assignments with video production at its core.
2. Engineering Design Pathway
3. Green Academy which focuses on renewable energy.

4. The humanities academy which focuses on the classical education with extra focus on world languages.

## SIERRA COLLEGE

Nevada County has two Sierra College campuses, one in Grass Valley and one in Truckee. The college ranks among the top 1% of United States community colleges in awarding Associate Degrees and ranks 4th in California. Sierra College is also ranked first in Northern California (Sacramento north) for transfers to four year Universities.

Career/technical training, and classes for upgrading job skills are available by way of approximately 83 degree and 78 certificate programs. Graduates from Sierra College can be found in businesses and industries throughout the region.

The college also prepares students bound for engineering majors through lower division required courses such as Mathematics, Chemistry and Physics. Sierra College is proud to offer the Mechatronics program which is the study of electronics, mechanics, pneumatics, hydraulics through computer control in one cohesive hands-on, project-based program. The field of mechatronics includes robotics, industrial automation,



continued to page 19



Education continued from page 18

industrial process control, and electro-mechanical systems. Sierra College offers a three course series in photovoltaic (i.e. solar energy) technician training. Numerous programs in the digital arts are offered such as graphic design, 3-D modeling, web design, video production and editing and interactive multi-media production.

Students may choose from traditional on-ground, online, and hybrid courses from each of the four campuses, Rocklin, Nevada County, Tahoe-Truckee and Roseville. Sierra also offers an extensive not-for-credit Community Education (Kaleidoscope) program, as well as a large variety of courses through the Osher Lifelong Learning Institute (OLLI) program for retired community members.

The Nevada County Campus (NCC) located in Grass Valley currently offers courses in all patterns of Intersegmental General Education Transfer Curriculum (UC Admissions), Cal State University Breadth (Cal State Admissions, and General Education requirements for Associate degrees, as well

as Community Education non-credit courses and Osher Lifelong Learning courses. Students may entirely complete 38 degrees at NCC, as well as many others by taking a combination of on-ground and online classes at NCC and Rocklin.

The Tahoe-Truckee campus offers students a broad array of general education courses and many attend with the goal of transferring to CSU, UC, or private schools. Signature programs include Social and Behavioral Sciences, Psychology, Business Accounting, Business Administration and Natural Sciences Transfer Programs. Career and technical education programs include Emergency Medical Technician (EMT), Accounting and Business services, mechatronics, and Human Development.

To learn more about Sierra College and what it can do for you, visit [sierracollege.edu](http://sierracollege.edu).

There are four Major Universities within 90 miles of Nevada City

**Cal State University Chico**

400 West First Street  
Chico, CA 95929  
(530) 898-4636  
[csuchico.edu](http://csuchico.edu)

**Cal State University Sacramento**

6000 J Street  
Sacramento, CA 95819  
(916) 278-6011  
[csus.edu](http://csus.edu)

**University of Nevada, Reno**

1664 N. Virginia Street,  
Reno, NV 89557  
(775)-1110  
[unr.edu](http://unr.edu)

**University of California, Davis**

One Shields Ave.  
Davis, CA 95616  
(530) 752-1011  
[ucdavis.edu](http://ucdavis.edu)

Media Contacts

**THE UNION**

464 Sutton Way  
Grass Valley, CA 95945  
(530) 273-9561  
[Theunion.com](http://Theunion.com)

**THE WILDWOOD  
INDEPENDENT**

11270 Pleasant Valley Road  
Penn Valley, CA 95946  
(530) 432-2747  
[Theunion.com/news/twi](http://Theunion.com/news/twi)

**APPEAL DEMOCRAT**

1530 Ellis Lake Drive  
Marysville, CA 95901  
(530) 749-4700  
(800) 831-2345  
[Appeal-democrat.com](http://Appeal-democrat.com)

**BEALE AIR FORCE BASE**

Public Affairs  
(530) 634-8887  
<http://www.beale.af.mil/ContactUs.aspx>

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[Mystarradio.com](http://Mystarradio.com)  
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Nevada City, CA 95959  
Email: [office@KVMR.org](mailto:office@KVMR.org)  
Phone: (530) 265-9073  
Studio line (530) 265-9555  
[www.Kvmr.org](http://www.Kvmr.org)

**NCTV**

Nevada County TV

355 Crown Point Cir STE D,  
Grass Valley, CA 95945  
(530) 272-8862  
[NevadaCountyMedia.org](http://NevadaCountyMedia.org)

**YUBANET**

Email: [news@yubanet.com](mailto:news@yubanet.com)  
[Yubanet.com](http://Yubanet.com)

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[www.nevadacountygold.com](http://www.nevadacountygold.com)

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or call  
530-263-1843  
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Calif. 95959  
[www.sierraculture.com](http://www.sierraculture.com)

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[www.sierraheritage.com](http://www.sierraheritage.com)

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[www.moonshineink.com](http://www.moonshineink.com)

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